

**In This Issue:**

- *GBB Celebrates its 30th Anniversary!*
- When You Need Community Support
- *Inaugural C&D Recycling Forum a Success*
- GBB Extends Strategic Technology Partnership Agreement with C2Logix
- *Speaker's Corner*
- Recent GBB Assignments
- *Fort Wayne Collection Programs: Improved Services; Lower Costs; Increased Recycling!*
- Conventions/Tradeshows
- *Michelle Minstrell Promoted; Elected to Board of NRC*
- Updates from the Guam Receiver

### **Inaugural C&D Recycling Forum a Success**



The inaugural C&D Recycling Forum, held in Baltimore, MD, in early October 2010, turned out to be a success and great venue to exchange information and ideas about the challenges faced by private- and public-sector entities in the C&D recycling industry. The event was organized by

*(Continued on page 4)*

# GBB Waste Outlook

## **GBB Celebrates its 30th Anniversary! A Tradition of Innovation and Leadership**

On August 11, 1980, Harvey Gershman, Bob Brickner, and Tim Bratton officially incorporated GBB and began operations as a solid waste management consulting firm. Thirty years later, the firm is a recognized innovator and leader in solid waste management with success stories throughout the country and abroad.

In mid-September, GBB's founders, along with family and friends, celebrated the event at George Washington's Mount Vernon Estate and Gardens, which is celebrating its 150th anniversary this year. Lots of great memories were shared, and the evening was a wonderful success enjoyed by all!

Visit [www.gbbinc.com/news/GBB-30th-anniversary.htm](http://www.gbbinc.com/news/GBB-30th-anniversary.htm) for more pictures of the event!



## **When You Need Community Support: Making Informed Decisions Using Low-Cost Research**

Building community support, especially around solid waste management and recycling issues, is often tough. One of the best ways to prevent or manage opposition is for public officials to first listen to the community and stakeholders. In these days of tight budgets, the more expensive quantitative research tools may be out of reach for many government managers. Fortunately, there are a number of lower-cost, effective research methods that public sector managers can use to help make informed decisions and build community support.

### **Online Surveys**

Online survey research enables decision makers to collect a large amount of data in a relatively short time. The survey software performs analysis and displays results in real time. In addition, online surveys are flexible, allowing randomization of question order, complicated skip patterns and easy modification during the design phase. Also, people are more likely to respond, since the questionnaires are easy to complete and can be finished when respondents have time.



The key disadvantage is that results will not necessarily reflect a representative sample of the target population. Internet users tend to be younger and more highly educated than the general U.S. population, and some ethnic groups may be poorly represented. Further, those who respond are often a self-selecting group that has a special interest in the issue or project. Online surveys can also be subject to fraud or skewing by respondents who complete the questionnaire several times; however, there are mechanisms to minimize such occurrences.

Despite these disadvantages, the ease, low cost and flexibility of online surveys make them a valuable tool for solid waste managers.

*(Continued on page 2)*

## Speaker's Corner

### WTE Market Overview Presentation

By Harvey Gershman

On July 20, 2010, GBB President Harvey Gershman made a presentation entitled "Market Overview Presentation" during the 2nd Annual Waste-to-Energy Finance & Investment Summit held in San Diego, CA.

View a PDF of the presentation at:

[www.gbbinc.com/speaker/GershmanWTEFinance2010.pdf](http://www.gbbinc.com/speaker/GershmanWTEFinance2010.pdf)

## Recent GBB Assignments

In the past few months, GBB has been selected for several new assignments, including:

- **Evaluation of C&D Waste Stream for Recycling Alternatives**  
Broward County, FL
- **TourSolver™ Collection Route Optimization**  
Jefferson-Belmont Regional Solid Waste Authority, OH
- **Development of Local Solid Waste Management Plan**  
Orange County, NY  
(as subcontractor to Cornerstone Environmental Group, LLC)
- **Waste & Recycling Route Optimization Study**  
City of Syracuse, NY

**We appreciate the opportunity to assist these clients with their needs.**

## When You Need Community Support: Making Informed Decisions Using Low-Cost Research

*(Continued from page 1)*

### In-Depth Interviews

In-depth interviewing is a research technique that involves conducting intensive, individual interviews with a select number of respondents. This methodology enables the researcher to explore perspectives, behaviors, attitudes, and situations in greater depth than through a questionnaire. When the interviews are conducted in a relaxed atmosphere, respondents may feel more comfortable sharing information than in a survey.

This tool can be used to gauge the opinions of key stakeholders about an issue or proposal. The primary disadvantage is that the results can reflect bias on the part of the respondent or the interviewer – or both. In addition, because the sample of respondents is small, the results cannot be generalized to the entire population.

