

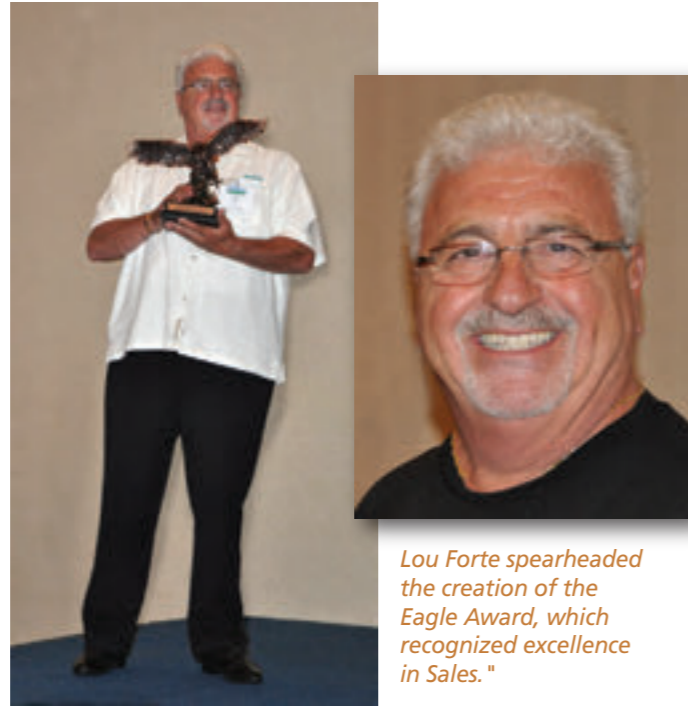
## A Fond Farewell

Waste Pro is proud to acknowledge the stellar career of one of its founding members. Lou Forte has had quite the career, not only in solid waste, but in the business world in general. Since 1970, Lou has been heavily involved in the sales and marketing industries. It was in the early days where he met John Jennings, while working with an education program focused on developing the business and marketing skills of new professionals.

After spending time traveling as a consultant and public speaker throughout the U.S., Europe, and Mexico, Forte joined forces with Jennings once again in 1980, to increase the sales staff's impact for Industrial Waste Service and Attwood's PLC. His focus on sales staff training and development continued through the 80's and 90's while working with Jennings to grow Jennings Environmental, USA Waste and Waste Management.

In 2000, Jennings invited Forte to join in his largest venture yet... the growth of a new company, Waste Pro. Forte became one of the seven original investors in Waste Pro. For the last 10 years Forte has devoted his efforts to Waste Pro's growth through its Sales Leadership and Mentorship programs.

While it is bittersweet, the Waste Pro family must bid a fond farewell to Lou as he starts the next chapter



Lou Forte spearheaded the creation of the Eagle Award, which recognized excellence in Sales."

in his journey. Waste Pro wishes to thank Lou for his commitment to this company and its mission to being the best in the business. He has inspired us all to "soar like eagles and always expect more of ourselves". Thank you for all you've done. Best wishes Lou and enjoy the rest of your journey.

## final thoughts...

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."  
— Thomas Jefferson



### Gardening Safety Tips >>>

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#### SMOKE ALARMS...

- test all smoke alarms
- place an alarm on each floor to give advance warning
- practice a family fire drill of what all members of the family would do if the smoke alarm went off

#### CANDLES...

Burning candles, although romantic or necessary due to a power outage, can be very dangerous.

- never leave a burning candle unattended
- do not use around small children or pets
- do not place near combustible items
- be sure to place on a stable base



#### MATCHES AND CIGARETTE LIGHTERS...

- do not leave where children can get them
- store matches in a non-combustible container

#### DRYER VENTS...

Fires can start from lint collected in dryer vents, clean them out regularly, along with cleaning the filter after each load.

#### MAINTENANCE...

Fall is a good time to really look around our property and take care of those maintenance problems which could cause a slip and fall in the winter months.

