

Summer Safety

Positive Leadership

Waste Pro Plays it Safe!

Stroke: Know the Signs

Service Setting the Bar

Regional Spotlight: NC/Central FL



Insight into Waste Pro USA

trashtalk

top of the heap >>>

Changing Times and Technology

I just returned from an event in which we listened to dynamic speakers from education, industry and technological backgrounds talk about the evolving changes in the world over the last 200 years. It is mind boggling to see the effects of change in world dominance. However, it is almost overwhelming to see, hear, and believe that more world altering changes are occurring today, as we speak, then occurred over the past 200 years. Technology has changed the world and that change has transformed what previously were the accepted platforms for health, wealth and success!



John Jennings,
CEO, Waste
Pro USA

Because these technological changes have occurred, in order to be successful, people and businesses will have to adapt QUICKLY or be left behind. There is no longer the age old situation where the large corporations have the competitive advantage. In fact, because of their infrastructures and old policies and procedures they are losing out.

We are the new, flexible, innovative distinguishable difference in our industry! We must always be and never allow ourselves to get stuck in the past! The biggest thing we have going is we are young and open-minded as far as this industry. We are the Professionals, we are the Pro's-----

WE. ARE. WASTE PRO!!!!!!!!!!!!!!!!!!!!!!

Summer Safety



Summer is a great time to be outdoors for a little sun, surf, or relaxing by the pool. While the summer months are often longed for by many, they are known to be some of the most dangerous months, seeing dramatic increases in accidents and injury.

Sun and Summer Heat. The most obvious danger in the summer simply have to do with the heat and can include:

- ◆ Heat stress and heat stroke, both of

which can be prevented. It is important to keep well-hydrated, take frequent breaks when working or playing outside, and watch for symptoms such as thirst, cramps, fatigue, dizziness, nausea, vomiting, headaches, and fever. Never leave a pet or child in a hot car..

- ◆ Getting burned on hot equipment or fixtures (including playground equipment).

◆ Sunburns—one or more blistering sunburns in childhood or adolescence, more than doubles a person chance of getting skin cancer as an adult.

Water Safety Tips. Many families try to escape the summer heat in a pool or nearby lake. To keep you and your family safe

around the water be sure to:

- ◆ Child-proof you pool by enclosing it in a fence with a self-closing and self-latching gate.

◆ Supervise children around water, even if they know how to swim.

◆ Adults should be sure to watch alcohol consumption while swimming.

◆ Hydrate even when swimming, since you can still become dehydrated.

- ◆ When boating, always wear a life-jacket when away from the shore or dock.

Summer is a time to enjoy the sun, spend time with family, and get reacquainted with the great outdoors. By following these safety tips and being prepared, you can ensure you and your family have an enjoyable time, free of injury or emergency.

Being sunburned more than once as a child, increases your risk of skin cancer as an adult.

Positive Leadership Rocks at Waste Pro!

Known for thinking outside the box, John Jennings has continually redefined the waste industry by bringing fresh perspectives and innovative ideas to the forefront. The most



JoAnna Brandi

recent example of this being the addition of Corporate Positive Leadership Coach, JoAnna Brandi. Bringing a refreshing take on the traditional corporate business model and further enhancing our commitment to Waste Pro's Core Values, JoAnna will be delivering parcels of positivity in each edition of TrashTalk.

Article
written by
JoAnna
Brandi.

If you've noticed people smiling just a little more these days, it may be because he or she has attended one of the Positive Leadership courses at Waste Pro University. Beginning in January and still going strong, over 125 people have taken either the one or two day program. The course teaches the skills of "EQ" – emotional intelligence – along with practices of Positive Psychology, the science of well-being.

At the heart and soul of the program are the Waste Pro Values. The leaders at Waste Pro are committed to teaching the values through example, positive stories and teachable moments. Leaders learn "evidence-based" tools that science has proven to work to increase positive emotions, performance, productivity and happiness at work. The goal of the

program? Keeping the unique culture of Waste Pro vibrant, positive and strong. Do your part by practicing the values in all you do. **Help keep Waste Pro powered by positivity.**

Joanna Brandi is the Publisher of The Customer Care Coach, a weekly self-study email leadership training program in "The Art and Science of Exquisite Customer Care" and "Monday Morning Motivation".

President of JoAnna Brandi & Company for the last 18 years she is a consultant, public speaker and author of several books on the topics of customer loyalty and positive thinking. She has been brought into the Waste Pro family with the purpose of cultivating a culture of positivity throughout Waste Pro. Positive Leadership seminars are being conducted across the company.



