

# *Talking...* **TRASH**

The Newsletter of the SWANA Florida Sunshine Chapter

Spring 2011

Inside:  
Technical Articles  
Road-E-O Information  
Summer Conference Details



*It's Road-E-O time again!*

# **Attention Recycling Professionals**

# **AG FILM WANTED**



**The disposal of waste agricultural plastic film has been a problematic material to manage for many years.**

**We now have a sustainable outlet for this material and want to talk to all generators that have an interest in getting rid of this material.**

**Contact: Gene Jones**  
**Southern Waste Information eXchange, Inc.**  
**(850) 386-6280 • [gene@swix.ws](mailto:gene@swix.ws)**





# Letter from the President

March 14, 2011

“Tempus Fugit” – That’s right, “Time Flies.” I have been president of this great Chapter for nearly two years now, and what a time it has been! I was passed this leadership position from Ray Lotito – our current Past President – and received a strong and healthy organization to lead. I set four goals for my tenure as President and the following is my self assessment in reaching those goals.

My first goal was to do no harm. Our chapter is strong and successful with many engaged members. Leave it stronger and more successful, or leave it alone. I believe we are as strong and successful as ever.

My second goal was to maintain engagement of our membership during tough economic times. And knowing that what got us here won’t get us there, I supported doing things differently than in the past. Our Winter Meeting in partnership with Recycle Florida Today was an experiment in doing things differently, and it proved to be a great success that continues. See Tammy Hayes’s article on Page 16 of this newsletter for a more detailed report.

My third goal was to bring new faces into the leadership of our organization

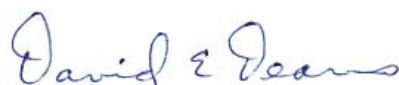
– and more public sector involvement. After last year’s nominations for the board was closed, we did not even have a full slate of candidates, so I re-opened nominations and put out an appeal for more candidates. The response was heartwarming! We now have several new public sector folks on our Board,

and I hope we will continue to maintain a diversity of interests among out Chapter’s leadership.

My fourth goal was to re-invigorate committee activities as a way to engage more of our membership in the Chapter. This is a work in process and it’s off to a slow start – but it is moving forward. I plan

to continue my efforts in this regard as Past President.

Still to come are the Chapter elections for this year, our State Road-E-O and our Summer Meeting. Watch your emails for more information about our elections, and turn the pages of this newsletter to learn more about the Road-E-O, the Summer Meeting and so much more!



David E. Deans, P.E., BCEE



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## BioBag Introduces Pet Waste Bags

*Written by Jennifer Wagner,  
BIOgroupUSA (BioBag)*

U.S. residents own an estimated 74.8 million dogs. 74.8 million dogs, as you can speculate, leave a whole lot of “surprises” on this earth in their lifetime. So the problem lies with what to do with all that puppy waste? Mummify it in traditional plastic bags and send them to a landfill?

BioBag as well as many other organizations, companies, and individuals are on a mission to try to divert such waste from landfills. With the help of BioBag compostable dog waste bags, these pioneering organizations are taking those puppy presents and creating compost. Two notable programs are Enviro Wagg and Cayuga Compost.

Enviro Wagg ([envirowagg.com](http://envirowagg.com)) has turned dog feces into compost for gardens and house plants called Doggone Good Compost®.

Ithaca, N.Y. & Cayuga Compost ([www.pandsexcavating.com/compost\\_pet\\_waste.htm](http://www.pandsexcavating.com/compost_pet_waste.htm)) has developed a dog composting park. The Ithaca group believes that theirs is the first such dog composting park in the nation.

Check out a radio interview by our president, Dave Williams, about BioBag products and pet composting initiatives.

<http://www.cchange.net/2011/01/04/carbon-paw-prints/>

Also, if you are interested in BioBag compostable pet waste bags, visit our website, [www.BioBagUSA.com](http://www.BioBagUSA.com).

BIOgroupUSA Inc (BioBagUSA) is headquartered in Palm Harbor, FL)



## Agricultural Plastic Film Waste Disposal Problem is Now Solved

*Written by Eugene B. Jones, Southern Waste Information eXchange, Inc.*

Farmers and growers have had a major issue disposing of waste agricultural plastic film--the material used in growing tomato/strawberry plants and for silage cover. The bulk of it is tossed into landfills or burned at the end of the growing season creating additional management and environmental problems.

[The Southern Waste Information eXchange, Inc. \(SWIX\)](http://www.southwestwaste.com), a 501(c)(3) non-profit organization, has found a sustainable disposal solution for agricultural plastic film and is looking for farmers who are trying to get rid of it. SWIX has been working on the development of an end use for the film, solving the disposal issue while at the same time creating economic value. SWIX has found a way of maximizing resources, turning waste into reusable feedstocks.

Any agri-businesses interested in avoiding disposal costs and making sure the film is managed properly should contact Gene Jones at [gene@swix.ws](mailto:gene@swix.ws) or phone at (800) 441-7949.

To learn more about SWIX and its industrial and municipal support programs, please visit <http://www.swix.ws/>.

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# Florida Solid Waste Community Comes Together

*Written by Katherine Weitz, HDR*

HDR Engineering's Gainesville office recently organized a Golf Tournament at Juliette Falls in Dunnellon, Florida in support of long time SWANA Board member and Putnam County Sanitation Director, Stephen Nataline and his family. All proceeds from the tournament were donated to the Chris Nataline and Family Fund to help offset medical treatment expenses for Steve's son Chris, as he continues his fight to beat cancer.

Corporate and Hole sponsors included CDM, ERC General Contracting Services, Inc., Geosyntec



*HDR Engineering's John Locklear and Katherine Weitz with Steve Nataline*

Consultants, HDR Engineering, Inc., Huss Drilling, Jones, Edmunds & Associates, Inc., PACE Analytical Laboratories, Inc., S2Li, Inc., SCS

Engineers, Shaw Environmental and Waste Pro.

In addition to the corporate sponsors, many friends and fellow SWANA members came out to enjoy a perfect day and a round of golf in support of Steve and his family. The first place winning team was led by tournament Chairman John Locklear who was joined by his father Gary Locklear, Patrick McCormack, and Mike Parker to complete the winning foursome.

During lunch after the tournament, Steve expressed his profound gratitude for everyone's participation and support. Many thanks to all who participated!

## City of Stuart Adds E-Waste Recycling Center to Recycling Program

*Written by Mary Kindel, City of Stuart*

The City of Stuart, located on the Treasure Coast of Florida, continues to add valuable programs to ensure the success of the deliberate paradigm shift in the way the community handles its waste.

