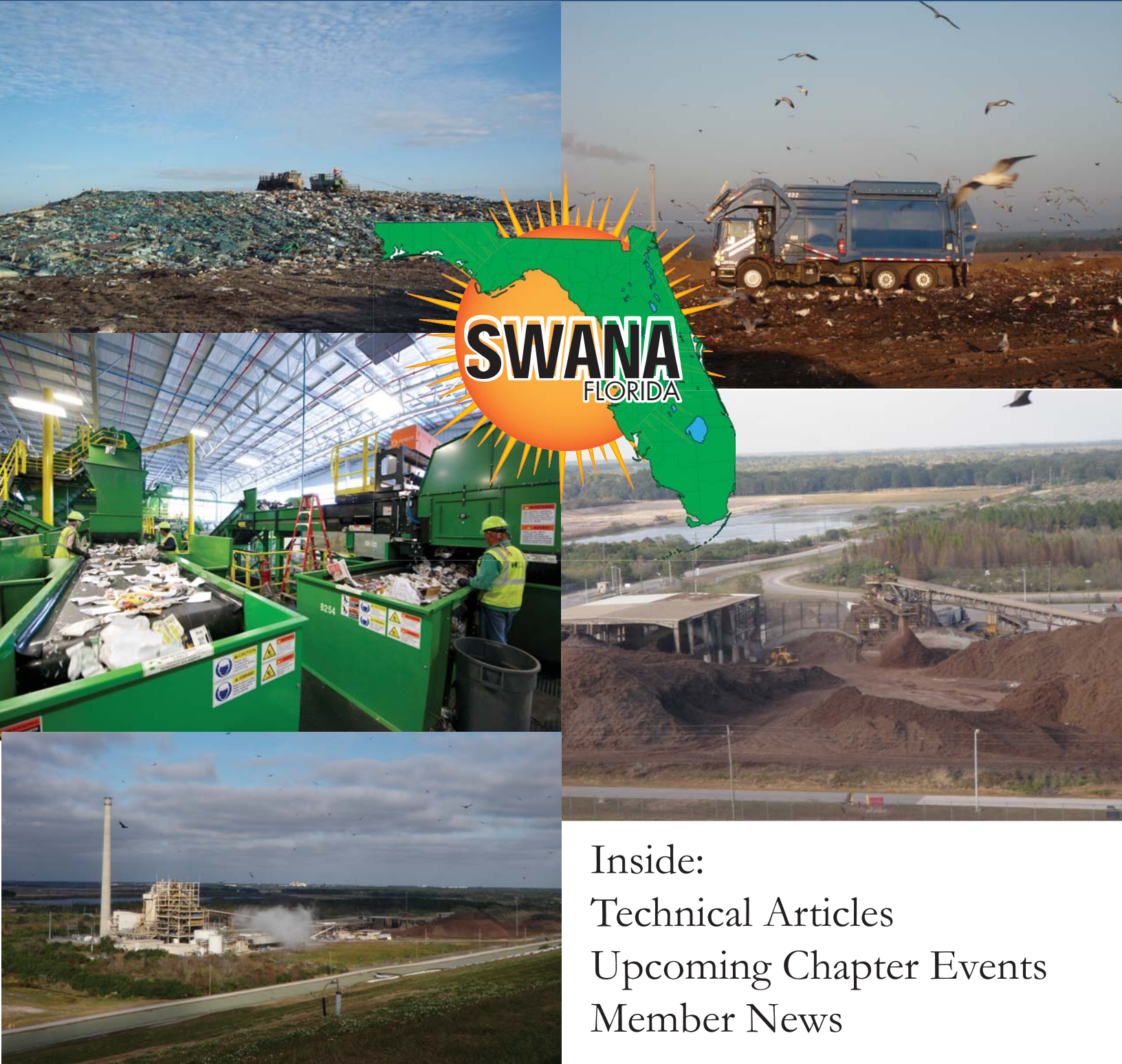


# Talking... TRASH

The Newsletter of the SWANA Florida Sunshine Chapter

Fall/Winter 2012



Inside:

Technical Articles

Upcoming Chapter Events

Member News



**Locklear & Associates, Inc. is a full-service environmental consulting and engineering firm specializing in meeting the needs of smaller communities.**

### **Environmental**

Contamination Assessment & Remediation  
Phase I & II Assessments  
SPCC Plans  
Environmental Compliance Audits  
Groundwater Sampling and Reporting  
Groundwater Monitoring Well Installation

### **Water/Wastewater**

Hydrogeological Investigations  
Consumptive Use Permitting  
Aquifer Performance Testing

### **Land Development**

Site Layout & Design  
Master Planning  
Due Diligence  
Stormwater Management

### **Solid Waste**

Solid Waste Facility Permitting  
Solid Waste Master Planning  
Landfill Expansion and Closure Design  
Compliance Monitoring  
NPDES Reporting  
Financial Assurance Cost Estimates  
Construction Oversight  
Waste Composition Analysis  
Landfill Gas Monitoring

### **Transportation**

Site Design and Permitting



**Locklear & Associates, Inc.**  
Environmental Consulting Services

# Letter from the President

November 2012

Where has this year gone? It's already time to plan to be at the SWANA/RFT Joint Summit in Orlando on Thursday, January 31, 2013. Florida's leading solid waste organizations are once again teaming up to bring you opportunities to learn, share, and talk trash!

The Florida Hotel and Conference Center (FHCC) will be our destination this year. FHCC calls itself the "Friendliest Hotel in Orlando" so I'm confident you will feel right at home. Come a day early to relax and touch base with friends and colleagues at the opening reception on Wednesday, the 30th.

We'll also be offering the SWANA Managing Recycling Systems course and the opportunity to take the certification exam. The course will be held January 28-30, with the exam on the 30th. This comprehensive course will help you to advance your career by expanding your knowledge of the many aspects of our industry.

We can all be proud of the many accomplishments our chapter has achieved this past year:

- We remain the largest SWANA chapter in the U.S. with over 530

members, and we won SWANA's FY2011 award for membership growth (9%).

- The Summer Conference attracted 150 attendees, despite tropical storm Debby.
- We completed the redesign of our website to make it more user



friendly, and added a new communications tool, the Members Forum.