John Jennings Elected to Waste Hall of Fame

John J. Jennings, President and CEO of Waste Pro USA, was inducted into the prestigious Environmental Industry Association's Hall of Fame during an award ceremony held at the 2011 Waste Expo in Dallas on May 10th.

The Environmental Industry Associations' Hall of Fame recognizes leaders in the waste industry who have distinguished themselves through significant contributions to the solid waste industry and their community and have been actively engaged in the business for at least 25 years.

The entire Waste Pro Family would like to congratulate Mr. Jennings on such a significant accomplishment.

Faster Than a Speeding...Trash Can??? Waste Pro Man!



Waste Pro Man made his National debut at the 2011 Waste Expo, held in Dallas, TX. Serving as the Official Waste Pro mascot, he was in high demand at this year's event. He hob-knobbed with the likes of truck manufacturers, industry greats, and a few attractive attendees. (as you can see in the photo). He is currently making his rounds on the Minor League Baseball circuit

and is available for community and trade show events. As for who wields the shield and dons the green suit...we'll never tell.

Eight Waste Pro Sales Reps Exceeded Their Goals

- ◇ Darlene Gaubert, Mobile, AL
- ◇ Tim Petress, Asheville, NC
- ◇ Lisa Brucker, Hilton Head, SC
- ◇ Christina Marti, Miami, FL
- ◇ Marci Spivey, Ocala, FL
- ◇ Idalia Hernandez, Miami, FL
- ◇ Trey Cuevas, Hattiesburg, MS
- ◇ Christy Gustin, Mobile, AL

Congratulations!

Stroke: Know the Signs

What is Stroke?

Stroke is a type of cardiovascular disease. It affects the arteries leading to and within the brain. A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or bursts. When that happens, part of the brain cannot get the blood (and oxygen) it needs, so it starts to die.

Warning Signs

Stroke is a medical emergency. Know these warning signs of stroke and teach them to others. Every second counts:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or

understanding

- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden, severe headache with no known cause.

What Are the Effects of Stroke?

The brain is an extremely complex organ that controls various body functions. If a stroke occurs and blood flow can't reach the region that controls a particular body function, that part of the body won't work as it should.

If the stroke occurs toward the back of the brain, for instance, it's likely that some disability involving vision will result. The effects of a stroke depend primarily on the location of the obstruction and the extent of brain tissue affected.



Right Brain

The effects of a stroke depend on several factors including the location of the obstruction and how much brain tissue is affected. However, because one side of the brain controls the opposite side of the body, a stroke affecting one side will result in neurological complications on the side of the body it affects. For example, if the stroke occurs in the brain's right side, the left side of the body (and the right side of the face) will be affected

Left Brain

If the stroke occurs in the left side of the brain, the right side of the body (and the left side of the face) will be affected.

safety spotlight >>>



David Jones, West Palm Beach Recipients

Waste Pro Plays it Safe!

We've started 2011 off with a real bang! Already, 10 Safety Minded Waste Pro team members have been honored for their stellar records, with the coveted Safety Bonus Check. Let's all congratulate them on being Superior Safety Advocates!



Tallahassee Recipients (L to R): Terrence Williams, Angel Rosado, & Jason Marshall



Bythynea McCloud & Virlen Bell, Daytona Recipients

- ◆ Virlen Bell—Div. 112, Daytona on 1/10/2011
- ◆ Bythynea McCloud—Div. 112, Daytona on 1/10/2011
- ◆ Dariell May—Div. 101, Orlando on 1/12/2011
- ◆ Terrence Williams—Div. 110, Tallahassee on 1/12/2011
- ◆ David Jones—Div. 115, West Palm Beach on 2/1/2011
- ◆ Carl King—Div. 107, Jacksonville on 3/5/2011
- ◆ Clyde Muller—Div. 107, Jacksonville on 3/5/2011
- ◆ Horace Simmons—Div. 113, Crestview on 4/22/2011
- ◆ Marcus Flavors—Div. 113, Crestview on 4/22/2011
- ◆ Kelvin McMorris—Div. 202, Atlanta on 6/1/2011

N. Carolina/Central FL at a Glance

Receiving the award, undoubtedly, for the largest, most spread out region, is the North Carolina/Central Florida Region, lead by RVP, Tim Dolan.



Sanford's canine resident

Making up the Central Florida portion of this region is Cocoa, Orlando (includes Gore St., Pine Hills, and Sanford), and Daytona (includes New Smyrna). The North Carolina offices are located in Asheville (Buncombe County) and Concord (Charlotte). This region has grown quickly through both states, with the regional office being located in Sanford, FL.

