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WINTER 2011

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Looking Towards the Future

John Jennings, CEO

As we enter Waste Pro's next decade, it is time to look at where we've been, where we are, and where we're going.

In 2001, a small group of waste professionals decided to create: a company with the best people, the best service, and the best equipment; a company culture centered on values that guide our decisions and actions; a culture of distinguishable differences; and, a culture of caring for and about the communities in which we live and work.

So, how did we do? I think, very well. We created a unique organization that is successful as a business,a force in our industry, and a great place to work. We applied new technology, adapted to challenges of rapid growth, and are aggressively training leaders for the next decade. We have lived up to our customer commitments like no other company, while providing a level of service unheard of in our industry. We have made significant progress towards exceeding our goals, and, as a company, we are a work in progress.

Our next decade is going to be exciting. We will continuously innovate, discover new efficiencies and apply new technology in operations, finance and administration and marketing. We will make emotional connections with customers, and our drivers and helpers will continue to be Waste Pro's face at the curb.

I am convinced that the key to our future success is the ability to empower all of you, and your leadership skills, in using that power. When you look back at our second decade I want you to be able to say, "Wow, I accomplished more than I ever dreamed."

As always, it is an honor to be associated with each and every one of you.

Holiday Safety Tips

The holidays are an exciting time of year for kids, and to help ensure they have a safe holiday season, here are some tips from the American Academy of Pediatrics (AAP).

Trees When purchasing an artificial tree, look for the label "Fire Resistant." When purchasing a live tree, check for freshness. A fresh tree is green, needles are hard to pull from branches and when bent between your fingers, needles do not break. The trunk butt of a fresh tree is sticky with resin, and when tapped on the ground, the tree should not lose many needles. When setting up a tree at home, place it away from fireplaces, radiators or portable heaters. Place the tree out of the way of of the way of traffic and do not block doorways.

Dangerous holiday decorations, such as candles, lead to more than 150 deaths every year.

Cut a few inches off the trunk of your tree to expose the fresh wood. This allows for better water absorption and will help keep your tree from drying out and becoming a fire hazard.

Lights. Check all tree lights — even if you've just purchased them — before hanging them on your tree.

- Make sure all the bulbs work and that there are no frayed wires, broken sockets or loose connections.
- Never use electric lights on a metallic tree. The tree can become charged with electricity from faulty lights, and a person touching a branch could be electrocuted.
- Before using lights outdoors, check labels to be sure they have been certified for outdoor use.
- To hold lights in place, string them through hooks or insulated staples, not nails or tacks. Never pull or tug lights to remove them.
- Plug all outdoor decorations into circuits with ground fault circuit interrupters to avoid potential shocks.
- Turn off all lights when you go to bed or leave the house. The lights could short out and start a fire.

See HOLIDAY page 6...

Eat Local, Eat Healthy

With the price of food steadily on the rise, more people are turning to locally grown and managed crop handlers. The interest in locally grown food has exploded in recent years, and shows no signs of fading. Many have the desire to switch to local goods, but struggle with the idea of changing their ***grocery shopping habits. So, the question*** *becomes, "where do I start?"*

What does "local" mean?

The term "local" means different things to different people. For some it means, **scouring their own communities for Farmer's** Markets and Community Produced Goods gatherings. For others it means, not traveling outside their own immediate community to purchase produce, meats, and other products, or to simply buy products that are sold by farms and produce companies in your geographic **region. No mater what your definition is, buying** "local" is good.

Why is buying "local" good?

One of the obvious reasons that buying locally grown foods is beneficial, is that it helps smaller, locally owned businesses. Many of these businesses depend solely on the support of their local community. Buying locally also reduces fuel **usage, travel time, and can often result in lower** prices and a higher quality product.

While "local" is certainly a flexible term, the basic concept is simple: local foods are produced as close to home as possible. Buying local supports a more sustainable food system because true sustainability goes beyond the methods used in **food production to include every step that brings** food from the farm to the plate.

How do I start buying local?