- Our finances remain stable, and we funded a scholarship in the memory of Chris Kohl who passed away this past year. The

scholarship contributes \$1500 toward industry specific training in honor of our departed friend.

Enjoy this issue of Talking Trash. I wish all of you happy holidays and a healthy and peaceful New Year filled with new challenges and accomplishments. And I look forward to seeing you in Orlando in January.

A handwritten signature in black ink, appearing to read "Mitch Kessler".

Mitch Kessler

## In This Issue

4  
Technical  
Articles

12  
Member  
News

12  
Committee  
Updates

13  
Chapter  
Calendar

14  
2013 SWANA/RFT  
Joint Summit

16  
Managing Recycling  
Systems Training

17  
2013 Chapter  
Road-E-O

22  
Chapter  
Officers and  
Directors

# Key West Aims to Recycle More (and Pay Less)

*Written by Robin Mitchell, Kessler Consulting, Inc.*

As a 6-square-mile island with more than 2 million visitors annually, Florida's southernmost tourist mecca, Key West, faces special challenges in managing more than 50,000 tons of solid waste and recyclables each year.

Transporting trash 180 miles to dispose of it in a waste-to-energy plant is expensive. Every ton of waste diverted from disposal saves the city more than \$70, yet the city recycles only about 10 percent of its trash.

On August 29, Key West's city commissioners took a giant step toward a more sustainable community by approving a Solid Waste Master Plan developed by Kessler Consulting, Inc. (KCI). The commission also adopted a ten-point policy statement and committed to hiring a full-time recycling program manager.

The city contracted KCI to develop a plan to help meet the state's 75 percent recycling goal and go even beyond to zero waste. First, we analyzed the city's solid waste contracts; waste generated by its businesses and 24,650 residents; and transfer station

operations.

Given the lush vegetation in Key West, it was no surprise that yard waste makes up 14 percent of the waste disposed. However, easily recyclable materials such as paper and containers comprised 31 percent and

in soliciting input from interested stakeholders, including elected officials, Chamber of Commerce, Sustainability Advisory Board, service providers and citizens.

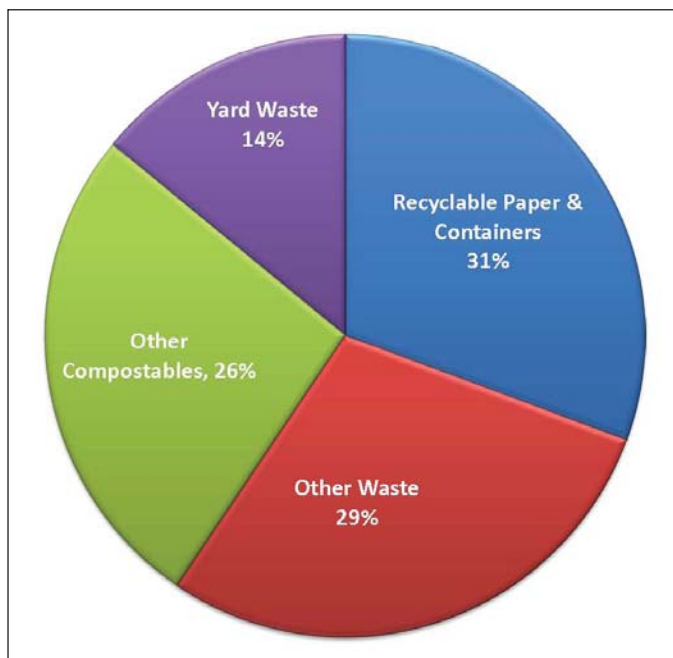
In the end, we recommended a three-phase strategy that first targets

25 percent, then progresses up to 75 percent recycling. Key West is moving forward with implementing phase 1, which includes weekly (instead of twice per week) garbage collection; recycling carts; segregated yard waste collection; sharing in recycling revenue; expanding recycling programs for multifamily residents and businesses; and establishing a Green City Program to encourage recycling and environmentally friendly practices at city facilities.

According to the city's Utilities Manager, Jay Gewin, "We're eager to implement the Phase I recommendations,

which will help put Key West on the path toward a more sustainable future."

*Robin Mitchell is Director of Technical Services at Kessler Consulting, Inc. and can be reached at [rmitchell@kesconsult.com](mailto:rmitchell@kesconsult.com).*



*Composition of Waste Disposed*

other compostable materials another 26 percent. All totaled, more than 70 percent of waste currently disposed could be recycled or composted.

The challenge is implementing policies and programs to encourage residents, businesses, and tourists to participate. We joined city staff



# Game Change – Broward

*Written by Sandy Gutner, Value Added Consulting and Thomas Good, City of Miramar Public Works Director*

For over 20 years, the vast majority of municipal solid waste in Broward County was controlled by the Broward County

Resource Recovery Board (RRB), and MSW was directed to two 2,250 ton per day waste-to-

energy facilities. Unlike many similar agencies the Broward RRB was created through an Interlocal Agreement (ILA) instead of legislation. The ILA is set to expire in July 2013. Focused leadership by the City of Miramar and commitment to competitive procurement has resulted in 33% savings in disposal costs for Miramar.

But perhaps more importantly, the introduction of competition provides the opportunity for all cities in the RRB to realize similar reductions, resulting in an estimated cost reduction of well over \$20M per year! That is a real game change by any measure.

As the end of the (RRB's) existence loomed near, the RRB negotiated a sole source 10-year disposal contract extension contingent on commitment to deliver at least 80% of the waste previously delivered. The deal offered a \$12M signing bonus to those cities (pro-rated by waste delivery) that approved the deal by December 31, 2010.

The conventional wisdom among the member cities was that there was really no choice but to accept the deal, and many approved the deal immediately. The City of Miramar decided to question the conventional wisdom. Needless to say, rejecting what amounted to a \$750,000 signing bonus in the face of extreme economic hardship, and uncertain disposal options, was a very difficult decision.

The City of Miramar engaged Value Added Consulting, LLC in Weston, FL to conduct an independent review of the proposed agreement and risk allocation, and to assess the regional disposal services market. Value Added

Consulting presented the findings to the Miramar City Commission, and recommended that the

City reject the signing bonus and competitively bid the services.

