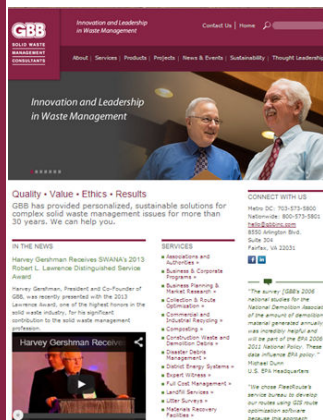


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**Redesigned GBB Website**

GBB just launched its newly redesigned website! Have a look and let us know what you think: [www.gbbinc.com](http://www.gbbinc.com)



# GBB Waste Outlook

## Guam Solid Waste Authority Rolls Out New Island-Wide Curbside Recycling Program

In late October, the Guam Solid Waste Authority (GSWA) began delivering 95-gallon recycling carts to its residential customers, initiating a new residential curbside recycling service after a successful pilot project. Customers can now place all of their paper (magazines, copy paper, newspaper, cardboard, cereal boxes, and other paper), aluminum and metal cans, and plastics 1 & 2 containers in one cart for collection every other week, on the same day that trash is collected. There is no additional charge to customers for adding this to their services.



October 24, 2013: GSWA crew preparing recycling carts for distribution to customers.

To help customers remember when to recycle, GSWA customers can sign up on the GSWA website ([www.guamsolidwasteauthority.com](http://www.guamsolidwasteauthority.com)) to receive an automated email 24 hours before their collection day to remind them to put their recycling cart out for collection.

On average, GSWA customers dispose of almost 2,400 pounds of trash each year. By placing their paper, plastics, and metal cans in the new recycling cart, it is estimated

*(Continued on page 2)*

## Harvey Gershman Receives 2013 Robert L. Lawrence Distinguished Service Award

At the Solid Waste Association of North America's (SWANA) Awards Breakfast during WASTECON, Harvey Gershman, President and Co-Founder of Gershman, Brickner & Bratton, Inc. (GBB), was presented with the 2013 Robert L. Lawrence Distinguished Service Award, one of the highest honors in the solid waste industry, for his significant contribution to the solid waste management profession. The event is the annual celebration of the best in the solid waste industry, as evaluated by peers against rigorous professional criteria set forth by SWANA. See the award presentation and acceptance speech at:



See acceptance speech at: [tinyurl.com/GershmanAward](http://tinyurl.com/GershmanAward)

[tinyurl.com/GershmanAward](http://tinyurl.com/GershmanAward)

*(Continued on page 2)*

## Conventions & Tradeshows:

GBB will be present at the following industry events. We look forward to seeing you there!

### Energy Recovery Council Annual Membership Meeting

Washington, DC  
December 10-11, 2013  
[energyrecoverycouncil.org](http://energyrecoverycouncil.org)

### SWANA's Senior Executive Seminar

Key West, FL  
January 29-30, 2014

GBB, Silver Sponsor  
John Carlton, Attendee  
[tinyurl.com/SWANAEExec](http://tinyurl.com/SWANAEExec)

### SWANA Landfill Symposium

Monterey, CA  
March 24-27, 2014

John Carlton and Jim Stenborg, Speakers  
"The Use of Global Positioning Systems to Improve Landfill Performance"  
[tinyurl.com/SWANALandfill](http://tinyurl.com/SWANALandfill)

### North American Waste-to-Energy Conference

Washington, DC  
May 7-9, 2014

GBB, Exhibitor  
(Booth #920)  
[www.nawtec.org](http://www.nawtec.org)

### WASTECON

Dallas, TX  
August 26-29, 2014

GBB, Exhibitor  
(Booth #1439)  
[www.wastecon.org](http://www.wastecon.org)

Visit the conference/tradeshow section of our Website for an updated list!

## Guam Solid Waste Authority Rolls Out New Island-Wide Curbside Recycling Program

(Continued from page 1)

that they can divert up to 50% of that, extending the life of the new Layon Landfill and making the island greener.

GBB is very proud to be helping the Territory of Guam achieve a 180-degree turnaround in solid waste management since U.S. District Court Judge Frances M. Tydingco-Gatewood appointed GBB, in a Court Order dated March 17, 2008, to be Receiver with full responsibility for bringing the Guam Solid Waste Management Division (now GSWA) into compliance with the 2004 Consent Decree for violation of the Clean Water Act. As Receiver, GBB's objective is to work with Guam's government, the GSWA, solid waste companies, the people of Guam, and the U.S. military to implement the Consent Decree agreed to by the Government of Guam and the United States Environmental Protection Agency.

For more information on the receivership, visit the Guam Solid Waste Receivership Information Center at [www.quamsolidwastereceiver.org](http://www.quamsolidwastereceiver.org) and the Guam Solid Waste Authority Website at [www.quamsolidwasteauthority.com](http://www.quamsolidwasteauthority.com).



See the report from Pacific News Center to learn more about the curbside recycling program rollout and impact after only a few weeks at: [tinyurl.com/GuamRecycling](http://tinyurl.com/GuamRecycling)

## Harvey Gershman Receives 2013 Robert L. Lawrence Distinguished Service Award

(Continued from page 1)

"I can't think of anyone who is more deserving of this award. For this reason, it is a great honor to have co-sponsored this nomination. Harvey's calling into the field of solid waste management sprang from a desire to influence environmental decisions. He has certainly done that! You can see the imprint of his work in communities throughout the country and on hundreds of individuals who have benefited from his instruction and guidance. I count myself among those individuals."