In 2007, the City introduced a full-service automated curb side single-stream residential recycling program and in 2008, an incentive based commercial recycling program was introduced, offering local businesses single-stream and cardboard recycling services as well. In addition, recycling was made available in local parks and in the City's popular historic downtown for pedestrian traffic. The city's latest program is a convenience based E-Waste Recycling Center. The city wanted to offer the community a more convenient means to discard electronics and ensure that these items were properly recycled.

This drop-off service center is free and available for all residents and businesses within City limits to recycle electronics and other miscellaneous

accepted materials that have reached the end of their useful life.

E-waste items accepted at the center include all electronics items such as computers, laptops, monitors, keyboards, printers, scanners, fax



machines, televisions, radios, stereo equipment, VCR/DVD machines, cassette players, cameras, pagers, cellular phones, telephones, photocopiers, ink and toner cartridges, batteries (except automotive), and even microwave and toaster ovens. Through a partnership with Intercon Solutions, [www.InterconRecycling.com](http://www.InterconRecycling.com), E-waste is transported and de-manufactured

down to the base grade materials. This program has a zero waste policy. Electronics will not be sent to the landfill, incinerated, resold, or exported.

Community outreach and education is a significant part of the City's recycling program. Using the City's recycling mascot "Sammy Sailfish" has helped establish a recognizable brand and let's citizens know that this is an official city program. Sammy helps to create interest in the community and makes recycling fun!

The City's goal is to conserve natural resources, reduce waste, and maximize recycling. Combining the residential, commercial and now the

e-waste recycling programs ultimately allows the City to partner with the community, save money, and support environmentally sound principles.

For further information on the City of Stuart's Recycling Program, visit [www.cityofstuart.us](http://www.cityofstuart.us) or call 772-600-1206.



# Exposed Geomembrane Covers: A Cost-Effective Innovation for Modern Landfill Management

*Written by Ramon (Ray) Rivera, Diamond Systems, LLC., Firestone Geomembrane Regional Representative*

Waste management professionals know that landfills are not static holes in the ground, but are actually living organisms. When waste biodegrades, settlement can become a major problem in traditional landfill designs. After thirty years in the solid waste industry, it never fails to amaze me that every year landfill design professionals come up with innovative ways to cost effectively manage landfills

and better protect the health of their employees and the environment. One such innovation is the use of exposed geomembrane covers which give landfill owners the ability to expose a landfill after settling to add additional waste. Besides addressing settling problems, this option extends the life of a landfill, increases its revenue potential and reduces overall waste management costs for the community.

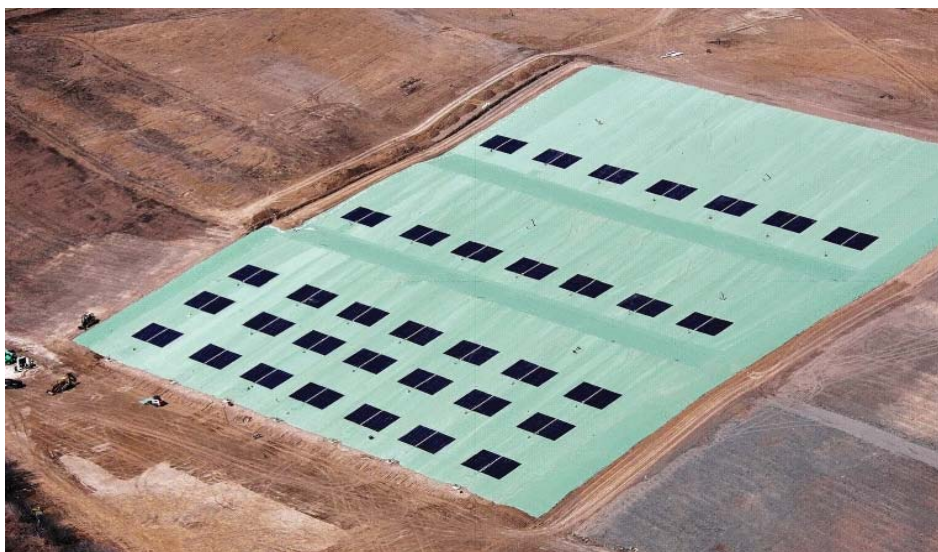
In a recent white paper by Robert M. Koerner, Ph.D., P.E., NAE, of the Geosynthetics Institute, it was documented that the costs for exposed geomembrane alternatives were 30% lower than traditional covers and had an 18% lower carbon footprint. Now more

than ever all landfills need to consider exposed covers versus traditional landfill caps.

The vast majority of traditional landfill designs have six layered components that include soils, composites, a geomembrane and geosynthetics. Using exposed Thermal

given to landfill applications due to the availability of better geomembranes, lower costs of production and the recognition of their environmental benefits. When properly selected, geomembranes have long lifetimes in exposed environments and provide landfill owners with significant benefits.

In the landfill industry, we often hear, ``As Florida goes with environmental innovation, so does the Nation.'' Florida has seen a recent increase in exposed geomembrane designs. One is in Sarasota County designed by Jason Timmons, PE, HDR and another



Plasticolephin (TPO) geomembranes is new to landfill design, although TPO has been used in commercial flat roof applications for years due to its high UV and fire retardant capabilities. More recently consideration has been

is in Bay County designed by Mark Roberts, PE, HDR. Expect to see more geomembrane white and patina-green covered landfills as we begin to embrace this cost saving alternative in landfill design and management.

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## *The power of integration*

With design and technology that safeguards human health and the environment, CDM and Hillsborough County expanded the county's waste-to-energy facility, which converts household garbage into electrical energy. This sustainable solution conserves landfill space and greenhouse gases; produces enough renewable energy to power the adjacent wastewater treatment plant and thousands of residential homes, and will save Hillsborough County hundreds of thousands of dollars per year.



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# Turning Your Carbon into Cash

*Written by Joel Woolsey, Project Manager, Jones Edmunds & Associates, Inc. and Darrell O'Neal, Executive Director, New River Solid Waste Association*

The New River Regional Landfill (NRRL) in Union County, Florida, which serves several north Florida counties, was already known for operating efficiently and being on the forefront of the latest technologies and innovations. So it just makes sense that the owner\operator—the New River Solid Waste Association (NRSWA)—would enter the potentially lucrative, nascent carbon credit market.