- be sure outdoor lighting is adequate
- repair porches and steps
- put summer items away from porches and lawns so that someone won't trip and fall
- have a sand supply ready for the soon to be icy walks and driveways
- now is the time to prepare your home for the winter months ahead.
- clean out gutters of leaves and debris
- check roof shingles to be sure they are in good condition for wind, ice and snow
- check windows for deteriorated sills and putty to prevent water damage to walls and ceilings
- take a look at large trees on your property and remove trees and limbs which appear rotted and could fall on your property in winter storms

### top of the heap >>>

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For Waste Pro, 2013 will bring new challenges and many opportunities. Our distinctive difference in the solid waste industry is focused on the ability to provide premium service; no one can touch us on service. We are not and never will be the low price leader. Our reputation for service represents real customer value. Communicating that value will be a priority in 2013 and we will provide you all with the tools you need to define that value. We create value as a team through your actions in regions, divisions, corporate support and, most importantly, from the street.

I am excited about the future of Waste Pro and value each and every one of you.

John J. Jennings

*SUBMISSIONS: If you would like to submit articles, special interest pieces, or acknowledgements let us know! Submissions for Trash Talk should be made to Brandi Hunter at bhunter@wasteprousa.com.*



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# Trash talk

Insight into Waste Pro

Volume 3, Issue 2

Fall 2012

### top of the heap >>>



John Jennings, CEO

## Happy Holidays!

Happy Holidays to each and every one of you and to your families. We are all very busy this time of year with our business year end and celebrating with family and friends. I would encourage you to set aside some time to reflect about your personal and professional accomplishments in 2012 and plan for the New Year.

We say Waste Pro is a family. We have Values: Passionate Customer and Community Service, Integrity and Sincerity, Success of our People, Respect, Teamwork, Pride and Safety. It occurs to me that regardless of whether it is the Waste Pro family or your family, these values apply. At Waste Pro we recognize that these values are a work in progress; a target.

continued back panel

## Gardening Safety Tips:



# Tips for Fall & Winter Season

**WOOD STOVES...** We have had a few days with that little "nip" in the air. How cozy it is to feel the warmth of a fire in the wood stove or fireplace. Now is the time to think ahead to cold winter nights and burning wood safely.

Take the following steps to protect your family and property:

- have your chimney cleaned
- clean your wood stove
- remove clutter which may have accumulated on or near the stove or fireplace
- be sure your chimney is lined and liner is in good condition
- be sure chimney bricks and mortar are in good condition
- do not have more than one heating device in a single flue (liner)
- always use dry wood in fireplaces and wood stoves

Continued on back cover...

# Waste Pro Recognizes Two-Time Safety Award Recipient

Driver, Angel Veloz in Ft. Myers, FL, picked up his second \$10,000 check in late September.

Unique in the solid waste industry, Waste Pro's Safety Award is given to individuals who have, for a three year period, recorded no injuries, accidents, or property damage, received no customer complaints, have provided excellent customer service, and have a well maintained truck and positive attitude.

Angel has been a part of the Waste Pro team since 2006 and was recognized last year with the Values Champion Award at the company's Annual Manager's Meeting for exemplifying the Core Values Waste Pro is built on.

John J. Jennings, President/CEO of Waste Pro, stated, "We care deeply about our employees, customers and communities we serve. At Waste Pro, safety is paramount and I look forward to distributing many more of these bonuses." Since 2004, Waste Pro drivers have received over half a million dollars in Safety Awards.



Driver Angel Veloz pictured with his second \$10,000 check in September, and his first \$10,000 Safety Award from 2009.

## Dose of Health &gt;&gt;&gt;

## Great American Smokeout

The American Cancer Society marked the 37th Great American Smokeout on November 15 by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By doing so, smokers will be taking an important step towards a healthier life – one that can lead to reducing cancer risk.

Tobacco use remains the single largest preventable cause of disease and premature death in the US, yet more than 45 million Americans still smoke cigarettes.

However, more than half of these smokers have attempted to quit for at least one day in the past year. As of 2010, there were also 13.2 million cigar smokers in the US, and 2.2 million who smoke tobacco in pipes.