One easy way to start buying local is to choose **one product to focus on. Vegetables are often a** good place to start. Produce also offers good **introduction to eating seasonally** — an excellent way to learn about local agriculture. Then, try seeking out sources for local meat or dairy. Check out www.sustainabletable.org, for more **information on this topic.**

safety spotlight >>>

Daniel Cortez, Atlanta (American Recycling)

Safety Pays at Waste Pro!

2011 has been a stellar year for safety at Waste Pro. Our entire team has really made safety a priority and it shows, in the number of Safety Bonuses that were awarded. Join me in congratulating our most recent Safety Bonus recipients!

L to R: Steven Lafferty, Howard Foster, & Steve Bruten in Orlando

- Daniel Cortez—Div. 809, Atlanta on 9/29/2011
- Henry Cossier—Div. 109, Ft. Myers on 10/1/2011
- Howard Foster—Div. 101, Orlando on 12/12/11

To date, over $500,000 has been awarded to employees who have made their workplace safer, proving that Safety Pays at Waste Pro. Let's make 2012 even BIGGER!

L to R: Keith Banasiak, Mike Allen, Henry Cossier, and Paul Flores, in Ft. Myers

Positive Leadership: You Expect Me to do What?

Waste Pro prides itself on thinking "outside the box" and reinventing what "normal" looks like. Many newcomers often wonder if it's all an act, or if this is really the Company Culture. JoAnna Brandi talks more on this topic.

By JoAnna Brandi

At Waste Pro you pride yourself on delivering the "Distinguishable Difference". You got **"distinguishable"** because you delivered on the "Difference" over and over again with a great deal of consistency.

Customers and communities noticed that you kept your promises and noticed that you almost always did at least little better than the competition ever did. Your trucks were clean and cared for, your drivers friendly and helpful, and your team always ready to lend a helping hand in the neighborhood.

At Waste Pro people care. They care about the **communities and the people that live and work** there. At Waste Pro the CEO believes that happy employees create happy customers so he has **instilled a type of leadership called "Positive"** and is sending over 200 people to be taught how **to be better and more positive leaders. Next year people will be learning more about creating** Customer Happiness. Waste Pro invests in employees' professional growth.

This company has a spirit – **a spirit of optimism,** a spirit of hope, a spirit of faith and a spirit of trust that the people who work here will live up to the **expectations of the Waste Pro standards and live** in the values the company holds so dearly. This company is special.

Therein lies a challenge for a new employee. How do you fit in? How do you adjust to their seemingly weird way of doing things? How do you learn the values when you're not sure you are seeing them all around you yet? All great **questions.**

Great questions are welcomed at Waste Pro. Waste Pro wants to see people think and notice how to make things better. If you are not sure how or why something works the way it does, it's okay to ask. If you see something that could benefit from improvement, speak up. We want **to get better.**

If working at Waste Pro feels a little different that's because it is. Waste Pro believes in building long term **relationships with the** communities it serves and waits patiently, nuturing those relationships, until the time is ripe for them to blossom. In that way, Waste Pro is patient.

Waste Pro is growing fast and always looking for opportunity to grow some more. So Waste Pro says "Yes" and then everybody pulls together to make it happen, like they did in Port Orange on the week of Nov. 1st. Everybody got on board and helped, no one hid behind their job **description and said "You expect me to do** what?" Once the decision to "go" was made, it **happened. In that way, Waste Pro is swift. So admittedly, coming to Waste Pro might feel a little different** – because it is different! Whether you chose this job, or this job chose you, jump on board and enjoy the ride. Take a curious rather than judgmental stance ("This is curious, I wonder why they do it this way..") Be open minded and listen. The wisdom of John Jennings is legendary and I find there is much to be learned.

Jennings Inducted in Hall of Fame at Alma Mater

Waste Pro President and CEO, John Jennings, has been inducted into the Holy Cross High School 2011 Hall of Fame. The dinner event was held at Holy Cross, a renowned Catholic boys school in Queens, New York. John was born in Queens, the only child of Irish immigrants; his father Michael was a garbage man and his mother, a homemaker.