### Focus Groups

Focus groups bring together seven to 10 people who are representative of the target audience for a moderated discussion designed to elicit their opinions. Focus groups help answer "why" questions about a particular topic. When moderated well, participants interact with one another in a non-threatening environment, enhancing the quality of the discussion, and promoting the emergence of rich new insights. Like in-depth interviews, the results of focus groups cannot be generalized to the entire population. However, their chief value is in

providing a window into the attitudes, behaviors and feelings of participants with the benefit of group dynamics.

An important element is the composition of the group, which should be as homogeneous as possible so group participants will approach the discussion topic with shared experiences. Also, it is essential to prepare a discussion guide in advance listing the research topics to be covered, the questions that will be asked, and the time allocation for each segment of the discussion. Finally, the most effective groups are conducted by an objective, trained facilitator, preferably someone who is not part of the sponsoring organization.

Taking the pulse of the community during early stages of planning for change is a smart move for solid waste decision makers. Online surveys, stakeholder interviews and focus groups together provide rich, nuanced sources of information about community attitudes and opinions. They let the community know that its officials are listening, and they help these leaders be responsive to community concerns when difficult, sensitive issues are on the table. These research tools belong in the toolbox of every solid waste decision maker who strives to be effective, persuasive, responsive, and successful.

*A PDF of a presentation, made on this topic at the Virginia Recycling Association Conference by Mary-Jane Atwater, GBB Principal Associate and market research expert, is available at: [gbbinc.com/speaker/AtwaterVRA2010.pdf](http://gbbinc.com/speaker/AtwaterVRA2010.pdf)*

## GBB Extends Strategic Technology Partnership Agreement with C2Logix

GBB and C2Logix (formerly WasteBid.com, Inc.) have extended their strategic partnership agreement to continue their extensive and successful history of jointly marketing and completing route optimization projects in the municipal solid waste sector. C2Logix, headquartered in Northern Virginia near Washington, D.C., with offices in Phoenix and Tampa, was founded in 2000 and is a pioneering company in the use of command and control logistics technologies. C2Logix's route optimization solutions (FleetRoute™, TourSolver™, and C2RouteApp™), which make waste / recyclable collection operations efficient and effective, are available either as software solutions or as a Service Bureau.

## **Fort Wayne, IN, Collection Programs: Improved Services; Lower Costs; Increased Recycling! GBB Assisted City with Program Review/Procurement/Contracting**

In April 2010, GBB was selected by the City of Fort Wayne, IN, to review garbage and recycling collection programs; provide recommendations/direction for future programs; and oversee/support the procurement and negotiations process with vendors. The City ultimately received bids from five companies, and in mid-September 2010, the Fort Wayne City Council approved four contracts with National Serv-All to collect and dispose of the City's trash and recyclable materials for at least seven years. The agreement is expected to provide more services to residents, for less money, while improving recycling participation.

"We are very pleased with the results achieved and the significant role GBB played in the planning and execution of our Solid Waste and Recycling contracts," said Bob Kennedy, Director of Public Works of the City of Fort Wayne, "the firm's expertise in the solid waste management field was very beneficial for the City of Fort Wayne as can be seen by the competitive bids we received this past summer. Being able to lower residents' monthly fees by \$.24 per month is a welcome change from Solid Waste bids received in the past."

It is projected that the contract will cost \$300,000 less in 2011 compared with current services, allowing the city to lower garbage fees to \$11/month. The recycling contract also includes revenue sharing, providing the City with half the net proceeds from the sale of its recycled materials, expected to bring in approxi-



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— Bob Kennedy  
Director of  
Public Works  
City of Fort Wayne

mately \$130,000 a year to the City. Finally, the contracts are also expected to improve recycling participation by providing a single bin for residents to discard glass, metal, and paper waste.

"Procurements are not without challenge, and they require extensive planning, intense focus, and a tireless effort with the many stakeholders involved," noted Tim Giardina, GBB Principal Associate and Project Manager for this engagement.

The City of Fort Wayne, with an estimated 2008 population exceeding 250,000, is the county seat of Allen County. The second largest city in Indiana, after Indianapolis, it is located in northeastern Indiana, 20 miles west of the Ohio border and 50 miles south of the Michigan border.