The NRRL's gas collection and control system already resulted in greater greenhouse gas emission reductions than required by state and federal regulations, so NRSWA was eligible to receive carbon emission reduction credits as a result of the historical landfill gas (LFG) collected and destroyed at the site. This active LFG collection was installed in January 2003, when the NRRL began operating a 10-acre area as a bioreactor. Since then the LFG well field has been rigorously operated and monitored to collect data including LFG flow rate and composition.

Using this data and with help from Jones Edmunds & Associates, Inc., NRSWA quantified and verified its carbon credits using the Climate Action Reserve's (CAR) Landfill Project Reporting Protocol (Version 2.0) because of interest in these credits in the US and abroad. Because the LFG collection system monitoring scheme used at NRRL during the active LFG collection

period was developed before the CAR protocol came into existence, NRSWA applied for and obtained a project variance to proceed with verification.

First NRSWA conducted a preliminary assessment of the revenue that NRSWA could realize by selling the carbon credits associated with the historical voluntary LFG destruction at NRRL to identify verification protocols under which the project would be eligible, an accredited verifier, and brokers and associated brokerage fees. In July 2008 Jones Edmunds and its subcontractor Innovative Waste Consulting Service, LLC, completed the assessment, which identified two verification standards that could be used—the Chicago Climate Exchange (CCX) Protocol and CAR Landfill Project Reporting Protocol. The assessment found that NRSWA could receive well over 200,000 credits for January 2003 through March 2010. The number of credits was estimated based on the destruction of greenhouse gases ( $\text{CH}_4$  in this case), which are indexed to  $\text{CO}_2$ ; one carbon credit is equivalent to 1 metric ton of  $\text{CO}_2$ , and 1 ton of  $\text{CH}_4$  destroyed is equivalent to 21 tons of  $\text{CO}_2$  destroyed. At the July 2008 price of approximately \$4 per credit, the potential gross revenue was estimated at approximately \$800,000. The cost associated with the project—including verification fees, enrollment fees, annual fees, and credit registration and sale—was estimated to be approximately \$75,000.

NRSWA ultimately decided to pursue credits verification using the CAR protocol because credits verified under this protocol were

more valuable than those verified under the CCX protocol and there was a higher demand for these credits. NRSWA selected and contracted a CAR-approved verifier to review the project documents and the number of credits claimed for each crediting year. The verifier submitted the completed verification report to CAR for final approval, which resulted in CAR issuing over 225,000 credits.

Landfill-derived carbon credits project development is a fast and continuously evolving field. In the past few years, verification protocols and prices for different carbon credit vintages have varied substantially. For example, the NRRL project would not have been eligible as a CAR project if pursued before November 2008 and prices have varied from under a \$1 per credit to well over \$10 per credit.

NRSWA found that having a well-planned and executed LFG collection and monitoring system allowed it to obtain a variance from CAR that led to CAR issuing 225,829 credits for January 2003 through March 2010. To date NRSWA has sold 202,740 credits for \$1.368 per credit for a total of \$277,404.00. An additional 23,089 credits are under contract to be sold for \$1.75 per credit for a total of \$40,405.75.

A more complete presentation of this project was given at the 2010 Global Waste Management Symposium in San Antonio, Texas and was recognized with the award for Best Manuscript.



# Do Your Ordinances and Franchise Agreements Deserve a Tune-Up?

*Written by Marc J. Rogoff, Ph. D.*

Over the past two years, I have had the opportunity to review existing solid waste ordinances and franchise agreements for communities from Alaska to Florida, and many states in between. Besides witnessing first-hand how bad the U.S. air transportation system has become in the wake of 911 and downsizing by the airlines, I have been fortunate to see how waste management is practiced on a broad scale. The reality is that many of the institutional structures that have been set up to comply with Subtitle D are now showing their age.

**Solid Waste Ordinances** - Much has changed in our industry over the past thirty years. We have seen a major change in the way solid waste is collected with an increase in the number of communities and agencies employing automated collection, the type of containers utilized, and requirements for proper disposal of household hazardous waste, home medical wastes and used pharmaceuticals, among others. Based upon my review of dozens of these ordinances, I have concluded that many do not adequately incorporate current local policies, regulatory requirements, collection practices, or technology. In many cases, we have found that the ordinances are severely outdated and need serious revisions and modifications. In other cases, definitions used in agency documents such as its solid waste master plan, franchise agreements, and interlocal agreements are in conflict with those included in the agency's master solid waste ordinance or in applicable regulations. What usually is needed is a major or minor housekeeping or tune-up of the ordinance using specific

information gleaned from a review of the agency's operations, policies and procedures, as well as a comparison with national and regional solid waste industry trends.

## **Franchise Agreements** -

Franchise agreements are another area we believe is ripe for serious review in many agencies. Based on current industry trends, the aim here is to help optimize solid waste collection



and recycling programs, as well as to minimize outdated reporting and paperwork mandates by service providers, which oftentimes provide little, if any, regulatory information for the agencies and increase costs by the vendors.

As an illustration, we were involved recently in a project for a community that was revising its commercial solid waste agreement for the first time since it was initially negotiated more than a decade ago. Unfortunately, many portions of the original agreement had not aged gracefully given the changes to the solid waste industry over the past decade. The agreement contained many cumbersome provisions that were confusing for the haulers to follow, and even more difficult for the agency to track. Due to the various calculations and conversions necessary to assess the amount of cubic yards collected by each franchisee, it was

very difficult to recreate and validate the amount of franchise fees owed. A recommendation was made to assess the franchise fees owed in the new franchise agreement by developing a tiered tipping fee for commercial waste delivered to the landfill. This franchise fee approach not only minimizes reporting and auditing requirements, but it also provides daily cash flow to the local government.

Many current ordinances we have reviewed do not address key solid waste industry trends. A quick check-up of your waste franchise agreement may suggest other promising areas for modification or revision such as:

- “Cleaning up” of definitions in light of changes to the agency’s solid waste ordinance
- Modification of vendor collection specifications to minimize unnecessary costs to the customers
- Evaluation of franchisee fee alternatives such as a percent franchisee fee on gross receipts or a tiered tipping fee for commercial waste
- Evaluation of the term of the agreement to account for the vendors depreciation of rolling stock
- Reduction in annual and quarterly reporting requirements to speed review and reduce unnecessary paperwork
- Enhanced insurance requirements to reflect current industry trends
- Performance specifications and penalties for failure to perform
- Inclusion of a hauler performance bond to address the cost to the community for a vendor’s potential failure to perform

# The Lee County Material Recovery Facility (MRF) Expansion: Update on Lee County's MRF Construction Project and Conversion to Single Stream Recycling Collections and Processing

*Written by Brigitte Kantor, Solid Waste Coordinator, Lee County Solid Waste Division*

The Lee County Solid Waste Division began the MRF building expansion in January 2010. Construction, installation, and final acceptance of the project were scheduled so that it would coincide with the start up of the newly awarded franchise collection contracts on October 1, 2010, which included a single-stream collection requirement.

