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Looking Towards the Future

During a recent interview for a business publication, I was asked about the Waste Pro business model. This is a question I have been asked frequently over the years. The answer is no secret financial



John Jennings, CEO

strategy or complex business program. The answer is simple; provide the best possible service on a personal basis, using the best maintained equipment in a decentralized working environment. Most of all, we want all employees to have a sense of belonging to Waste Pro; like a family.

We don't cut corners; we spend a great deal of money on training, operations, and safety. We are privately owned because of my personal choice. As many of you know, I have led public companies and always felt decisions were based on the expectations of outside investors. Our business model does not work in public ownership and that is why our competitors can't compete with Waste Pro.

Our model comes with serious personal responsibility, ... *continued back panel*

Garbage Truck Museum



As many know, John Jennings has a longstanding family history in the solid waste business and he makes no apologies for how this family history has influenced his businesses and the respect he has for the industry. To the industry that has been such a large part of his life, John has created the ultimate tribute to the work-horses of this business that has meant so much to his entire family.

The garbage truck has been a mainstay of neighborhoods across the country and has seen many changes take place. As our environment has

changed, so too, has the garbage truck. To mark the evolution of the industry and the garbage truck, a museum has been created in its honor in our Sanford, FL location.

Still a work in progress, the first phase of the Waste Pro Historical Museum was recently revealed to **Waste & Recycling News**, to be included in the 100 Years of the Garbage Truck Edition, later this year.



Waste Pro Continues to Take "Green" to a New Level >>>



Groundbreaking in Fort Pierce, FL, of the first CNG fueling facility.

With the arrival of the first compressed natural gas (CNG) truck arriving in Atlanta, GA and the groundbreaking of the first CNG fueling facility in Fort Pierce, FL, both taking place in February, Waste Pro is showing no signs of slowing down its conversion to more environmentally conscious focus. The conversion has begun with an initial order of 150 of the Mack CNG trucks, which will see trucks reside, initially, in the Atlanta, GA and Ft. Pierce, FL locations, will gradually extend to the other markets. The CNG fueling facility in Ft. Pierce is expected to be completed this summer, with facilities in Mississippi set to follow. Waste Pro is partnering with Clean Energy on the construction of the elaborate new fueling facilities.

Gardening Safety Tips

Gardening can be a great way to enjoy the outdoors, get physical activity, beautify the community, and grow nutritious fruits and vegetables. Whether you are a beginner or expert gardener, health and safety are important.

According to the Consumer Product Safety Commission, in 2004, about 67,000 consumers nationwide went to emergency rooms because of injuries related to push mowers. About 14,600 suffered injuries related to riding mowers and garden tractors.

Below are some tips to help keep you safe and healthy so that you can enjoy the beauty and bounty gardening can bring.



Dress to protect. Gear up to protect yourself from lawn and garden chemicals, equipment, insects, and the sun.

- Wear safety goggles, sturdy shoes, and long pants when using lawn mowers and other machinery.
- Protect your hearing when using machinery. If you have to raise your voice to talk to someone who is an arm's length away, the noise can be potentially harmful to your hearing.
- Wear gloves to lower the risk for skin irritations, cuts, and certain contaminants.
- Protect yourself from diseases caused by mosquitoes and ticks. Use insect repellent containing DEET. Wear clothing treated with permethrin, long-sleeved shirts, and pants tucked in your socks. You may also want to wear high rubber boots since ticks are usually located close to the ground.

Lower your risk for sunburn and skin cancer. Wear long sleeves, wide-brimmed hats, sun shades, and sunscreen with SPF 15 or higher.

Put safety first. Limit distractions, use chemicals and equipment properly, and be aware of hazards to lower your risk for injury.

- Follow instructions and warning labels on chemicals and lawn and garden equipment.
- Make sure equipment is working properly.
- Sharpen tools carefully.

Keep harmful chemicals, tools, and equipment out of children's reach.

Watch out for heat-related illness.

Even being out in short periods of high temperatures can cause serious health problems. Monitor your activities and time in the sun... *continued on page 3*



What is Blood Pressure?

Blood pressure is the force of your blood pushing against your main blood vessels when the heart beats (contracts) and relaxes. A blood pressure reading has two numbers. The top number is known as the systolic blood pressure. This is the blood pressure when the heart beats. The bottom number is known as the diastolic blood pressure. This is the blood pressure when the heart relaxes. A normal blood pressure is less than 120/80.

Who gets High Blood Pressure (HBP)?

The number of people with high blood pressure in the US population is 50 million with another 45 million at risk for getting high blood pressure. This means that for the general public, one in three Americans have high blood pressure. Groups at higher risk for high blood pressure are:

- People aged 55 and over have a 90% chance of developing high blood pressure.
- A family history of high blood pressure makes it more likely to you to develop HBP.
- African Americans have more severe high blood pressure and higher risk of heart attacks than the Caucasian population. Heart disease is also higher in Mexican Americans, American Indians, Native Hawaiians and some Asian Americans.
- Men have a greater risk of heart attacks than women. The attacks also occur at an earlier age than women. However, women are also at risk for heart problems. Heart disease kills as many women each year as the next top 16 causes of death including breast cancer combined.