### **Media Coverage:**

- July 28 article and interview with GBB's Tim Giardina after opening of Bids: [tinyurl.com/FWGBB](http://tinyurl.com/FWGBB)
- September 15 article after Council approval: [tinyurl.com/FWGBB2](http://tinyurl.com/FWGBB2)



## **Conventions & Tradeshows:**

GBB will be present at the following industry events:

### **Association of Ohio Recyclers Conference**

Dublin, OH  
November 9-10, 2010  
Harvey Gershman,  
Luncheon Speaker  
*"Future Business Case for Recycling"*  
[aor-omex.com](http://aor-omex.com)

### **SWANA Senior Executive Seminar**

Austin, TX  
January 26-28, 2011  
Bob Brickner, Speaker  
*Emerging Technologies Panel*  
[ses.swana.org](http://ses.swana.org)

### **Lorman Education Services Webinar**

January 31, 2011  
Bob Brickner, Speaker  
*"Opportunities for Recycling Construction Waste and Demolition Debris"*  
[lorman.com](http://lorman.com)

### **National Demolition Association Convention**

Las Vegas, NV  
March 6-8, 2011  
GBB, Exhibitor  
[demolitionassociation.com](http://demolitionassociation.com)

### **North American Waste-to-Energy Conference**

Lancaster, PA  
May 16-18, 2011  
GBB, Exhibitor  
[nawtec.org](http://nawtec.org)

### **WASTECON**

Nashville, TN  
August 23-25, 2011  
GBB, Exhibitor  
[wastecon.org](http://wastecon.org)

Visit the conference / tradeshow section of our Website for a continuously updated list of events!

## Inaugural C&D Recycling Forum a Success

(Continued from page 1)

the Construction & Demolition Recycling magazine with GBB as a co-sponsor and key planning partner. Michelle Minstrell, GBB Project Manager, moderated the panel entitled "Taking Time for Salvage and Investment Recovery," while Bob Brickner, GBB Executive Vice President, made three presentations:

- "A Chronology of the C&D Waste Industry - 1990-2010",
- "Achieving 98.5% Reuse and Recycling of old WTE Plant Case Study: Nashville Thermal", and
- "The Energy Market: How Great is the Potential?"

Visit [gbbinc.com](http://gbbinc.com) to download PDFs of each presentation, and [forum.cdrecycler.com](http://forum.cdrecycler.com) for info about the event.



# GBB

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## Michelle Minstrell Promoted to GBB Senior Project Manager; Elected to Board of National Recycling Coalition

Michelle Minstrell, who joined GBB as a Project Manager in June 2007, has been promoted to Senior Project Manager. She has also been elected on the 2010-2011 Board of Directors of the National Recycling Coalition at its annual meeting held in late October 2010 in San Antonio, Texas.



Ms. Minstrell has over 15 years of experience in recycling and solid waste management in addition to more than 25 years of community involvement in recycling. She has worked in the public sectors for town and county governments and educational institutions, for non-profit organizations, and in the private sector. Her expertise includes landfills, transfer stations, C&D recycling, commercial/institutional wastes, universal/special wastes, special collection events, materials marketing, crew training, and hauling operations.

## Updates from the Guam Receiver

In a Court Order dated March 17, 2008, U.S. District Court Judge Frances M. Tydingco-Gatewood appointed GBB to be Receiver with full responsibility for bringing the Guam Solid Waste Management Division into compliance with the 2004 Consent Decree for violation of the Clean Water Act. The latest information about the receivership is available at: [www.GuamSolidWasteReceiver.org](http://www.GuamSolidWasteReceiver.org)



### Take Me Out to the Ball Game!

Jack Tucker (3rd row, second from left), GBB Receiver Senior Project Manager, joined the Santa Rita Braves of the Guam Masters Baseball League as a relief pitcher!

### Quarterly Report

On August 11, 2010, the Receiver submitted its ninth Quarterly Report to the U.S. District Court of Guam. View the complete report at [www.guamsolidwastereceiver.org/documents-QR040810.htm](http://www.guamsolidwastereceiver.org/documents-QR040810.htm) and television coverage at [tinyurl.com/PNCGBB](http://tinyurl.com/PNCGBB).

### New Trash Cart Program

During the second quarter of 2010, the Solid Waste Management Division (SWMD) fully implemented the registration process and delivery of trash carts for weekly curbside trash collection as well as the new customer billing system. As of July 30, 2010, the SWMD had 19,416 customers, a 60 percent increase over the 12,080 registered customers the SWMD had when the Receiver was appointed.

"The new cart-based trash collection system is an important step towards keeping Guam clean and green," said Receiver Representative David L. Manning. "Residents quickly got on board, and the initial supply of 7,000 carts was exhausted before a second shipment arrived. Demand for the new cart was so strong that a third shipment was required in order to complete the delivery of carts to new customers."