CP Manufacturing of National City, California, was awarded the contract for equipment design, fabrication, and installation. Chris-Tel Construction of SWFL, Inc., of Fort Myers, received the contract for the

building expansion and construction of the new access road to the tipping floor.

Building construction consisted of an approximately 28,000 ft expansion for a drive through tipping floor, storage of incoming material and baled material, and a maintenance shop. The existing building houses the separation equipment. Construction activity was coordinated for minimum interruption of the ongoing dual stream operations. The existing bale feed conveyors and bale systems at the container and fiber lines remained unchanged.

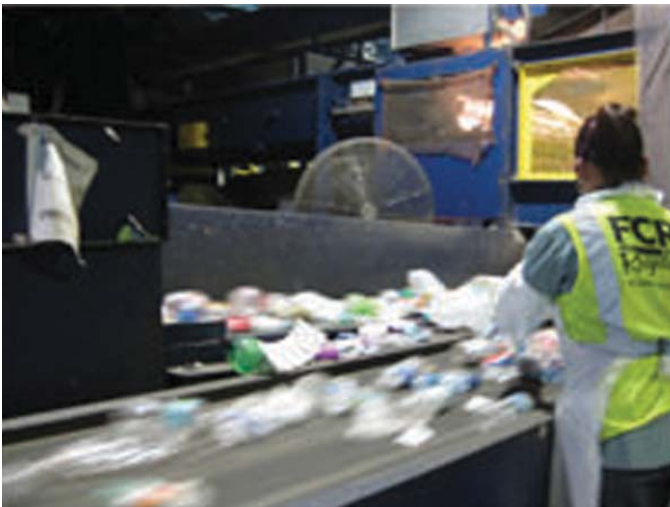
Modification to the container line enhanced the separation process of ferrous containers with the removal of the existing trommel/magnet and the installation of a new drum magnet.

Extensive modifications to

the fiber line occurred since basic fiber/container separation had to be performed in several steps to avoid excessive cross contamination of the recyclable materials. Multiple decks with rows of elliptical discs provide separation of OCC from the incoming recycling stream. A scalping screen separates fiber and container material.

Metal discs break glass containers go to an outside bunker. An Air Drum System separates two-dimensional from three-dimensional materials. Container material is conveyed to the modified container line and fiber moves up the inclined paper sort conveyors.

Single stream processing at the MRF began ahead of schedule in August of 2010.



*QC station for PET material after the optical sort*



*Intake Incline Belt*



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## **Waste Pro USA Safety Awards: Garbage Truck Drivers Pick-Up \$50,000**

*Written by Ron Pecora, Waste Pro*

Five Waste Pro garbage truck drivers each received a \$10,000 check for safe driving Thursday, December 30<sup>th</sup>, during a ceremony at Waste Pro's Daytona Beach Division. Checks were presented by John J. Jennings, President & CEO of Waste Pro USA.

"We care deeply about our employees and our customers. Safety is paramount and I hope to distribute many more of these bonuses," stated John Jennings.

This Safety Program is unique to the waste collection and disposal industry. "Each driver has performed flawlessly for three years with no tickets, accidents or complaints," said Tim Dolan, Regional Vice President for Central Florida.

Waste Pro is one of this country's fastest growing privately owned waste collection, recycling and disposal companies, operating in seven southeastern states from 53 locations. Waste Pro serves more than 1.2 million customers, 32,000 businesses and maintains more than 106 exclusive municipal contracts. Corporate offices are in Longwood, Florida.



*From left: John J. Jennings, Waste Pro USA President & CEO, Drivers from Left: Boris Cofino Valdes of Deltona, Bruce Card of Ormond Beach, Harry Hampton of Osteen, Richard Grice of Daytona Beach and Dennis Zeledon of South Daytona.*

# Lakeland Moves Ahead With Automated Collection and PAYT Program

*Written by Marc J. Rogoff, SCS Engineers, Don Ross, Kessler Consulting, Rick Lilyquist and Jeff Wood, City of Lakeland*

Solid waste collection workers are routinely exposed to health and environmental safety risks due to lifting heavy loads and exposure to volatile compounds, potentially hazardous or even infectious materials, which can result in musculoskeletal, dermal, respiratory, and gastrointestinal problems. Typical rear-loader operations require manually lifting materials into the collection vehicles. Statistics from such programs suggest that collection crews lift, on average, over six tons (13,000 lbs.) per worker per day. In general, this heavy, repetitive, manual lifting combined with an aging workforce tends to generate an increasing number of injured staff.

The recent conversion to an automated collection system has provided the City of Lakeland's residents with an enhanced level of service, while also providing an opportunity for cost savings, improved safety for Department employees, and reduced City liability or risk from unanticipated worker injuries. Additionally, the transition to automated collection broadened the choice of cart sizes available to the City's residential customers and enabled the City to transition to a true "pay-as-you-throw" (PAYT) program.

Although a conversion of this magnitude can result in a significant reduction in staffing, its implementation was recommended to occur over

time, and will be optimized through a "phased in" approach. This phased in conversion will reduce headcount through attrition rather than through a reduction in force. The Consulting Team's Pro Forma Model, once fully implemented, is projected to save the City upwards of \$1.2 million dollars per year. The phased in implementation is estimated to take approximately four years, at which time the City can begin

Factors	Manual Program	Automated Program
Staffing	58	32
Vehicles	26	24 - 22
Collection Frequency	2 X Week	1 X Week
Cost (\$/Month/Home)	\$15.82	\$14.32 - \$13.45
Potential System Savings		\$774,326 - \$1,220,862

*Table 1. Overview of City Solid Waste Automation Program*

realizing the full annualized savings (Table 1).

## Communications Plan -

Experience has shown that the success of a new automated collection program is clearly dependent on deployment of a successful education and outreach campaign. It is important that every effort be used to ensure that residents have a clear understanding of how the new system will impact them.