With regional billing that started at

\$300k/month, it has since grown to \$4.5 million/month. Tim is very proud to state this has been done mainly by winning bids and giving great service. With a long-time staff that have developed and grown together, Tim equates the region's success to having "exceptional

customer service" and being relatively "drama-free". The seamless collaboration of operations and administration has allowed the region to add 25 contracts over seven years, with the most recent being the City of Belmont, NC.

Having the best of both worlds, mountains and the beach, Tim spends a lot of time in front of his team and a lot of hours on the road, which seems to be resulting in success.



Asheville, NC Office

The North Carolina/Central FL region does have its own distinguishing characteristics, beyond stellar numbers. The regional office is home to the region's only canine resident, Obama (named for his timely arrival on Inauguration Day), who maintains a presence at the, soon-to-be Garbage Truck Museum.

Whether you're visiting the Asheville office, among the Blue Ridge Mountains, or the Daytona office, near the Speedway, one thing for sure, this highly skilled team, is always up for a challenge.



Daytona Staff

Just the Facts >>>

Regional Office Location: *Sanford, FL*

Regional Office Opened: *2010*

Region Size: *Spans over 2800 sq. miles*

Number of Offices: *5*

Number of Employees: *425 people & one canine*

Largest Office (Staff): *Orlando (Sanford)*



Orlando Staff

RVP Spotlight >>>

Tim Dolan — RVP, Central FL & North Carolina

In this month's RVP Spotlight is Ft. Lauderdale native, Tim Dolan. A graduate of North Carolina State, Tim has the unique responsibility of covering North Carolina and Central Florida. When asked how this interesting geographical assignment was decided upon, Tim says, aside from being familiar with the area, "I was the only person who could say 'ya'll' properly...and I could talk college basketball."

He originally began his tenure with Waste Pro as Division Manager of Orlando, after leaving Waste Management, which didn't come without its hurdles. Tim states it took two interviews with Mr. Jennings (and a little help from Lou Forte), before being given a shot and Tim hasn't looked back since. A garbage career that started when he was 15, during the summers, has resulted in over 30 years in the waste industry, with over 7 years as part of the Waste Pro Family. When asked how he became RVP, Tim replies with a chuckle, "John (Jennings) said whoever opened a second location, first, would become RVP. So, I opened New Smyrna."

This self-proclaimed history buff, currently resides in Longwood with his wife of six years, Susie. He has a step-daughter, Cassie, who recently gave birth to their first grandchild, Mia. When he's not traveling across his vast region, Tim can be found lounging or out in the yard "growing, pruning, mulching, mowing, etc." and he plays a little bit of golf. Tim is quick-witted and has some very interesting stories, but most impressive is his keen knowledge and awareness of the business. He is hard-working and truly cares about his team. He attributes his success with Waste Pro to, "working for a private company that has a heart and cares about more than just the next stock price."

Something that may surprise people about Tim is he spent two summers in the Middle Eastern desert. At one time, he wanted to be an archeologist and enjoys delving into historical facts...beware of historical tangents in conversations. Additionally, he would like to learn Arabic ("take that, Russell!").



Earth Day Celebrations in the Magnolia State

In honor of Earth Day, two offices in Mississippi take a break from the daily garbage grind to educate area youth on the importance of taking care of the



Gautier Art Contest Winner

During the month of April, two offices in Mississippi host an Earth Day Education Program and Community Picnic for their residential service areas. This event is meant to promote the importance of taking care of the environment, with an emphasis on recycling and how each resident can make a difference...even the little ones!

For the fifth consecutive year, the Gautier, MS office has held its Earth Day Education Program & Community Picnic. The program consists of a 45-minute educational talk about environmental issues (with heavy emphasis on recycling), Earth Day Art Contest, goody bags of eco-friendly items, and a community picnic, complete with food games and art contest award presentation. The event is sponsored in part by local businesses and conducted in



Ocean Springs City Officials by Eco-Maze

partnership with cities and/or counties in the service area.

This year, the Meridian, MS office held their first Earth Day event modeled after the successful program in Gautier.



Meridian resident kick-starts recycling



Meridian Art Contest Winner with Sales Manager, Jimmy Moore

Employee Fights Thief

In February, while spraying off the compactor pad at the IP Casino and Hotel in Biloxi, MS, roll-off driver, Michael Forehand had an unwelcomed visitor. A man with a knife approached Forehand, demanding his money. Michael refused, to the thief's dismay. The thief then lunged toward Michael with the knife, while Michael deflected his attempt and sprayed him in the face with the water hose. Michael decided he'd had enough of the criminal's advances and proceeded to knock him out with one punch. When the police arrived, the would-be thief was still knocked out cold...but Michael did give the cops \$2 to buy him some BC Powder for his headache. Little did the thief know, he chose the wrong Special Forces Veteran to mess with.