Through the competitive process, the City awarded the contract at a net disposal cost of \$43.25 per ton. This, in effect has re-set the disposal market for all residents of the County. The payback against receiving the \$750k signing bonus is about 6 months.

In retrospect seeking competitive bids after 20 years seems obvious. The real story behind this game change is the resolve shown by the City of Miramar to question the conventional wisdom. Certainly, the expert assistance helped to clarify the issues and add perspective. But in the final analysis the factor that probably made the greatest difference was the ability of the Public Works Director to build and maintain the unwavering support of the City Manager and City Commission. Through regular communication with the City leadership, addressing their questions, and balancing the conflicting information being provided by others the Commissioners were unanimous in their support. The result is the establishment of a competitive market for disposal that has not existed in Broward County for over 20 years, and cost reductions of over 33 percent.

*Broward breaks  
20-year trash 'monopoly'*  
Sun-Sentinel May 8, 2012







HDR professionals are at the cutting-edge of innovative solid waste engineering services. As illustrated above, an Exposed Geomembrane Cover (EGC) significantly minimizes construction costs and overall operational costs, while maximizing landfill gas extraction. Therefore, EGC's provide cost savings to our clients.

Offices Throughout Florida  
Pictured: Class I Landfill Closure, Sarasota County, FL



# better together

At CDM Smith, we are committed to building strong and lasting relationships with our clients and each other. Together, we are solving the world's water, environment, transportation, energy and facilities challenges with smart, integrated solutions. As your trusted partner, we are shaping tomorrow while delivering the services you need today. Proving every day—in every way—we're better together.

WATER + ENVIRONMENT + TRANSPORTATION + ENERGY + FACILITIES

**CDM  
Smith**

[cdmsmith.com](http://cdmsmith.com)





# Striving for Safety – It's Our Job!

*Lisa Lamppert, Consultant, Kessler Consulting, Inc.*

Kessler Consulting, Inc. (KCI) understands that for both the public and private sector, striving for safety, is important to any collection operation. The Bureau of Labor Statistics recently released the preliminary results from the "Census of Fatal Occupational Injuries" in 2011. Unfortunately, the Refuse and Recyclable Material Collectors category moved up from the 7th most deadly occupation in 2010, to the 4th most deadly in 2011. This is sobering news for our industry where we strive daily to protect the safety of our drivers and those they serve.

Three events cause the majority of fatal injuries, including roadway incidents (23%), contact with objects and equipment (14%), and falls, slips, and trips (14%). Many roadway incidents are the outcome of working in an environment made unpredictable by traffic, weather, and customer interactions. Drivers must be prepared to handle these challenging situations. KCI helps clients develop programs that train drivers on the proper operation of their equipment, traffic laws and facility rules, and defensive driving techniques which will help them react appropriately to unpredictable situations and achieve safe outcomes.

Utilizing proper routing techniques can also mitigate traffic issues that contribute to roadway incidents. KCI knows that routing best practices include avoiding heavily-traveled streets during rush hours, bypassing congested intersections, and minimizing left turns. In addition, drivers are responsible to ensure that their vehicles have passed a Department of Transportation (DOT) pre-trip

safety inspection and that they are vigilant while behind the wheel, both of which require drivers to be well-rested and focused.

Incidents resulting from contact with objects and equipment, as well as falls, slips, and trips, can be greatly reduced by adopting fully-automated



collection systems. Our experience with collection programs has taught us that fully-automated collection vehicles require only one worker, a driver who remains in the cab during collection; this avoids a rear-end injury or fatality. Automated collection also eliminates the need to step on and off the vehicle repeatedly, avoiding lifting actions that could cause injury. In contrast, rear end vehicles require both a driver and a

collection worker. Manual collection at the rear of the vehicle can prove deadly. In a recent two year period, sadly, four solid waste workers were killed in Florida while loading refuse into the rear of a collection truck.

If semi-automated or manual collection systems are being used, drivers and collectors must be especially well-trained in proper collection and lifting procedures, procedures for riding on the back the truck, utilizing hand signals, and maintaining eye contact at all times. KCI doesn't recommend "double-siding," a practice whereby collectors simultaneously collect containers from both sides of the street. It is a very dangerous practice and should never be conducted; collectors should never cross a street to collect solid

waste.

The increasing danger of collecting solid waste can be reduced, and even eliminated, by implementing strong training programs and best practices, utilizing automated equipment, and creating a strong culture of safety within an organization. KCI believes safety is everybody's responsibility in order to keep collection staff safe in Florida!



**kessler consulting inc.**  
*innovative waste solutions*

**Recycling, Composting & Solid Waste Planning**

- Program Planning, Design & Implementation
- RFP Preparation and Evaluation
- Greening & Sustainability Development
- Optimization Studies • Privatization Analyses
- Waste Composition Studies • Facility Audits
- Technology Evaluations • Feasibility Studies

Tel: **813-971-8333** Fax: **813-971-8582**

**www.kesconsult.com**

# Developing a Comprehensive Solid Waste and Recycling Plan for a Small Community

*Written by Marc J. Rogoff, Ph.D and Shani Kruljac, SCS Engineers*

While returning from our trip to Alaska a few months back to begin work on a solid waste and recycling plan, our initial thoughts were how dissimilar the Borough of Skagway was from our life in Florida. Located some 1,000 miles north of Seattle, and a day's ferry ride from the State's capital of Juneau, Skagway is essentially a rural community isolated in many ways from the outside world. But then again, Skagway has a lot in common with many of the communities in Florida where we have helped plan enhanced solid waste and recycling opportunities. Skagway has a high seasonal population bolstered by some 900,000 cruise ship tourists who visit the Borough each year; it is a coastal community; and it made a conscience decision many years ago to move from landfilling to waste incineration as its main method of solid waste disposal. In those terms, it looks like Skagway has a lot in common with Florida's communities as they move to implement the State's 75 percent recycling goal. A brief description of the different program facets completed so far will serve to further highlight these similarities.