The first step in the Communications Plan was to identify a brand for the program. Communication programs that had been developed in other municipalities

were reviewed to identify any magic bullets as far as strategy was concerned and how this type of information could be rolled out to the city's customers. A specific Web site, [www.EZCan.lakelandgov.net](http://www.EZCan.lakelandgov.net), was developed by the city where customers could get information about how the program was going to be deployed over the next four years, and how they would select their specific can size (95, 65

and 35 gallon). To follow up on any potential questions, a "frequently asked questions" section on the city's Web site was included, which covered typical questions, which city customers might have asked during the rollout of the program. A program-specific video was prepared which showed how automated collection was rolled out in

a neighboring city. Lakeland's Mayor provided some commentary about why automated collection was selected for the city and what advantages it offered both the customers and its sanitation

workers in terms of safety, efficiency and a reduction in overall monthly costs. "Billboards" were placed on city sanitation vehicles to help get the word out. This provided tremendous exposure for the program with little upfront costs.

One of the concerns expressed by the City Commission when the feasibility report was approved was their desire to hear from the city's





customers about the specific facets of the program.

Initially, a variety of survey tools was looked at to gauge public opinion, but the City decided against this approach in favor of holding an extensive series of public informational meetings in the neighborhoods where the program would be rolled out in the first year. This would provide the most detailed information about the implementation plans for the program as well as providing a vehicle to address local community concerns.

**Manpower** - As staffing and personnel costs represent the largest portion of savings in an automated conversion, there are a number of issues that were addressed by the city during the planning phase. Automation provides significant opportunities for current solid waste employees to cross-train and advance in the division. Further, automation preserves the city's aging workforce by reducing physical labor requirements for waste collection.

In Lakeland's case, automated conversion is estimated to reduce the city staffing levels by approximately 26 positions, most of which are solid waste collectors. The city currently experiences a 15 percent turnover rate in residential system employees annually. A phase-in approach of this system will allow the

city to minimize job losses by leveraging the current rate of attrition and not filling these job vacancies. Temporary contract labor can be used to manage fluctuations and seasonal variations,

until such time as the positions can be eliminated altogether. Table 2 illustrates that in four years, through attrition alone, the city will have reached appropriate headcount.

### Lessons Learned

- While every community is different, the process undertaken by the city illustrates a number of key "lessons learned". Making the transition from a manual to automated solid waste collection program can be accomplished more easily with implementation of a detailed feasibility study, which addresses key concerns such as impacts to staffing, safety, customer service and overall costs. In this case, the feasibility report provided the necessary information and data to enable the City Commission to consider making the change to an automated collection

the public in the initial neighborhoods about customer service and choices of container size. The use of placards on the city's collection fleet helped to get the word out in a timely fashion and



with limited cost.

Lastly, having the City's Mayor as a "champion" of the program made a huge impact in this program moving forward, not only with the fellow commissioners, but also with the solid waste staff when he met with them to ease their concerns about potential

staff reductions. Further, the city has a relatively high elderly population percentage that is typically quite vocal in the political scene, and was likewise in this solid waste automation initiative. Including a Pay-As-You-Throw (PAYT) program as part of this initiative made a real impact to this population sector when presented the fact that under the current system, these customers (typically only one or two in the household) are paying the same as the households that

may have six or eight. So to those that want to cut costs, this made sense to them when this reality was laid out.

Year	Starting # Employees	Turnover Rate	Annual Attrition	Ending # Employees	
1	58	15%	8.7	52	
2	52	15%	7.8	46	
3	46	15%	6.9	36	
4	36	15%	5.4	32	
	FY 10	FY11	FY 12	FY 13	FY 14
Driver III	-	4	7	10	12
Driver II	15	12	9	5	4
Driver I	10	9	9	8	6
Collector	33	27	21	13	10
Total Residential	58	52	46	36	32

Table 2. City Staffing Plan

program for Lakeland. Once the recommendations were accepted by the City Commission, the detailed communications strategy enabled the city to help address specific concerns of

## OVERVIEW

GSE is excited to host a one-day Geosynthetics 4 Success Technical Seminar in Orlando, Florida. This dynamic seminar will address the latest developments in geosynthetics and the use of geosynthetics in solid waste, hazardous waste, liquid and coal ash containment.

It will also bring together the following industry experts with a combined experience of over 120 years to enhance your understanding of the applications and environmental benefits of geosynthetics.

If you would like to submit questions in advance, please do so on the registration form (back page) they will be addressed during the seminar. This seminar will be an excellent opportunity to hear from industry experts as well as network and exchange ideas with colleagues in your industry.

## SPEAKERS & TOPICS

- **JP Giroud, PhD, Member of the National Academy of Engineering, Consulting Engineer, JP GIROUD, INC:**  
*Geosynthetic Liner Systems – Experience with Municipal and Hazardous Waste and Applications to Coal Combustion Waste Containment*

- **Richard Brachman, PhD, PE, Associate Professor, QUEEN'S UNIVERSITY-KINGSTON, CANADA:**  
*Recent Findings from Laboratory and Field Studies of GCL Dimensional Stability*

- **Donald Hullings, PE, Director of Civil Environmental, JONES EDMUNDS:**  
*Geocomposites – Specifying What You Need & Getting What You Paid For*

- **A Florida DEP representative will be present to discuss the latest environmental regulations.**

GSE Technical Group (to include a spark testing demo during lunch):

- **Rod Kirch, GCL Business Manager:**  
*An Overview of Geosynthetic Clay Liners*
- **Mengjia Li, PhD, PE, Geotextile & Drainage Manager:**  
*Engineering & Applications for Drainage Geonets and Geocomposites*
- **Jimmy Youngblood, Technical Support Manager:**  
*Geomembranes in Specialty Applications*
- **Boyd Ramsey, Chief Engineer:**  
*Specialty Products - Solar Panels, Concrete Protection & Vertical Barriers*

## WHO SHOULD ATTEND

Geotechnical Engineers, Design Engineers, Consulting Engineers, Project Managers, Owners, Contractors, Estimators, State, Municipalities, Professors, Students, etc.

**You will earn CEUs. RSVP is required.**

Geosynthetics  
**4** Success  
GSE TECHNICAL SEMINARS

THURSDAY, APRIL 7, 2011 • HILTON HOTEL • ORLANDO, FL  
**YOU'RE INVITED**



**gseworld.com**





**Thursday, April 7, 2011**  
**Hilton Hotel**  
**Orlando, FL**

**COST**

FREE. RSVP is required and space is limited.

**CONFIRMATION**

A confirmation will be emailed prior to the seminar to guarantee your seat. A seminar agenda and hotel map will be included with your confirmation. If you have not received a confirmation a week before the seminar, please contact us immediately.

**LOCATION**

The seminar will be held at the Hilton Hotel in Orlando, FL. For accommodations, please contact the hotel directly at 888.488.3509 and ask for the GSE room block.

**HOURS**

The seminar hours are from 8:30 a.m. to 4:00 p.m. Registration begins at 7:30 a.m. and the introduction starts at 8:30 a.m.