John credits his professional and personal success to the foundation he received at Holy Cross High School. During his remarks, he noted "I loved Holy Cross from the moment I walked through the doors. We learned so much from the Brothers and lay teachers, including that giving back to society was important to our success as individuals."

In addition to the Hall of Fame honors, John was praised for establishing a generous scholarship at Holy Cross. "John Jennings' generous support of scholarships and financial aid will make a difference in the lives of others," said Father Walter Jenkins, President of Holy Cross High School.

Innovation Abounds at Waste Pro Locations

Waste Pro sets the standard not only in service, but also in presentation. Check out the creative ways Waste Pro delivers "the brand".

Bench made from front load can in Ft. Myers, FL

Clockwise from top: camo roll-off can to rebuild for troops; custom iron-works man; rear-loader mailbox (all in SW FL)

Sales Force Honored for Exceptional Performance

At this year's Manager's Meeting, Faith Zydowsky (GA) and Darlene Gaubert (MS) were recognized for their exceptional year in sales. Both received the Eagle Award, along with two other recipients, Christina Marti (FL) and Idalia Hernandez (FL), who were unable to attend the ceremony.

Southwest Florida at a Glance

Ft. Myers Office

The SW Florida region may be small in terms of offices, but it certainly packs a ***punch. Boasting some of WP's most innovative*** *projects, this region has more than meets the eye.*

Sarasota-Bradenton Office

The Southwest Florida Region is comprised of 3 offices: Sarasota-Bradenton, Ft. Myers, and Clearwater, with Cape Coral housed in City **offices. This portion of the Waste Pro footprint** has been in place for a few years and has **solidified their position in the market.**

In a market with fewer opportunities to acquire companies, the focus has been on **organic growth and demonstrating the benefits of privatization to surrounding counties.**

Southwest Florida has seen their revenue increase from $12 million to $48 million. Along with note-**worthy sales, are the innovative practices and green initiatives that** are found throughout the region. From the solar panels powering the Sarasota **office, to the hybrid collection trucks, this region** seems to be the showplace for "green ideas". The latest goal: get the bio-digester into more markets.

It is easy to see throughout the region, that every team member places emphasis on the **Waste Pro motto, "Whatever it Takes". One look** at the Safety Post-**Trip Lane in action and it's** evident that safety is a top priority. It is this **consistency in operations and high standards** of service that make Keith Banasiak the most proud. "I have a great deal of pride in my team and we are constantly looking for new **ideas and continually strive to provide the** best service in the business. Our Shop & Maintenance crews have proven to be **exceptional", stated Banasiak.**

With the new year quickly approaching, **Keith said their goal is to continue to focus on best practices, his team, and keeping pace** with the ever changing economical climate.

Mike Allen & Connie Busch

Just the Facts >>>

Regional Office Location: *Sarasota, FL*
Regional Office Opened: *2008*
Region Size: approximately 225 square miles
Number of Offices: *3*
Number of Employees: *270*
Largest Office (Staff): *Ft. Myers*

Driver Joaquin Garcia Pola, Div. 109

Toller, and SGT Brad Lasch at Homes for Solders
L to R: CPO Travis Park, Jennifer & Andy

RVP Spotlight >>>

Keith Banasiak — RVP, SW FL

Taking his place in the spotlight this month is Keith Banasiak, the RVP for the Southwest Florida market. Originally from Columbus, GA, Keith and his wife, Gina, currently reside in Ft. Myers, FL, with their two children, Janeen (10) and Cory **(4). Admittedly a college-nomad of sorts, Keith eventually ended up graduating from Indiana University with a Bachelor's degree in Business Administration.** With the Waste Pro Team since 2005, he started out as the Division Manager for **the Ft. Myers location, and has served in virtually every capacity on the local level.** Prior to joining Waste Pro, Keith worked for Florida Recycling Service and dealt with non-ferrous recycling.