Excellence in Service Setting the Bar

Waste Pro continues to set the standard when it comes to providing excellence in service. It is this level of service and "whatever it takes" mentality that has Waste Pro outpacing its competitors in attaining new residential contracts.

We are proud to announce the awarding of the following residential contracts:

- ◆ City of Belmont, NC—2,400 homes and 200+ businesses; begins July 5th
- ◆ Santa Rosa County, FL—Subscription based service currently at 8,000 homes; begins July 1st
- ◆ City of Snellville, GA—6,200 homes and 480 businesses; begins July 1st
- ◆ Bradenton Beach, FL—1,300 homes; begins July 1st

Waste Pro's Don Phillips, CFO of the Year Finalist

At an awards luncheon held at the Sheraton Orlando Downtown, Chief Financial Officer Don Phillips was recognized by the *Orlando Business Journal* as a finalist in their CFO of the Year competition. Phillips was among four fellow nominees in the Large Private Company category.

A graduate of Rollins College, Phillips has been instrumental in the growth and success of Waste Pro USA, Inc. During his 10 years with the company, he has participated in more than 20 acquisitions, valued at \$63 million and last year structured a \$100 million deal with Roark Capital of Atlanta. The entire Waste Pro Family would like to congratulate Don on his achievement.



finalthoughts...

Dose of Motivation

"We do not inherit the Earth from our ancestors, we borrow it from our children."

- Author Unknown



Waste Pro Now Enrolling for Benefits Packages

Waste Pro spends hundreds of thousands of dollars annually, on employee incentive and benefits programs. Additionally, our Safety Bonus is unique to the industry and has resulted in many employees receiving the award (see *Waste Pro Plays it Safe*).

Complementing our comprehensive health, dental, vision, retirement, and life insurance programs, Waste Pro also offers a variety of added perks for employees. These programs include Ford Motor Vehicle discounts, Smart

Saving (Discount Shopping Network), Employee Helping Hands during times of crisis, Positive Leadership Training, and traditional Employee Assistance Programs.

Waste Pro continually looks at our programs and evaluates their effectiveness in delivering the care and coverage our employees desire and need. For most benefit programs, the more employees that participate the lower the cost shared between Waste Pro and the employees.

Currently, our benefits programs

are accepting new enrollment (for those eligible) and changes or modifications to any existing plans.

If you have any questions concerning our current benefit package or suggestions for any other benefit offerings, please contact your local/regional Human Resource Representative or contact Judi Craig at (407) 869-8800.

The Waste Pro Way>>>

Letter received by Division 201: Athens

Greetings,

I wanted to send you an email regarding my interaction with your company today. On October 14th, 2010, I did not place my waste can by the curb. This is the only time that I can remember not doing this. This by itself is not such a big deal, however, last week when the trash was picked up; one small bag remained in the bottom of the can. As you could imagine, the odor was very strong and flies were around the can this week and it was full. As "Murphy's law" would have it, this would have to be the one day that I did not place the can by the curb. When I realized this my wife and I were wondering what we would do because it was full and had a terrible odor to it. She suggested that I call Waste Pro and see what our options were.

When I placed the call to Waste Pro, the lady that answered the phone was very polite and realized the need to check with the dispatcher and see if the driver was still in the area. I spoke with the dispatcher and she placed me briefly on hold while she checked with the driver. Thankfully, he was still in the neighborhood and agreed to come back to my location and pick the can up. I was very relieved and appreciative of this.

When your driver approached my cul-de sac, his access was blocked by a tree cutting service vehicle that was cutting down a tree next door. Your driver was willing to get out of his vehicle and take the can. I saw him and took the can myself to meet him. He was very polite and courteous and emptied the can for me. He also wanted to check and see if everything was emptied from the can because I had explained it to him what I was dealing with. When he left, there were several vehicles parked on the street and he was very cautious and did an outstanding navigating around them. He was very safety minded.

This is the first interaction with your company directly. What I experienced today was definitely excellent customer service and team work. It is refreshing today to find a business such as yours where the personnel were as polite and helpful. It is a reflection of excellent leadership and training to witness what I experienced today. Please let them know how much I appreciated what they did today.

Respectfully,
Ray Elliott
Loganville, Ga.

coming soon >>>

Scenes from the Shows

In the News

Regional Spotlight: SW Florida

Excellence in Leadership

Eat local. Eat healthy.

Waste Pro: In the Community

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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