**BADGES & MATERIALS**

Badges and seminar materials will be distributed when you check-in. Each registered participant will receive a seminar book and flash drive full of technical information.

**MEALS & BREAKS**

Lunch will be provided and refreshments will be available during breaks.

**CONTINUING EDUCATION UNITS & CERTIFICATE OF ATTENDANCE**

This seminar is worth 0.6 CEUs (6 contact hours). Each registered attendee will receive a Certificate of Attendance after the seminar.

**QUESTIONS**

Please contact Jackie Nguyen, GSE Marketing Department, at 800.435.2008 or email her at [marketing@gseworld.com](mailto:marketing@gseworld.com).

# Seminar Registration Form

Registration Deadline: Tuesday, April 5

**Name:** \_\_\_\_\_

(As you would like to appear on your CEU certificate)

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

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

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**What is your geosynthetic question for our industry experts or additional comments:**



**I have listed additional staff (include job title & email address) to attend the seminar in the above comment section.**

**Ways to Register:** Online: [gseworld.com/seminar-registration.html](http://gseworld.com/seminar-registration.html)

Email: [marketing@gseworld.com](mailto:marketing@gseworld.com)

Fax: **281.230.6739**

# Advertising Opportunities Available

It's not too late  
too reserve a  
space in the  
Summer 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.

## Committee Updates

### Win-Win for SWANA and RFT!

*Written by Tammy Hayes, CDM*

The 2011 Issues Forum/Winter Conference was held jointly by the SWANA Florida Sunshine Chapter and Recycle Florida Today (RFT) on January 25-26<sup>th</sup> in Orlando. This was the second year the two associations joined forces to offer their members the biggest bang for their buck, and it was even more successful the second time around. Close to 200 attendees participated in both joint and separate sessions, mainly focusing on Florida's 75% recycling goal. Both associations held Board meetings on the afternoon of the 25<sup>th</sup> and a joint reception that evening was very well attended, despite terrible rainstorms.

The SWANA Board meeting included a number of interesting discussions, many of which focused on increased committee participation. Help is especially needed on all of the following committees:

- Awards
- Communications
- Membership
- Nominating
- Training

And there are others as well. If you would like to become involved in any of the SWANA Florida Chapter committees, please convey your interest via e-mail to [info@swanafl.org](mailto:info@swanafl.org). In addition to routine association business, other Board discussions included the possibility of holding one-day, one-topic workshops, webinars, and training

events. If you have any thoughts on these topics or would like to spearhead a particular event, please contact us. Remember, this is YOUR association and what you get out of it depends on what you put into it!

The following morning began with each association holding its own track, although attendees had the option of attending either one. SWANA conducted two panel discussions: one on collection service alternatives, and one on public/private partnerships. A joint session concluded the morning's presentations, followed by a joint lunch. One of the more interesting sessions occurred after lunch when an "environmental round robin" was held. Basically, there were 10 round tables each of which was assigned a pre-determined topic and facilitator. Attendees could sit at whichever table peaked their interest for a 20- to 30-minute discussion. At the end of that time frame, everyone was asked to move to another table of their choosing for yet another discussion—most people were able to participate in three different conversations. When asked in the general session that followed, the majority of those who participated in this session found it to be worthwhile and would do it again.

A big THANK YOU goes out to all of the people involved in helping to plan this event, and to all of our speakers and sponsors! As always, we couldn't have done it without you. We look forward to seeing everyone at our Summer Conference, June 12-14<sup>th</sup> on Clearwater Beach!

## More \$\$ Now Available for College Scholarships!

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 News & Information, then Committees, then Scholarship Committee. Scholarships have already been awarded for 2010, but 2011 is right around the corner. With the requirements in hand, you'll be ahead of the game! 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

April 29, 2011  
WTE Division Meeting  
Auburndales, FL

April 29-30, 2011  
State Road-E-O  
Tampa, FL

May 1, 2011  
College Scholarship  
Application Deadline

June 12-14, 2011  
Summer Conference  
Clearwater Beach, FL

July 1, 2011  
Talking Trash  
Summer Advertising  
Reservation Deadline



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SHAPING TOMORROW'S WORLD  
*improving life for generations<sup>SM</sup>*

### PBS&J becomes Atkins on April 1

PBS&J has been providing solid waste management plans to public and private clients for decades. Integrated resources with expertise in solid waste services that include:

- Landfill Design and Permitting
- Transfer Station
- Landfill Gas to Energy

Personal, professional and friendly service dedicated to serving your solid waste management needs!

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# Step Up to the Plate

*Be the next MVP*

## Road-E-O 2011

**April 29-30**

Register online at [www.regonline.com/swanafl2011roadeo](http://www.regonline.com/swanafl2011roadeo)

## Hosted by the City of Tampa

**Headquarters Hotel**  
**Howard Johnson Plaza**

**Truck & Mechanic Competition**  
**Tampa Police Department Training Facility**

**Heavy Equipment Competition**  
**Manhattan Brush Site (property adjacent)**

Are you ready to step up to the plate, swing big and become a Road-E-O champion? Do you have what it takes to be the next MVP in the classroom and on the course? Make plans now to join us in Tampa for Road-E-O 2011.

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 2011. The deadline to register and take advantage of the early-bird rate is March 15, 2011.

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 29

9:00 a.m. – 1:00 p.m.  
Registration

1:00 p.m. – 1:30 p.m.  
Welcome/Introduction

2:00 p.m. – 3:00 p.m.  
Truck Driver Safety Class/Exam

2:00 p.m. – 3:00 p.m.  
Heavy Equipment & Mechanic Safety Class

3:00 p.m. – 5:00 p.m.  
Truck Driver Pre-Trip Inspections

3:00 p.m. – 4:00 p.m.  
Mechanic Exam

3:30 p.m. – 5:00 p.m.  
Heavy Equipment Pre-Trip Inspections

6:30 p.m. – 8:00 p.m.  
Welcome Reception

### Saturday, April 30

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 SPONSORSHIP OPPORTUNITIES

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:

- ☐ **Platinum Sponsor** (\$1,500) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; and four awards banquet tickets
- ☐ **Gold Sponsor** (\$1,000) – also includes recognition on participants competition t-shirts; space at competition sites to display products or equipment; and two awards banquet tickets
- ☐ **Silver Sponsor** (\$750) – also includes recognition on participants competition t-shirts and two awards banquet tickets
- ☐ **Bronze Sponsor** (\$500) – also includes 2 awards banquet tickets

### 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 ☐ 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 CONTESTANT REGISTRATION FORM

**Early-Bird Registration Deadline: March 15, 2011**

### 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: \_\_\_\_\_

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:

\_\_\_\_\_

Supervisor Name (print)

\_\_\_\_\_

Supervisor Signature



## CONTESTANT REGISTRATION FORM (CONTINUED)

### III. PARTICIPANT CATEGORY

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

Tractor Trailer

Grapple/Claw\*

\* State competition only.