Many people with high blood pressure have no signs or symptoms and don't even know they have it. It can cause serious illness if not treated. This is why it is often called the "Silent Killer".

High blood pressure is the most common reason for Doctor's office visits than any other chronic health problem. It increases your chance of:

- Heart attacks
- Heart failure
- Stroke
- Kidney failure
- Poor blood circulation

What you can do to prevent or control your blood pressure:

- Lose weight if you are overweight
- Increase your physical activity
- Keep control of your chronic diseases such as Diabetes
- Make good choices and eat healthy meals which are low in fat, cholesterol and salt
- Limit your alcohol intake
- No smoking
- Have regular check ups with your doctor. Take your medicines as prescribed. Ask questions if you don't understand or have concerns. Know your numbers!

Information courtesy of the American Heart Association

- Drink plenty of water throughout the day to replace lost fluids. Don't wait until you're thirsty to drink.
- Avoid drinking liquids that contain alcohol or large amounts of sugar, especially in the heat. These actually cause you to lose more body fluid.
- Take breaks often. Try to rest in shady areas so that your body's thermostat will have a chance to recover. Stop working if you experience breathlessness or muscle soreness.
- Pay attention to signs of heat-related illness, including extremely high body temperature, headache, rapid pulse, dizziness, nausea, confusion, or unconsciousness.
- Watch people who are at higher risk for heat-related illness, including infants and children up to four years of age; people 65 years of age or older; people who are overweight; people who push themselves too hard during work or exercise; and people who are physically ill or who take certain medications (i.e. for depression, insomnia, or poor circulation).
- Eat healthy foods to help keep you energized.

Know your limits. Talk to your health care provider if you have physical, mental, or environmental concerns that may impair your ability to work in the garden safely.

- If you have arthritis, use tools that are easy to grasp and that fit your ability. Research shows that moderate physical activity three or more days a week can give you more energy and can help relieve arthritis pain and stiffness.
- If you are taking medications that may make you drowsy or impair your judgment or reaction time, don't operate machinery, climb ladders, or do activities that may increase your risk for injury.
- Listen to your body. Monitor your level of fatigue, heart rate, and physical discomfort.
- Call 911 if you experience warning signs of a heart attack (sweating, chest and arm pain, dizziness, and/or lightheadedness) or heat-related illness.

Information courtesy of Center for Disease Control and Prevention

Build Your Positivity Muscle with "Vitamin P"

At Waste Pro we believe that our positivity is linked to our profitability. If something is getting you down, your Positive Leadership Coach recommends a few doses of "Vitamin P". Make Positivity a priority. Start the day by being grateful; reflect on all the good things in your life. Intend, from the very beginning of the day, to see some good in everything. End the day by writing down 3 of those good things.

Recognize that happiness is a choice. The happiness that comes from the circumstances and stuff "out there" is not lasting. Happiness is an inside job. You've got to be in it to win it. Protect your "Positivity." Walk away from negative news and situations. Give yourself permission to say "No" when you really mean "No." That way you can say "Yes" to the things that really matter.

Overcome the "negativity bias" left by evolution in our brains. We're hardwired for harder times. Pay attention to how you respond to things and discern if you are reacting from something hardwired in the past or desired in the future. Increase your "Positivity Ratio." Scientists tell us that when we create five times more positivity than negativity we thrive! High performance teams and happy marriages have P:N ratios of 5:1. Five times more good stuff than bad stuff.

Slow down and observe. Consider where the energy gains and the energy drains are in your life. Do your best to eliminate the drains. Where you can't, add more "energy gaining" items, like a 15 minute walk or meditation.

Know that what you focus on expands. If you focus on worry or illness you'll get more worry or illness. If you focus on how good you feel when you appreciate a friend's best qualities, or when you are working on a project you love to do, you'll get more of those feelings too. Savor and enjoy the positive things and share your gratitude for it with others. Do it from the heart.

Optimists live seven to nine years longer than pessimists, so make your life extension program richer with Vitamin "P" – Positivity!

JoAnna Brandi is Waste Pro's Positive Leadership Coach and the author of "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World", as well as two books on customer loyalty. Sign up for her free newsletter: www.ReturnOnHappiness.com



Rescue Run Corporate 5K, Lake Mary

Waste Pro Cares for the Cause!

Whether it's hitting the pavement in a 5k or cooking up some barbecue, Waste Pro takes pride in being involved in the communities we serve. With more than \$500,000 in donations last year, Waste Pro truly cares about the cause. Take a look at a couple of the recent events we've participated in!



March of Dimes Walk, Miami



Waste & Recycling News (WRN) selects Russell Mackie, Regional VP, as a Rising Star

In its inaugural Rising Star awards, WRN selected Waste Pro Regional Vice President, Russell Mackie as one of "12 people to watch in the waste and recycling industry". Russell was selected out of a field of 100 nominations of solid waste professionals under the age of 45. Russell has almost 20 years experience working in the solid waste industry.