## **Waste Characterization Study**

While Skagway has conducted several informal recycling efforts in the past, the Borough's decision-makers had no real idea what was in the community's waste stream, and what portion was potentially recyclable. At the outset of the study, our team conducted a week-long, waste sort identifying



*Shani Kruljac and Josh DeGaynor of SCS Engineers during the week long waste sort, Skagway, Alaska, September 2012.*

some 35 categories of solid waste in both residential and commercial waste streams. As Exhibit 1 illustrates, a little more than 50 percent of the community's solid waste stream is potentially recyclable, with a considerable portion being organics such as vegetative waste, food waste, and compost able papers. Skagway is known as the "Garden City" of Alaska and has recently enacted legislation allowing homeowners a property

tax rebate if they garden. Thus, the development of a food waste and organics composting program may prove beneficial in an area that has rocky soils which can make gardening a challenge.

## **Citizens and Business Recycling Surveys**

Key to the success of any waste recycling program is to ascertain the interest of both homeowners and businesses in a community. Therefore, as we initiated the waste composition sort program, we conducted in-person and mail opinion surveys to gauge what materials were currently being recycled, where these materials were being delivered, and what thoughts each sector had in enhancing recycling opportunities.

Our overall impression was that interest in recycling was extremely high with many residents and businesses accumulating their stocks of recyclables and delivering these materials to non-profit recycler in Whitehorse, over a hundred miles away in Canada's Yukon Territory. Since many residents and businesses have limited storage space for their recyclables there is interest in having the Borough develop a recycling center closer to the downtown/port



area rather than at the current location at the incinerator some six miles out of town.

### **Recycling Market Assessment**

Notwithstanding Skagway's distance from the recycling markets in Seattle, our preliminary assessment is that the community has many available opportunities to gain economies of scale, and thus reduce its shipping costs. This can be done by entering into agreements with neighboring communities in Southeast Alaska and the Yukon to jointly share shipping containers and baling equipment to minimize overall costs and maximize recycling revenues. Work continues on developing interlocal agreements and negotiating free, or reduced cost shipping programs with the State's marine transportation and ferry system operators.

### **Financial Costs**

Ultimately, the cost of any enhanced recycling program has to make economic sense to a community's political decision-makers. In this case, the new solid waste and recycling plan for Skagway must find real cost savings in its current collection and disposal system or provide enough enhanced levels of service that the Borough's citizens and businesses are willing to pay additional fees. We are currently developing a Pro Forma Economic Model to project the new program's operating revenues and costs so that an informed decision can be made later this year. To date, the cost of current incineration program (\$475 per ton) has been developed as an initial economic baseline. While more economic modeling needs to be done, a reduction

in the number of weekly burns at the incinerator may provide a reasonable cushion to pay for the cost of enhanced community recycling, as well as extending the life of the incinerator. However, much more engineering and financial analysis needs to be conducted over the next few months.

### **Closing**

Small communities across Florida are trying to develop solid waste and recycling roadmaps similar to Skagway. Lessons learned on such projects suggest to us that a methodological step-by-step planning approach undertaken by the Borough of Skagway will provide the best overall plan that is grounded on citizen and business support, good statistical data on the community-specific waste stream, and the means to pay for the enhanced solid waste and recycling system. Additionally, there may be opportunities for smaller, rural communities in Florida to band together and form interlocal agreements so as to capitalize on the economies of scale shared resources can provide. It will take some creativity, such as the ideas presented here, in order for Florida communities to reach a higher recycling rate.

## Advertising Opportunities Available

It's not too late to reserve a space in the Spring issue of Talking Trash.

## Job Openings

Post an employment notice on the SWANA FL website for just \$100!

---

Email  
[info@swanafl.org](mailto:info@swanafl.org)  
or visit  
[www.swanafl.org](http://www.swanafl.org)  
for more information.

# 3R Ambassador Program is a Hit with Students and Staff

*Written by Brian Elkins, Recycling Information Representative*

In August, the Solid Waste Authority of Palm Beach County, Florida ([www.swa.org](http://www.swa.org)) launched its first-ever 3R Ambassador Program for middle school aged students of Palm Beach County. This week-long program provided an excellent opportunity for students to learn first-hand about the SWA's integrated solid waste management system so they could share their knowledge and experience with others. The program reinforced the recycling and waste prevention messages by showing the students the amount of waste generated in Palm Beach County.

During the week, students took an interactive tour led by managers and staff through each of the SWA facilities including the North County Transfer Station, Landfill, Renewable Energy Facility #1, Greenway Trails, Recovered Material Processing Facility, Regional Biosolids Pelletization Facility, Household Hazardous Waste, and Utilities. Additionally, the students visited and learned from our community partners including Resource Depot Inc. ([www.resourcedepot.net](http://www.resourcedepot.net)), Florida Atlantic University's Pine Jog Environmental Education Center ([www.pinejog.fau.edu/](http://www.pinejog.fau.edu/)) and MacArthur Beach

State Park ([www.macarthurbeach.org/](http://www.macarthurbeach.org/)).

The training was open to local, middle school age students that met the required criteria to attend the program. Requirements included: 3.0 GPA, Green/Environmental Club member at their school, and a recommendation from a science teacher. In addition, students had to fill out an application and answer some essay questions on how this program will benefit them. We received twelve applications and six met all of the criteria.

The learning continues after training, through the requirement that the students complete a Service Learning Project at their school or in their community based on what they learned. A couple of the projects include:

The creation of a 3R Ambassador Club at their school and this club started a K-Cup Crusade which involves school wide collection of K-Cups, as used in Keurig Coffee Makers, for

reuse of the coffee grounds and cup for gardening. Other projects include litter patrol pickup at local soccer fields, and promoting/increasing recycling participation at their school.

This program has sparked a great interest and we will continue with this program next summer. The next program will be held during the week of June 24<sup>th</sup> thru June 28<sup>th</sup> of 2013. It will be available to ten students, but we may add on additional weeks depending on the amount of applications that we receive.

For further information, you can contact the Solid Waste Authority's Recycling Education Outreach programs at (561) 640-8949, or email [education@swa.org](mailto:education@swa.org).