### IV. FEES

\_\_\_\_\_ x \$ 195.00 for each Road-E-O Contestant (*Early-bird rate – available on or before March 15*)

\_\_\_\_\_ x \$ 250.00 for each Road-E-O Contestant (*Standard rate – available March 16-March 31*)

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

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

\_\_\_\_\_ VISA      \_\_\_\_\_ MasterCard      \_\_\_\_\_ 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)





***Let's Meet on the Beach!*** The premier solid waste conference and tradeshow in the southeast - the SWANA FL 2011 Summer Conference - is scheduled for June 12-14, 2011, at the Sheraton Sand Key Resort in Clearwater Beach, Florida. The Program Committee is developing an interesting and educational list of speakers who will discuss the latest developments in the solid waste industry. This will be an excellent time to share with and learn from your peers in the industry. For industry suppliers and service providers, this is a great opportunity to showcase your company's products and services. Be sure to mark your calendar and make plans to attend. We look forward to seeing you there!

**Register today at [www.regonline.com/swanafl2011](http://www.regonline.com/swanafl2011)**

**Event Description:** This multi-day conference will include general sessions on best practices in the solid waste management profession, an exhibit hall, committee meetings, a golf tournament, a technical tour and more.

**Who Should Attend:** Local, State and Municipal Government solid waste directors, managers, regulators, operators and coordinators; in addition to private sector consulting engineers and suppliers of materials and equipment used in the management of solid waste.

**Topics Covered:** Alternative uses for renewable energy, arsenic/iron in ground water, commercial recycling to help reach 75%, financial issues, healthy and safety, implementing collection/transfer changes, improving customer service, post-closure care, sinkhole issues and solutions, sustainable technologies strategies, technology/social networking

### *Exhibitor Opportunities*

Tabletop exhibits and full 8' x 10' booths are available to showcase your products and/or services. Each exhibit registration includes one conference registration. Tables and booths are assigned on a first-come, first-served basis. Take advantage of this opportunity to network with Florida's Solid Waste Directors, Managers, Engineers, Consultants and other decision makers.

### *Sponsorship Opportunities*

By actively supporting this event, your organization will benefit by strengthening its prominence as a leader in the solid waste industry, by enhancing your product awareness, by increasing your brand recognition and by increasing your sales and marketing outreach capabilities. Become a sponsor of the Summer Conference!

### *Hotel Information:*

The SWANA FL 2011 Summer Conference will be held at the Sheraton Sand Key Resort in Clearwater Beach ([www.sheratonsandkey.com](http://www.sheratonsandkey.com)). A block of rooms is available with a special rate of \$125 per night. This rate is available 3-days prior and 3-days after the conference (based on availability). Make your reservation by calling (727) 595-1611. Be sure to mention SWANA to receive this great rate, which is available until May 28, 2011. Call today and reserve your room!



### *Questions:*

Contact Crystal Bruce, Chapter Administrator, at 727-797-4234 or email [info@swanafl.org](mailto:info@swanafl.org)



**Register today at [www.regonline.com/swanafl2011](http://www.regonline.com/swanafl2011)**

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

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

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

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

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

Email: \_\_\_\_\_ ☐ Public Sector ☐ Private Sector

### Registration Fees:

#### SWANA Members:

	<i>Received by May 20, 2011</i>	<i>Received after May 20, 2011</i>
<input type="checkbox"/> Full Conference .....	\$365	\$395
<input type="checkbox"/> Single Day - Monday (includes meals).....	\$200	\$220
<input type="checkbox"/> Single Day - Tuesday (includes meals).....	\$100	\$120
<input type="checkbox"/> Exhibitor (includes 6' table & 1 conference registration).....	\$625	\$655
<input type="checkbox"/> Exhibitor (includes full 8' x 10' booth & 1 conference registration).....	\$750	\$780

Booth Request: First Choice #\_\_\_\_\_ Second Choice #\_\_\_\_\_ Third Choice #\_\_\_\_\_

#### Non Members:

<input type="checkbox"/> Full Conference.....	\$380	\$410
<input type="checkbox"/> Single Day - Monday (includes meals).....	\$225	\$245
<input type="checkbox"/> Single Day - Tuesday (includes meals).....	\$125	\$145
<input type="checkbox"/> Single Day Speaker - Day of Presentation (includes meals).....	\$100	\$120
<input type="checkbox"/> Student.....	Complimentary (meals excluded)	
<input type="checkbox"/> Regulatory Agency.....	Complimentary (meals excluded)	
<input type="checkbox"/> Exhibitor (includes 6' table & 1 conference registration).....	\$725	\$755
<input type="checkbox"/> Exhibitor (includes full 8' x 10' booth & 1 conference registration).....	\$850	\$880

Booth Request: First Choice #\_\_\_\_\_ Second Choice #\_\_\_\_\_ Third Choice #\_\_\_\_\_

Meal Tickets: ☐ All Meals \$150 ☐ Reception \$50 ☐ Luncheon \$50

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

☐ Tuesday Golf Tournament (conference registrant)..... \$100 \$100

☐ Tuesday Golf Tournament (non-conference registrant)..... \$125 \$125

Golf Pairing Preference: \_\_\_\_\_

**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)

**Meals included - full-conference registration or all meals ticket :** Reception (Sun.), Lunch (Mon.) and Continental Breakfasts and Refreshment Breaks (Mon. & Tues.)

**Refund Policy:** Refunds, less \$25 processing fee, will be issued upon receipt of written request by May 27, 2011. Due to meal guarantees, no refunds will be issued after May 27, 2011 and we will invoice for no-shows who do not cancel by May 27, 2011. Please fax written requests for refunds and cancellations to (727) 231-0693.





We invite you to become a sponsor of the SWANA FL 2011 Summer Conference. As a conference sponsor, your organization will be recognized as a valued supporter. All general and exclusive sponsors will receive recognition as follows:

- \* On conference signage
- \* On the SWANA FL website
- \* In pre-conference promotional emails
- \* On screen prior to the conference general sessions and during all breaks

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.