His first challenge with Waste Pro was to start up our Fort Pierce location. Russell grew Fort Pierce from one truck and \$6,000 in revenue to 75 trucks and \$30 million in revenue within five years. Since then, he has opened other hauling divisions in the region, and brought annual revenue to about \$85 million.

In his free time, Russell likes to relax at the beach with his wife Laura, two daughters Lola and Zeta, and his son, Jax. We are very proud of Russell and congratulate him on being awarded WRN's 2012 Rising Star Award. We know he deserves it!

Safety Spotlight>>>



*June Cimolonski, Arnulfo "Fito" Flores and Clermond Joseph
Div. 103, Ft. Pierce on 2/10/2012*

Safety is a Waste Pro Priority

Proving that we are showing our safety standards are a daily practice, we are proud to recognize our newest Safety Bonus recipients. Let's all congratulate them on a job well done!



*Bob Cramer
Div. 104, Gainesville on 3/23/2012*



Waste Pro Donates Laptops to Aid Wounded Veterans

In a ceremony held on Tuesday, March 20th, Waste Pro donated 20 laptop computers and two digital cameras to the Fisher House at Fort Gordon. The event was held at the EAMC Fisher House located at Building 280, Fisher House Road in Fort Gordon, GA.

Waste Pro President and CEO John J. Jennings personally made the donations to representatives of the Fisher House, Toby Rose, the Associate Director, and Anne Arnold, the Manager.

As part of Waste Pro's commitment to caring for the communities they serve, the PC's for Wounded Veterans program was created to provide wounded members of the military and their support programs with new computers.

The Fisher House program was started by Zachary Fisher in 1990, when it became apparent that many families had difficulty obtaining lodging near their recovering soldiers. These multi-family homes are built by the Fisher House Foundation, Inc. and are given as gifts to the Military Services and Veterans Affairs divisions. They are available for use by families of in-patient soldiers.

With a total of 43 Houses across the country, the new Fisher House at Fort Gordon was unveiled in October of last year. It includes seven family suites, laundry and kitchen facilities, in addition to a library.

Waste Pro's PC's for Wounded Veterans program was initiated by Waste Pro employee, Sibyl Ginn, and has made donations to military facilities in Alabama, Florida, Mississippi, and Georgia.

The computers are often used to communicate with loved ones during recovery, for educational enhancement, professional development, and to research current events. To the employees of Waste Pro that continue to make this program possible, through regular payroll deductions, we say "thank you". Contact your Human Resource representative for more information on how to donate to the PC's for Wounded Veterans program.

final thoughts...

“A wise man will make more opportunities than he finds.”

– Francis Bacon, English Philosopher



The Waste Pro Way >>>

Dear Commissioner Mendoza and Deputy Commissioner White,

I am writing to express my heartfelt gratitude and admiration for City of Atlanta Sanitation Supervisor, Robert Whitehead, and the crew at the Waste Pro, American Recycling facility in Atlanta, GA. Mr. Whitehead went above and beyond the call of duty yesterday, February 27, 2012 to help me find my keys in a truckload of recycling.

I inadvertently dropped my keys in our curbside recycling bin as I deposited a few more recyclable items in the bin. An hour later, I suddenly realized they may have dropped into the bin and the recycling truck had already picked up my recycling. Plus, my husband was on a business trip with all the extra keys.

I contacted the City of Atlanta and the Sanitation Supervisor, Robert Whitehead arranged for us to meet the recycling truck at the recycling plant. Mr. Whitehead consulted with the Waste Pro USA team and they arranged to have the truck dump its contents in a separate warehouse bay. Mr. Whitehead and the Waste Pro USA crew thoughtfully determined the best way to tackle the mountain of recycling and then they began digging.

Two hours after we started, a crew member, Justin, bent down, then stood up and calmly said, “Here they are.” When I commented that I had been about to give up, the Waste Pro USA crew said they had already been discussing what they would do the next day if we didn’t find the keys that evening. I was amazed that anyone would be so committed to helping me when faced with that daunting task.

Today, as I write this I am overcome with gratitude and awe that these men did what they did for me. These men were more than kind. They truly cared about my situation and they were positive and professional throughout the search. You are blessed to have a supervisor like Robert Whitehead working for you, and the city of Atlanta is fortunate to have Waste Pro USA, American Recycling handling our recycling program.

Very sincerely,
Melanie Marburger
Atlanta, GA



Melanie with her recovered keys and Waste Pro Team!

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commitment, and even sacrifices from top to bottom. But the rewards are great. Our Regional Vice Presidents are responsible for running large companies through our regions and divisions. In other companies, they are not responsible for certain business areas, like sales. At Waste Pro, operations, marketing, and administration are the responsibility of our RVPs and DMs. They need and have a lot of support because we all work as a team. That is the only way we will continue our impressive success.

One of the final questions I was asked in the interview was, “what would my father Michael think of me now?” You all know he was a garbage man in Long Island, New York, and passed away when I was young. What I believe he would think is that while he might be impressed with my financial success, he would really be proud of the building of a super successful company, that is run like a close knit family. **The Waste Pro Way.**

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.



Corporate Headquarters:
2101 W SR 434, Suite 315
Longwood, FL 32779
(407) 869-8800
www.wasteprousa.com