Quitting is hard, but you can increase your chances of success with help. The American Cancer Society can tell you about the steps you can take to quit smoking and provide the resources and support that can increase your chances of quitting successfully.



To learn about the available tools, call the American Cancer Society at 1-800-227-2345. You can also find free tips and tools below.

### The Biology and Behavioral Basis for Smoking-Attributable Disease Fact Sheet, 2010; and US Surgeon General's Report, 1990, pp. vi, 155, 165)

**• 15 YEARS AFTER QUITTING**  
The risk of coronary heart disease is that of a non-smoker's. (*Tobacco Control: Reversal of Risk After Quitting Smoking, IARC Handbooks of Cancer Prevention, Vol. 11, 2007, p 11*)

These are just a few of the benefits of quitting smoking for good. Quitting smoking lowers the risk of diabetes, lets blood vessels work better, and helps the heart and lungs. Quitting while you are younger will reduce your health risks more, but quitting at any age can give back years of life that would be lost by continuing to smoke.

*Last Medical Review: 02/01/2012  
Last Revised: 02/01/2012  
Information courtesy of the American Cancer Society*

## Regional Focus &gt;&gt;&gt;



## Through the Window

By: Lois Cardinale  
Customer Service Manager; Div. 103, Ft. Pierce, FL

This morning, as I was getting ready to leave my house I glanced up toward the ceiling and there was a spider the size of a dessert plate. No gentlemen, I am not exaggerating. So, I did what any Red Blooded American girl would do. I ran to the garage and grabbed a can of hornet spray which has a long range and sprayed the ceiling to death. Unfortunately, not to the spider's death apparently, because it just disappeared.

So, since 8:10 this morning I have been waiting for my Pest Control Company to phone me back to let me know whether they can come out tomorrow or not. What a frustrating feeling. Because I have so many options and I have been more than patient, I am going to call around and see if someone else can answer me for sure about service on a Saturday. If I find someone who will, my present company just lost a customer. I wonder if I am the only frustrated customer left hanging out to dry or if there are others? Maybe they don't realize that I won't sleep a wink tonight, thinking of that monster strutting around on MY ceiling.

We cannot afford to leave our customers hanging. It is not a good feeling. We should always respond promptly to their needs even if it is to say we don't have the answer yet. At least then they know they are not forgotten. Before we go home each night, we should make sure we have responded to every customer that is waiting for an answer. It is the right thing to do.

The other thing we lose when we don't respond is referral business. Now, I would not feel comfortable recommending this company to anyone. So how many customers will they really wind up losing? Too many. Stay connected to our customers and give them the courtesy they deserve. Answer their questions. A response is an easy way to keep them happy.

## Your Neighborhood &gt;&gt;&gt;

## Waste Pro Recognized by Trade and Business Publications



During a luncheon held on Friday, October 19th at the Hilton Orlando, Waste Pro was recognized by the *Orlando Business Journal* as one of their Golden 100 Businesses for 2012, coming in at #5, as a member of the Ultimate Top Ten. This list is compiled yearly to celebrate the successes of the region's 100 largest privately held companies located in Orange, Seminole, Osceola, and Lake counties. Based on gross revenue for the most recent year-end, Central Florida based companies compete to be named one of the Golden 100 and show they have exemplified what is best about the region and have contributed to the region's economic growth. This is the second year Waste Pro has been ranked in the Ultimate Top Ten.

Also recognizing the growth and increased market share Waste Pro has experienced this year was *Waste & Recycling News*. In its 2012 Annual Hauling & Disposal Ranking Waste Pro is ranked #13 of 100 companies polled. This year's spot on the ranking is up three positions from that of last year. Public and private companies are ranked yearly according to revenue generation from the hauling and disposal of various types of solid waste. Waste Pro ranked #6 among privately held hauling and disposal companies.

## Waste Pro Begins Record Number of New Contracts in October

The start of the fall season brought with it a record number of new municipal contracts for Waste Pro. Accustomed to fast paced growth, we were presented with the challenging opportunity to successfully begin new collection services simultaneously in Mississippi, Alabama, North Carolina, and Florida. With services delivered to more than 100,000 new customers, we continue to display the Distinguishable Difference and welcome these new communities to the Waste Pro family.