#### **GENERAL SPONSORSHIP OPPORTUNITIES:**

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum Sponsor - \$1,500 | <input type="checkbox"/> Gold Sponsor - \$1,000 |
| <input type="checkbox"/> Silver Sponsor - \$750     | <input type="checkbox"/> Bronze Sponsor - \$500 |

#### **EXCLUSIVE SPONSORSHIP OPPORTUNITIES:** *(available on a first-come, first-served basis)*

- ☐ Monday Luncheon - \$4,000 - includes sole recognition at the luncheon, one full-conference registration and a complimentary exhibit table
- ☐ Sunday Conference Opening Reception - \$3,000 - includes sole recognition at the reception and one full-conference registration
- ☐ Water Bottle - \$2,500 - includes logo on water bottles that will be distributed to all attendees
- ☐ Conference Bags - \$1,500 - includes logo on bags that will be distributed to all attendees
- ☐ Name Badge Lanyards - \$1,000 - includes logo on lanyards that will be distributed to all attendees

#### **GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES:**

- ☐ Golf Tournament Beverage Cart - \$1,000 - includes signage on cart
- ☐ Grand Prize Hole Sponsorship - \$500 - includes signage at tee box for \$10K Hole-in-One Contest
- ☐ Golf Tournament Contest Hole (longest drive, closest to the pin) - \$150 - includes signage at tee box
- ☐ Golf Tournament General Hole Sponsorship - \$100 - includes signage at tee box

Representative Name (to appear on namebadge): \_\_\_\_\_

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

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

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

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

**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)



## EXHIBITOR INFORMATION

*Enhance your product awareness and brand recognition!  
Increase your sales and outreach capabilities!*

Don't miss this opportunity to showcase your products and services during Florida's premier solid waste conference. The SWANA FL 2011 Summer Conference will take place at the Sheraton Sand Key Resort in Clearwater Beach, Florida, June 12-14, 2011.

- ⇒ The Exhibit Hall will be located in the Beach/Gulf/Palm Ballrooms, immediately adjacent to the general session room.
- ⇒ All meals and breaks will take place in the Exhibit Hall.
- ⇒ Tables/booths are assigned on a first-come, first-served basis and are not guaranteed.
- ⇒ Table-tops and full 8' x 10' booths are available. Table-top exhibitors may not move tables to make room for large displays.
- ⇒ Each exhibitor registration includes one full-conference registration. Each additional person at the table/booth must register for the conference separately.
- ⇒ Registration deadline for exhibitors to be included in participant materials and on signage is May 20, 2011.

### Exhibitor Schedule

#### Sunday

12:00 - 4:00 p.m. Set-Up  
(All exhibits must be set by 4 p.m.)

5:30 - 7:00 p.m. Welcome Reception  
in Exhibit Hall

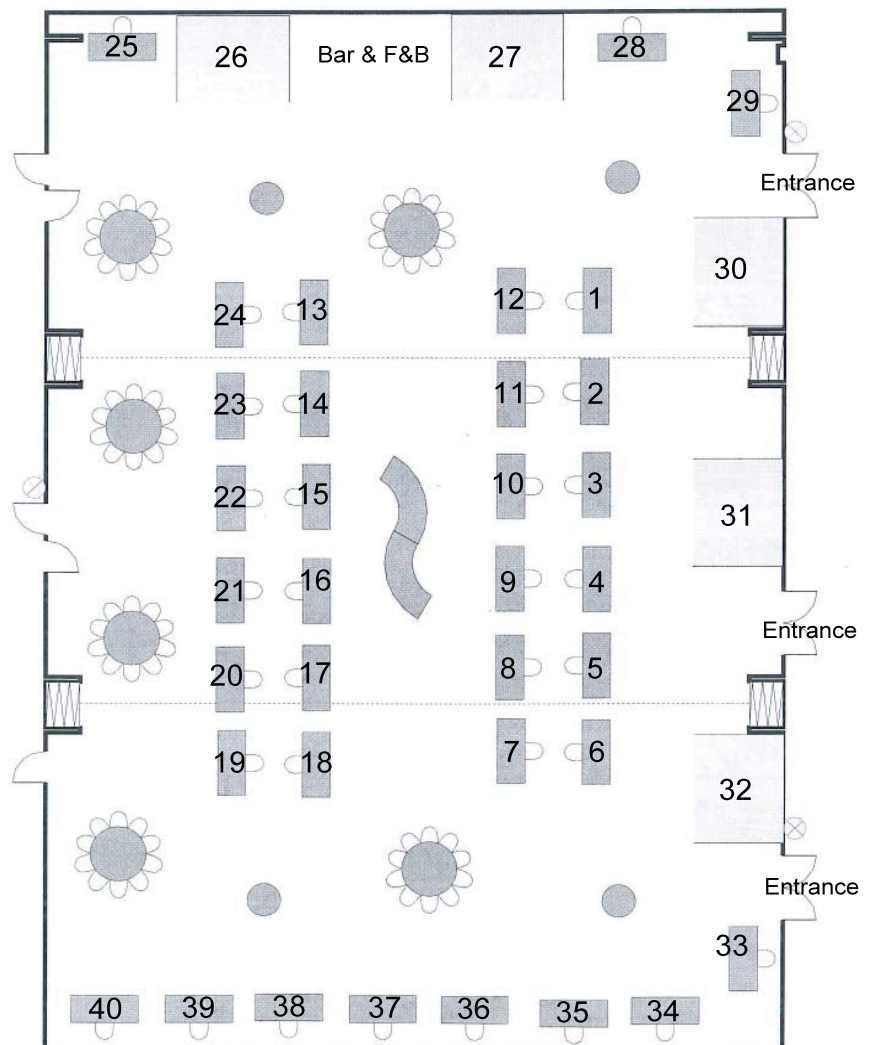
#### Monday

7:00 a.m. - 5:00 p.m. Breakfast, Lunch &  
Breaks in Exhibit Hall

#### Tuesday

7:00 a.m. - 12 p.m. Breakfast & Break in  
Exhibit Hall

12:00 - 1:00 p.m. Tear-Down  
(All exhibits must be removed by 1 p.m.)



### Questions

Contact the SWANA Florida Sunshine Chapter at (727) 797-4234 or email [info@swanafl.org](mailto:info@swanafl.org)

**Register online at**  
**[www.regonline.com/swanafl2011](http://www.regonline.com/swanafl2011)**

## Talking Trash Newsletter

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Management  
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### Managing Editors

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

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

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(W) 813-971-8333  
mk@kesconsult.com  
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### 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

Ray Lotito  
(W) 813-621-0080  
rlotito@scsengineers.com  
SCS Engineers

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