## 2013 Initial Operator/Spotter Training Calendar

*Check Web for additional dates and locations.*

### Landfill Operator

\$650 8:00am-5:00pm, CEUs: 2.4 Initial Landfill: 24.0

Nov. 16-18, 2012	Gainesville FL
Feb. 20-22, 2013	Gainesville FL
July 24-26, 2013	Winter Haven FL
Nov. 20-22, 2013	Gainesville FL

### Transfer Station and Material Recovery Facility Operator

\$550 8:00am-5:00pm, CEUs: 1.6 Initial TS/MRF: 16.0

Dec. 5-6, 2012	Tampa FL
Jan. 30-31, 2013	Gainesville FL
Mar. 5-6, 2013	Daytona Beach FL
May 8-9, 2013	Winter Haven FL
June TBA	Gainesville FL
Sep. 18-19, 2013	TBA
Oct. 29-30, 2013	Gainesville FL
Dec. 4-5, 2013	Tampa FL

### Spotter Training

\$295 8:00am-5:00pm, CEUs: 0.8 Initial Spotter: 8.0

Dec. 5, 2012	Tampa FL
Jan. 30, 2013	Gainesville FL
Feb. 6, 2013	Sebring FL
Feb. 20, 2013	Gainesville FL
Mar. 5, 2013	Daytona Beach FL
April 10, 2013	Palm City FL
May 8, 2013	Winter Haven FL

### Refresher Courses for Operators/Spotters

Visit [www.treeo.ufl.edu](http://www.treeo.ufl.edu) for dates

- Review your Florida Solid Waste Operator and Spotter Training Transcript at: <http://landfill.treeo.ufl.edu>
- Can't travel, host a training class at your facility.

For more information, [djenkins@treeo.ufl.edu](mailto:djenkins@treeo.ufl.edu) or 352/392-9570x227.

[www.treeo.ufl.edu](http://www.treeo.ufl.edu)

## Member News

### Pinellas County Solid Waste touched by an Emmy

The Pinellas County Solid Waste Division has a tenuous connection to The Sopranos, 30 Rock and Modern Family—all Emmy award winners.

A documentary called “Away: A Story of Trash” was videotaped at Solid Waste last year and has been nominated for a Suncoast Regional Emmy. The Suncoast Chapter is an official regional chapter within the National Academy of Television Arts and Sciences that recognizes excellence in regional television markets.

The educational and entertaining video premiered on May 11, 2011 and has been shown periodically on WEDU since then. Students from St. Petersburg College wrote, directed, filmed and edited the production and numerous Solid Waste employees were involved on- and off-camera. The Waste-to-Energy contractor Veolia also assisted in setting up background shots and other video footage.

Jan Tracy, Solid Waste program coordinator, viewed the experience as an exciting departure from the normal work day. She explained, “It was fun to work with the talented students from St. Petersburg College. We were all energized by their creativity. It was especially interesting to follow the project from an idea to seeing it on television.”

Seven Solid Waste employees had on-camera speaking roles including Jan Tracy, Bob Hauser, Kelsi Oswald, Dave Spencer, Joe Fernandez, Chuck Mangio and Joe Going. Many others provided background support during the production.

The winners of the 2012 regional Emmy Awards will be announced on Saturday, December 1, 2012 in Hollywood, Florida.

The 26-minute documentary is posted on [YouTube](#) and has received over 3,500 views.

## Committee Updates

### A Great Technical Resource for Sunshine Chapter Members

*Written by Ray Moreau, SWTX*

Do you need information about waste management, waste reduction, recycling, hazardous waste, collection, requests for proposals, permitting, etc. --- but you don't have time to make a bunch of phone calls and/or you don't even know who you might call about what you are interested in???

Well, your prayers have been answered! SWANA Florida's new web site ([www.swanafl.org](http://www.swanafl.org)) has a new feature called Technical Questions/Resources which can be found under the Forums tab on the site's home page. When you open the Forum's tab, you'll see four more tabs entitled News/Information, Technical Questions/Resources, Suggestions/Feedback/Support, and Create An Account.

To use these features, you must create an account, so open this tab and follow the instructions. Once you've created your account, you can go directly to any of the four tabs

mentioned above and use them.

For answers or queries concerning technical questions you might have, open the Technical Questions/Resources tab and take a look at topics already created that might answer a question you have or just create a new topic and type in your question!

Hopefully, as more SWANA Sunshine Chapter members learn about this web site resource and USE it, it'll become one of the most appreciated and useful resources for members trying to gather needed information. It is ESPECIALLY important for ALL members to take a look at what is posted on the Technical Questions/Resources tab of the Forum web site page ON A CONSISTENT BASIS (say, once a week) in order to utilize the real potential of this tool.

So let your fingers do the work and check out SWANA Florida's new web-based technical assistance feature!!

### Congratulations to Our International Road-E-O Winners

Wes Carter, City of Largo  
2nd Place - Rear Loader

Shauwn Clark, City of Largo  
3rd Place - Roll Off

John J. Salvaggio, Hillsborough County  
3rd Place - Tractor Trailer

Jamie B. Hoffman, Polk County  
2nd Place - Dozer



# Chris Kohl Training Scholarship

*Written by Kimberly Byer, Polk County*

The Training Committee is proud to announce the Chris Kohl Training Scholarship. Following the death of Chris Kohl on February 12, 2012, the Board requested the Training Committee develop a scholarship program in Chris' memory because of his great passion for training. Chris was a long term SWANA member, solid waste trainer and industry advocate.

According to Chris' friends and family, Chris believed the first priority in regards to training was the front line workers: truck drivers, scale house operators, heavy equipment operators and spotters. Therefore, the Training Committee recommended and the Board approved that these employees would be considered first for the Chris Kohl Training Scholarship to further clarify, these frontline employees, who are seeking training that may not be

covered by their employer or isn't in their current job responsibilities, will receive special consideration. Although these employees will be considered first for the scholarship, other position classifications are encouraged to apply.



A scholarship application and questionnaire will be posted on the Chapter website in December 2012. Applications will be received until March 31, 2013. Once all the applications are reviewed, the Committee will

recommend a recipient and the final scholarship selection will be approved by the Board. The scholarship will include course registration and travel costs to include transportation, meals and lodging if applicable. The scholarship may be applied to any industry specific training approved by the Committee. One scholarship per year will be awarded in the amount of \$1,500.