Keith says the Ft. Myers office is a great source of pride for him. "It started as a small staff, **but it has grown with the office. I like to see people develop and move into other positions in the company", he said. This pride is easily seen throughout the facilities in Keith's region. From the solar-**powered office in Sarasota-Bradenton to the Waste Pro Family Picture Wall (***see photo in above article)***,** the marks of high levels of care and professionalism are seen throughout. Keith states this is due in part to the support that he receives from John (Jennings) and the freedom to explore new ideas. He considers his most important challenge is remaining accessible and in touch with his staff. With the **intense travel schedule, this proves even more challenging, but something Keith is very committed to.**

Quite the automotive buff, Keith enjoys anything with wheels. He is a proud Harley owner, loves vintage and fast cars, and is excited about his recent purchase of a motorized skateboard that clocks in at 20 mph. When he's not at work, he can be found at home with his kids doing yard work, or **just tinkering around in the garage. He's an avid music lover, particularly his beloved ACDC (one of the** members is his neighbor).

When asked what people might be surprised to know...Keith's response was, "that my wife Gina has put up with me for 27 years." You know what they say, behind every great man, is a woman who's keeping him in line.

Employees' Hard Work & Dedication Recognized

2011 was a year of exceptional service from the Waste Pro Team. To recognize their hard work and consistent performance, drivers from every line of business were recognized. Waste Pro is proud to honor these employees for their dedication to being the "Distinguishable Difference", as the first recipients of Waste Pro's Driver of the Year Awards. Additionally, individuals who embody the Core Values of our Company were honored as Values Champions, with one being recognized in every region. All of the award recipients were invited to Panama City Beach to receive their awards at the Waste Pro USA Annual Manager's Meeting. Congratulations to all of this year's recipients.

L to R: Rodney Street, Felissa & Eddie Boyd, Tim Dolan, Kimberly & Randall Prince, William Diaz, Fred Wood, and Lou Diaz.

2011 Values Champions:

- *Southwest FL:* Angel Veloz, Division 109
- *Northern Coastal FL:* Tom Wiley, Division 106
- *Central FL:* Matt Stancil, Division 112
- *Southeast FL:* Rasheed Hall, Division 103
- *FL Pan./GA:* Brooke Mears, Jr., Division 202
- *Deep South:* Jerome Dean, Division 602

2011 Drivers of the Year:

- *Commercial:* William Diaz, Division 301, North Central FL region
- *Residential/Recycling:* Randall Prince, Division 112, Central FL region
- *Roll-Off:* Eddie Boyd, Division 602, Deep South region

L to R: Tom Wiley, Angel Veloz, Brooke Mears, Matt Stancil, Jerome Dean, & Rasheed Hall

Waste Pro Recognized for Growth

Waste Pro was the only company to receive 3 awards from the Orlando Business Journal in their annual Golden 100 Largest Private Companies rankings. The awards were presented at a luncheon on October 4th, attended by more than 800 business leaders. Executive Vice President, Bob Hyres, accepted the 3 separate awards: Golden 100 Top Ten Ranking as the 4th largest privately held company in Central Florida; the Golden 100 Fast Track 5, for businesses showing outstanding growth in the last 10 years; and the Golden 100 Ultimate Newcomer award, for first time participants of the Golden 100.

Additionally, Waste & Recycling News also presented Waste Pro with an accolade by ranking us 16th of 100 in their Annual Hauling & Disposal Ranking, published in July. The ranking is determined by revenue from hauling, disposal, and transfer of all types of residential, commercial, and industrial waste. This is the first year Waste Pro has appeared on this list and is recognition of our continued growth.

MS Industrial Waste Joins Waste Pro Family

In October, Waste Pro USA, Inc. acquired Mississippi Industrial Waste Disposal, Inc. (MIWD) the largest privately owned commercial solid waste company in Mississippi.

Based in Columbus, Mississippi, MIWD, has been in operation since 1971 and services seven counties in Mississippi and Alabama.

Located at 1600 South Avenue, in Columbus, MIWD provides disposal, recycling, demolition, and collection services in both industrial and commercial waste. Included in the purchase were administrative offices, containers, and front and rear load service vehicles.

Waste Pro will assume all current contracts, including service at Columbus Air Force Base. This recent acquisition brings our Mississippi operations to a total of five locations that are beginning to blanket the state. Waste Pro currently provides services in Columbus, Hattiesburg, Jackson, Meridian, Natchez, the Gulf Coast, and Vicksburg.