**Mississippi:** City of Brookhaven  
Lincoln County  
Harrison County

**North Carolina:** City of Monroe

**Alabama:** Bibb County

**Florida:** Punta Gorda  
Grant-Valkaria  
Lake City  
St. Petersburg (Recycling)



## The Waste Pro Way &gt;&gt;&gt;

## Gentlemen:

The purpose of this letter is to inform you of the fact that you are indeed fortunate to have the two named individuals as employees of your company. They have displayed outstanding honesty and character and deserve recognition for their actions.



Left to Right: Donald Layton, Juan Cortez, and James McGahuey

Last Tuesday morning, October 16, 2012, I discovered my wallet went missing. The night prior to that, I had taken my grandson to a Boy Scouts meeting and upon taking him home in Wekiva Springs, my wallet apparently dropped from my pocket. After thoroughly searching and backtracking all of my whereabouts of the prior evening, there was no wallet to be found.

Fortunately for me, your two employees, Donald Layton and Juan Cortez, found the wallet in the street and delivered it to their Supervisor, James McGahuey, with all contents securely contained inside. Shortly thereafter, I received a phone call from Mr. McGahuey to inform me of their find.

Please know that I want to again extend my sincere appreciation and gratitude to all three of these gentlemen.

Sincerely,  
Donald J. Larsen  
Altamonte Springs, FL

## "Whatever It Takes", More Than a Motto on The Truck

Waste Pro has never been a company to walk away from a challenge. However, this fall start-up showed our true "Team" mentality along with our ability to spring into action quickly. In order to successfully start the newly awarded contract in Harrison County, MS, every available resource had to be called upon. With more than 70 thousand residential customers depending on Waste Pro to make the transition from their previous service provider of five years, we had quite the task on our hands.

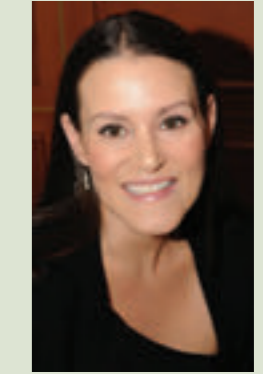
In less than 60 days, the diligent Waste Pro team pulled resources from across the company in order to meet the deadline. The Waste Pro Corporate Start Up Group teamed with our Gautier office and had trucks brought in from South Florida and staff members from our Georgia and Florida panhandle offices were tapped for assistance with the new contract start-up. In this very short period of time carts were ordered, marketing materials were printed and distributed, a customer information web page was created, and the Harrison County Utility Authority's solid waste web page received an overhaul.

While we weren't without our hurdles, the team remained focused on the task at hand and doing what we do best, which is provide exceptional customer service. From the IT Department, the Purchasing and Fleet Management team, to Human Resources and Marketing, this project had the imprint of every Waste Pro department. We'd like to officially thank the Best Team in the Business for pulling together and doing "whatever it takes".

## Waste Pro's Jeanie Dubinski Elected President of EIA's Women's Council

Chief Legal Officer, Jeanie Dubinski, was elected by the Environmental Industry Association's (EIA) Women's Council to serve as their President during their 10th year anniversary in 2013.

Actively involved in the solid waste industry since 2008, Ms. Dubinski has served as Vice President for the EIA Women's Council and is active in the Florida Chapter of the National Solid Waste Management Association.



Prior to joining Waste Pro, Ms. Dubinski was a trial attorney with various firms throughout central and southwest Florida and served a three year appointed term on the Florida Bar's Grievance Committee for the 18th Judicial Circuit. As a member of Waste Pro's Corporate Staff, she has been instrumental in its growth and in representing Waste Pro's interests in the negotiations of numerous acquisitions and a private equity investment.

Additionally, during the 2012 Florida Bar Annual Conference, Ms. Dubinski was honored as Attorney of the Year by the Florida Law Related Education Association for her years of volunteer service.