## College Scholarships Available

Struggling with college expenses? The SWANA Florida Sunshine Chapter now offers two scholarships per year for college students worth \$2,000 each (\$1,000 per semester). These scholarships will be awarded directly to the students to assist with tuition, books, fees and/or living expenses. So if you work in the solid waste industry (and why else would you be reading this newsletter?), graduated or are a senior in a State of Florida High School – or have a child who fits this bill – with at least a 3.0 GPA, what are you waiting for?

Go to our website, [www.swanafl.org](http://www.swanafl.org), and download the application – click on Committees, then Awards and Scholarships. Applications are due by May 1 for the following school semester. Please share this information with your colleagues and others in your organization who can use some help paying for college, and who couldn't these days? Helping someone pay for college also helps SWANA achieve one of its main goals – to educate. And education helps to provide a better future for all of us. If you have any questions, feel free to contact us at [info@swanafl.org](mailto:info@swanafl.org).

# Chapter Calendar

**January 28-30, 2013**

Managing Recycling  
Systems Training  
and Exam

The Florida Hotel and  
Conference Center  
Orlando, FL

**January 31, 2013**

SWANA/RFT

Joint Winter Meeting  
The Florida Hotel and  
Conference Center  
Orlando, FL

**April 12-13, 2013**

Chapter Road-E-O  
St. Petersburg  
Marriott Clearwater  
St. Petersburg, FL

**July 28-30, 2013**

SWANA Summer  
Conference  
Hyatt Regency  
Sarasota, FL



## Attendee Registration:

telephone: (727) 797-4234  
fax: (727) 231-0693  
email: [info@swanafl.org](mailto:info@swanafl.org)





## 2013 Joint Summit

**"Beyond 40% - Florida's Pathway to Sustainability"**  
**January 31, 2013**

### About the event:

Start 2013 off right by being a part of Florida's premier education forum—held jointly by Recycle Florida Today and the SWANA Florida Sunshine Chapter. Through your sponsorship, you will have the opportunity to showcase your business to the two top recycling and solid waste professional organizations in Florida.

This is a rare and special opportunity, that had massive success last year. Don't miss the chance! The format of the meeting will be as follows:

**Wednesday, January 30th:** Board of Directors meetings for both organizations  
Followed by an evening mixer

**Thursday, January 31st:** Joint continental breakfast  
Joint general and break-out sessions  
Joint luncheon

To keep it affordable to all members, the registration fee for this joint event is \$100 and group room rates are available for \$119 (standard + taxes) and \$139 (king + taxes) for those who want to stay. Room rate available until Friday, January 4, 2013.

**Event Location:** Florida Hotel and Conference Center at the Florida Mall. Address: 1500 Sand Lake Road, Orlando, FL 32809, Phone: (407) 859-1500

### Sponsorship Levels:

*The following joint sponsorships are being offered:*

\_\_\_\_\_ **Continental Breakfast Sponsor: \$250**

Includes signage during the breakfast, your logo on all promotional materials and on the RFT and SWANA Florida Sunshine Chapter websites, and special recognition during the technical sessions.

\_\_\_\_\_ **Lunch Table Sponsor: \$300**

Reserve a table at the luncheon with your company's name for your employees and clients, and distribute your literature and/or promotional items to your table mates—line up your guests now! Includes your logo on all promotional materials and on the RFT and SWANA Florida Sunshine Chapter websites, and special recognition during the technical sessions. (Please note – table hosts and guests must be registered for meeting. Lunch table sponsorship does not include meal tickets.)

\_\_\_\_\_ **AM and PM Break Sponsor: \$400**

Includes signage during am and pm breaks, your logo on all promotional materials and on the RFT and SWANA Florida Sunshine Chapter websites, and special recognition during the technical sessions.

\_\_\_\_\_ **Evening Mixer Sponsor: \$500**

Includes signage during the evening mixer, your logo on all promotional materials and on the RFT and SWANA Florida Sunshine Chapter websites, special recognition during the technical sessions, and an opportunity to display your literature and/or promotional items at RFT's and SWANA's registration tables throughout the event.



## MANAGING RECYCLING SYSTEMS TRAINING

January 28-30, 2013 – Orlando, FL

*Not Yet Certified in Managing Recycling Systems? Propel your career and become SWANA Certified. This course provides the information needed to successfully plan, develop, market, fund, contract and manage recycling programs. It also addresses collection, processing, end use standards application and protection of human health and the environment.*

SWANA FL is bringing the Managing Recycling Systems Training course to you. Save \$220 off the price offered through SWANA International and never leave Florida.\* The course will take place January 28-30, 2013, and the exam will be offered on January 30. The deadline to register for the course and/or exam is January 7.

\* Cost subsidized by the SWANA Florida Sunshine Chapter

Come for the training and stay for the SWANA/RFT Joint Summit! This annual winter meeting will take place January 31 at the same location. For more information, please visit [www.swanafl.org](http://www.swanafl.org).

**ABOUT THE INSTRUCTOR** – The course will be taught by Mitch Kessler, President of Kessler Consulting and the SWANA Florida Sunshine Chapter. He has more than 25 years in the solid waste industry and has been responsible for over 200 projects pertaining to comprehensive waste management, collection, recycling, and composting programs for municipalities, institutions, and private corporations.

**CEUs/PDHs** – Individuals who complete the training will earn 30 CEUs toward their certification renewal.

**HOTEL INFORMATION** - The meeting will be held at the [Florida Hotel & Conference Center](#) (1500 Sand Lake Road, Orlando, FL 32809). A block of rooms are available for participants who wish to stay over. To make your reservation, please contact the hotel directly at (407) 859-1500 to receive the discounted rate of \$119 per night. Be sure to mention SWANA/RFT to receive this great rate, which is available until January 4, 2013. Call today and reserve your room!

Register online at [www.regonline.com/swanatraining](http://www.regonline.com/swanatraining)

Name (to appear on badge): \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Fees:

☐ Managing Recycling Systems Course..... \$550

☐ Managing Recycling Systems Exam..... \$100

**Total Due: \$** \_\_\_\_\_

☐ Check (Payable to SWANA FL)

☐ VISA

☐ MasterCard

☐ Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

### Submit Registration Form and Payment to:

SWANA Florida Sunshine Chapter, 2854 St. John Drive, Clearwater, FL 33759 or FAX to (727) 231-0693.