Waste Pro Continues to Expand Footprint

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

- *Town of Indian Trails, NC*— 11,500 homes; began October 1st
- *City of Canton, MS*—3,600 homes and 400+ businesses; began November 1st
- *City of Port Orange, FL*— 22,000 homes; began November 1st
- ***City of Hattiesburg, MS***—11,000 homes & businesses for recycling; begins January 1st, 2012
- *North Lauderdale, FL*—9,000 homes; begins January 1st, 2012
- *City of Summerville, SC*— 14,700 homes; begins January 1st, 2012
- *City of Sweetwater, FL*—4,000 homes; begins February 2nd, 2012
- *City of Ocala, FL*— 22,000 homes for recycling; begins April 1st, 2012

*final*thoughts...

Dose of Motivation

"What dreams would you dream, if you knew you could not fail?"
- Dr. Robert H. Schuller

HOLIDAY from page 1

Decorations. Use only non-combustible or flame-resistant materials to trim a tree.

- Choose tinsel or artificial icicles of plastic or non-leaded metals.
- Never use lighted candles on a tree or near other evergreens.
- Always use non-flammable holders, and place candles where they will not be knocked over.
- In homes with small children, take special care to avoid decorations that are sharp or breakable. Keep trimmings with small removable parts out of the reach of children to prevent them from swallowing or inhaling small pieces. Avoid trimmings that resemble candy or food that may tempt a young child to eat them.
- Wear gloves to avoid eye and skin irritation while decorating with spun glass "angel hair".
- Follow container directions carefully to avoid lung irritation while decorating with artificial snow sprays.
- Remove all wrapping papers, bags, paper, ribbons, and bows from tree and fireplace areas after gifts are opened. These items can pose suffocation and choking hazards to a small child or can cause a fire if near a flame.

Information provided by the American Academy of Pediatrics. For more Holiday Safety Tips go to www.aap.org.

The Waste Pro Way>>>

Letter received by Division 605: Jackson, MS, regarding Melvin Agee & Alex Rucker
From: Victoria Love, Hinds County in Jackson, MS

I just want to thank the guys for continuing to do such an outstanding job! I have lived in other areas where your receptacle would be damaged or never put in its proper place, garbage left around [the] area after being picked up, unfriendliness of workers, etc. This is not the case with my guys!! They are very professional in providing outstanding service, not only to me but to my neighbors as well. They should be rewarded and are commended.

Email received by Division 601: Gautier, MS; regarding Office Manager, Julie Adkins
From: Cheryl Cooper, Ocean Springs, MS

I was an upset residential customer this morning. Soon, I was a calm and understanding one. This afternoon I am an extremely satisfied one. All thanks to Julie and her excellent communications and customer service skills.

I missed the recycling pick up today. Unfortunately, I had also missed it last week because my pick-up day is Thursday. I was not certain of the post-holiday schedule and so, did not place my bins out. Today I put them out at the same time I have for months, but today it was too late. I did not realize that until coming home mid-morning and seeing that my two overflowing bins were still full and that the others on my street were a mixture of empty and full bins. Apparently, several of my neighbors also did not realize that the recycling truck could earlier than it had in a very long time!

I called to complain and to try to determine exactly what time I need to have my recycling curbside. Julie handled my complaint, remained calm and professional, while still sympathetic and friendly. She clarified company policy for me, and then she referred me to another individual who took my name and address and said she would contact a truck to see if someone could come back to my street. A little while ago, I heard the sound of my neighbor's recycling bin being emptied and then mine.

Thank you so much! I take recycling to heart and hated to think I would have to dispose of recyclables in the regular garbage because both of my old (pre-Delta) and new (Delta) recycling bins were way too full to accommodate anymore items.

My neighbors likely will not know the difference. They will simply see their recyclables have been picked up. But I know and you know—that it is because of an extra effort to get the job done in an "above and beyond" fashion.

coming soon >>>

Scenes from the Shows
In the News
Regional Spotlight: FL/SC Coast
Excellence in Leadership
Recent Grand Openings
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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