**Questions?** Call Crystal at (727) 797-4234 or email [info@swanafl.org](mailto:info@swanafl.org)

**Refund Policy:** Refunds, less \$25 processing fee, will be issued upon receipt of written request by January 1, 2013. Please fax written requests for refund and cancellations to (727) 231-0693.





April 12-13, 2013  
St. Petersburg, FL

Register Online at  
[www.regonline.com/swanafl2013roadeo](http://www.regonline.com/swanafl2013roadeo)

## Hosted by Pinellas County Solid Waste and Advanced Disposal

Headquarters Hotel – St. Petersburg Marriott Clearwater  
Truck Competition Site – Pinellas County DEI Training Site  
Heavy Equipment Competition Site - Pinellas County Landfill

### Why participate?

- To promote professionalism on the part of drivers, equipment operators and mechanics in the field of solid waste management
- To create a spirit of competition and goodwill throughout the participating organizations (municipalities, counties and private haulers)
- To reward deserving employees by allowing them to showcase their skills, thus bringing pride to themselves and your organization
- To provide employees an opportunity to refresh safety and skills in a classroom

The event is open to public and private sector participants. Contestants, volunteers and sponsors are needed for the success of the Road-E-O 2013. The deadline to register and take advantage of the early-bird rate is March 7, 2013.

Visit [www.swanafl.org](http://www.swanafl.org) for more information or contact us at [info@swanafl.org](mailto:info@swanafl.org).

## Tentative Agenda

### Friday, April 12

9:00 a.m. – 1:00 p.m.

Registration

1:00 p.m. – 1:30 p.m.

Welcome/Introduction

1:30 p.m. – 2:30 p.m.

Truck Driver Safety Class/Exam

1:30 p.m. – 2:30 p.m.

Heavy Equipment & Mechanic Safety Class

3:00 p.m. – 5:00 p.m.

Truck Driver Pre-Trip Inspections

2:30 p.m. – 3:30 p.m.

Mechanic Exam

3:00 p.m. – 4:30 p.m.

Heavy Equipment Pre-Trip Inspections

6:30 p.m. – 8:00 p.m.

Welcome Reception

### Saturday, April 13

8:00 a.m. – 11:00 a.m.

Mechanic Competition

8:00 a.m. – 4:00 p.m.

Truck Competition  
(Walk through at 7:30 a.m.)

8:00 a.m. – 4:00 p.m.

Heavy Equipment Competition

7:00 p.m. – 10:00 p.m.

Awards Banquet



**SWANA Florida Sunshine Chapter  
Contestant Registration Form**

April 12-13, 2013 – St. Petersburg, FL

**Register Online at**  
**[www.regonline.com/swanafl2013roadeo](http://www.regonline.com/swanafl2013roadeo)**

---

**Early-Bird Registration Deadline: March 7, 2013**

**I. CONTESTANT INFORMATION**

Contestant's Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Is Contestant/Employer a SWANA Member? \_\_\_\_\_

Shirt Size: S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ XXL \_\_\_\_\_ XXXL \_\_\_\_\_ XXXXL \_\_\_\_\_

Will contestant have friends/family/colleagues attending the Competition? Yes, number: \_\_\_\_\_

Will contestant be attending the Banquet? \_\_\_\_\_ Yes \_\_\_\_\_ No

\*Will contestant be bringing guests to the Banquet? Yes, number: \_\_\_\_\_ \*Guest fee is \$50/person.

Guest Name(s): \_\_\_\_\_

**II. EMPLOYEE CERTIFICATION**

Employer: \_\_\_\_\_ Telephone: \_\_\_\_\_

Job Title: \_\_\_\_\_ Do you function in a supervisor capacity on the job?\*

*\*Individuals functioning in a supervisory capacity are not eligible to compete.*

Work Address: \_\_\_\_\_

Length of Employment: \_\_\_\_\_

Type Equipment Employee Operates (Manufacturer): \_\_\_\_\_

Within the last twelve (12) months, has the employee had a chargeable:

Accident: Y \_\_\_\_\_ N \_\_\_\_\_ Moving Violation: Y \_\_\_\_\_ N \_\_\_\_\_

Number of workdays missed (without clearance) in the past twelve months: \_\_\_\_\_

Number of days late to work (without clearance) in the past twelve months: \_\_\_\_\_

Certified to be correct:

\_\_\_\_\_  
Contestant Signature

\_\_\_\_\_  
Supervisor Name (print)

\_\_\_\_\_  
Supervisor Signature



# Contestant Registration Form

(Continued)

## III. PARTICIPANT CATEGORY

SWANA FL reserves the right to remove categories if less than four contestants register. Contestants will be given the opportunity to select another category to compete in.

Will Driver be bringing own truck? Y \_\_\_\_ N \_\_\_\_

Circle one:

TRUCK DRIVER

HEAVY EQUIPMENT OPERATOR \*

MECHANIC \*

Rear Loader

Compactor \*

Side Loader

Front End Loader \*

Front Loader

Track Dozer \*

Roll Off

Articulated Dump Truck\*

Tractor Trailer

Grapple/Claw †

† State competition only.

\* Landfill CEUs are available to those who qualify.

## IV. FEES

\_\_\_\_\_ x \$ 195.00 for each Road-E-O Contestant (Early-bird rate – available on or before March 7)

\_\_\_\_\_ x \$ 250.00 for each Road-E-O Contestant (Standard rate – available March 8-March 22)

\_\_\_\_\_ x \$ 50.00 for each Guest Banquet Ticket

Total Amount Due: \_\_\_\_\_

\_\_\_\_ VISA      \_\_\_\_ MasterCard      \_\_\_\_ Discover      \_\_\_\_ Check (Payable to SWANA FL)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Please mail or fax this form along with your payment to:**

SWANA Florida Sunshine Chapter  
2854 St. John Drive, Clearwater, FL 33759  
Phone: 727.797.4234 Fax: 727.231.0693

Email: [info@swanafl.org](mailto:info@swanafl.org) Web: [www.swanafl.org](http://www.swanafl.org)





## SWANA Florida Sunshine Chapter Sponsorship Opportunities

April 12-13, 2013 – St. Petersburg, FL

Register Online at [www.regonline.com/swanafl2013roadeo](http://www.regonline.com/swanafl2013roadeo)

By actively supporting this event, your organization will benefit by strengthening its prominence as a leader in the solid waste industry and by increasing your network of contacts and established partners within SWANA.

ALL sponsors will receive the following benefits:

- Your logo on event signage/banners, promotional materials and the SWANA FL website
- Lunch on competition day
- Special recognition during the awards banquet

### SPONSORSHIP OPPORTUNITIES:

- ☐ **Diamond Sponsor** (\$3,000) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; four awards banquet tickets; premium logo placement at Saturday banquet; and up to two minutes to address attendees during banquet
- ☐ **Ruby Sponsor** (\$2,500) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; four awards banquet tickets; and premium logo placement at Friday evening reception
- ☐ **Platinum Sponsor** (\$2,000) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; four awards banquet tickets; and premium logo placement
- ☐ **Gold Sponsor** (\$1,500) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; and two awards banquet tickets
- ☐ **Silver Sponsor** (\$1,000) – also includes recognition on participants competition t-shirts; and two awards banquet tickets
- ☐ **Bronze Sponsor** (\$750) – also includes recognition on participants competition t-shirts
- ☐ **Friend Sponsor** (\$500)

### IN-KIND DONATIONS:

- ☐ Water, sodas, coffee, donuts, bagels, juice, chips, ice, etc. SPECIFY: \_\_\_\_\_
- ☐ Breakfast meal, lunch meal, etc. SPECIFY: \_\_\_\_\_
- ☐ Trash and recycle containers, portable toilets, golf carts/ATVs, bleachers, etc. SPECIFY: \_\_\_\_\_
- ☐ Shirts, hats, door prizes, give-a-ways, etc. SPECIFY: \_\_\_\_\_
- ☐ Other ideas welcome. SPECIFY: \_\_\_\_\_

Monetary value of in-kind donation: \$ \_\_\_\_\_

Representative Name (to appear on sponsor list): \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_ ☐ VISA ☐ MasterCard ☐ Discover ☐ Check (Payable to SWANA FL)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Please mail or fax this form along with your payment to:**

SWANA Florida Sunshine Chapter  
2854 St. John Drive, Clearwater, FL 33759  
Phone: 727.797.4234 Fax: 727.231.0693  
Email: [info@swanafl.org](mailto:info@swanafl.org) Web: [www.swanafl.org](http://www.swanafl.org)





**SWANA Florida Sunshine Chapter  
Judge/Volunteer Registration Form**

April 12-13, 2013 – St. Petersburg, FL

**Register Online at  
[www.regonline.com/swanafl2013roadeo](http://www.regonline.com/swanafl2013roadeo)**

**Registration Deadline: March 22, 2013**

Name: \_\_\_\_\_ Employer: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Shirt Size: S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ XXL \_\_\_\_\_ XXXL \_\_\_\_\_ XXXXL \_\_\_\_\_

Do you have judging experience at a SWANA Road-E-O? Yes \_\_\_\_\_ No \_\_\_\_\_

Which competition? \_\_\_\_\_ Truck \_\_\_\_\_ Heavy Equipment \_\_\_\_\_ Mechanic

Please specify the events you want to assist with: \_\_\_\_\_

Will you have friends/family/colleagues attending the Competition? Yes, number: \_\_\_\_\_

Will you be attending the Banquet? \_\_\_\_\_ Yes \_\_\_\_\_ No

\*Will you be bringing guests to the Banquet? Yes, number: \_\_\_\_\_ \*Guest fee is \$50/person.

Guest Name(s): \_\_\_\_\_ Relation to Volunteer: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

\_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover \_\_\_\_\_ Check (Payable to SWANA FL)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Please mail or fax this form along with your payment to:**

SWANA Florida Sunshine Chapter  
2854 St. John Drive, Clearwater, FL 33759  
Phone: 727.797.4234 Fax: 727.231.0693

Email: [info@swanafl.org](mailto:info@swanafl.org) Web: [www.swanafl.org](http://www.swanafl.org)





## Talking Trash Newsletter

### Editor in Chief

Kim Byer  
Polk County Waste Resource  
Management  
KimberlyByer@polk-county.net

### Managing Editors

Deb Bush  
Pinellas County Solid Waste  
DBush@pinellascounty.org  
-and-  
Kelsi Oswald  
Pinellas County Solid Waste  
KOswald@pinellascounty.org



SWANA Florida Sunshine Chapter  
2854 St. John Drive  
Clearwater, FL 33759  
Phone: (727) 797-4234  
Fax: (727) 231-0693  
Email: info@swanafl.org  
Chapter Administrator: Crystal Bruce

## Chapter Officers & Directors

### President

Mitch Kessler  
(W) 813-971-8333  
mk@kesconsult.com  
Kessler Consulting

### Vice President

Tammy Hayes  
(W) 813-281-2900  
hayest@cdmsmith.com  
CDM Smith

### Treasurer

Sam Levin  
(W) 407-475-9163  
Slevin@S2Li.com  
S2Li

### Secretary

Deb Bush  
(W) 727-464-7803  
dbush@pinellascounty.org  
Pinellas County Solid  
Waste Operations

### Immediate Past President

David Deans  
(W) 407-647-7275  
dedeans@pbsj.com  
PBS&J

### Director 11-13

Keith Howard  
(W) 239-533-8000  
khoward@leegov.com  
Lee County

### Director 11-13

Bob Hyres  
(W) 407-869-8800  
bhyres@wasteprousa.com  
Waste Pro USA

### Director 11-13

Warren Smith  
(W) 813-282-2359  
warren.smith@hdrinc.com  
HDR Engineering

### Director 11-13

Rick Stevens  
(W) 904-825-1049  
rstevens@ci.st-augustine.fl.us  
City of St. Augustine

### Director 12-14

Kim Byer  
(W) 863-284-4319  
KimberlyByer@polk-county.net  
Polk County

### Director 12-14

Jim Becker  
(W) 407-836-6635  
jim.becker@ocfl.net  
Orange County

### Director 12-14

Tonja Brickhouse  
(W) 813-348-1148  
Tonja.Brickhouse@tampagov.net  
City of Tampa

### Director 12-14

Dan Rodriguez  
(W) 239-732-2508  
danrodriguez@colliergov.net  
Collier County