— Nancy Nevil, Former Director of Sustainability and Environmental Services  
City of Plano, TX  
Recipient of the 2012 Lawrence Award



GBB dinner to celebrate Harvey's award.

"Harvey has made significant contributions to the solid waste management industry. It was an honor for me to co-sponsor his name for this nomination. He is inquisitive and willing to invest personally and professionally to solve problems and to press forward to make programs more efficient and effective, not only for his clients, but for his community and across the nation. We look forward to his input in the industry for many years to come."

— William Merry, General Manager  
Monterey Regional Waste Management District, CA

## American Chemistry Council Publishes GBB Report on Conversion of Waste into Energy via Emerging Gasification Technologies

The American Chemistry Council (ACC) recently announced the publication of a new in-depth report, prepared by GBB, that evaluates how gasification, an emerging set of technologies that could potentially convert large-scale municipal solid waste into energy, could fit into waste management planning in North America.

The report, entitled "Gasification of Non-Recycled Plastics from Municipal Solid Waste in the United States," was prepared with municipalities, investors and waste managers in mind with a focus on identifying challenges and opportunities for stakeholders. It highlights that there are currently 21 demonstration facilities being operated in the United States and another 17 commercial-scale facilities under development. It also offers an overview of gasification technologies, feedstock flexibility, outputs and economics, licensing companies, experience with gasification technologies, opportunities and barriers to commercialization, and the potential role of gasification in integrated waste management systems.

See the press release from the American Chemistry Council at: [tinyurl.com/ACCpress](http://tinyurl.com/ACCpress)

Download the complete report at: [tinyurl.com/ACCGBBreport](http://tinyurl.com/ACCGBBreport)



## Congratulations to Susan Hamilton for Winning a 2013 Rosie Award

This past summer, Waste & Recycling News presented Susan Hamilton, Director of Recycling for the City of Baton Rouge, Parish of East Baton Rouge, LA, with a 2013 Rosie Award recognizing women who have dedicated their knowledge, time and energy to the recycling and waste industry. Susan received one of 12 Rosie Awards out of almost 70 nominations.

Susan was originally hired to her current position with the City in part because of her volunteer work organizing local environmental festivals and events. She is the "mother" of the Louisiana Earth Day, which has grown to one of the largest environmental festivals in the United States. Under her leadership, the Baton Rouge recycling program grew from a grassroots volunteer drop-off program that collected 5,000 tons of material in 1989, to a multi-faceted single-stream curbside recycling, organics recycling, and waste reduction program that diverted nearly 200,000 tons from the landfill in 2013 (30% of all waste).

Susan's connection to her community extends into her personal life, and is expressed through her art. In 2004, she founded her business, Jade Light Studios, with the vision of bringing together artists who focus on the natural environment and its preservation. The next year brought Hurricane Katrina, and since then Susan has been designing and producing one-of-a-kind jewelry and yard sculptures that incorporate recycled materials from the storm debris, including found objects and re-used glass and metal. After Hurricane Gustav destroyed Susan's own home and garden in 2007, she re-built both using many recycled and refurbished materials. Her home and garden were featured on the 2012 Spring Hilltop Garden Tour.



## Recent GBB Assignments

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

- **On-Call Consulting Services**  
Town of Enfield, CT
- **Solid Waste Management Planning and Collection Procurement Assistance**  
Tulane University, LA
- **Technology Update**  
Yamhill County, OR  
(subcontractor to J.R. Miller & Associates)

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

## Speaker's Corner

### "Costs: More or Less?"

By Harvey Gershman  
GBB President

In October 2013, Harvey Gershman made this presentation at the Maryland Recycling Network Breakfast in Baltimore, MD.

He led a conversation about factors driving costs, new technologies and the impact of China's Green Fence. Cost-saving options discussed included un-bundling collection from processing, negotiating long-term contracts so vendors can spread capital depreciation over a longer time frame, automated collection, every other week collection, and closed market contracting.

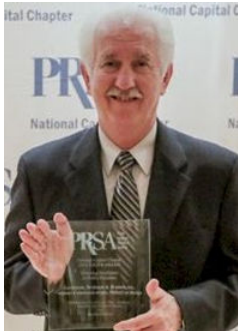
PDF of the presentation:

[gbbinc.com/GershmanMRN2013](http://gbbinc.com/GershmanMRN2013)



## New GBB Brochure Wins Thoth Award from Public Relations Society of America

GBB proved early this fall that its expertise reaches beyond solid waste consulting to include communications and marketing, as it received a Thoth Award from the Public Relations Society of America – National Capital Chapter (PRSA-NCC) during the 45 Annual Thoth Gala in Washington, DC. The Thoth Award is the highest honor in public relations and communications that a company can receive from the PRSA-NCC.



*Bob Brickner, GBB Executive VP, accepting the award on behalf of GBB.*

An experienced panel of judges selected GBB's new corporate brochure after reviewing numerous entries from public relations, non-profit, and corporate organizations located in the Washington, D.C. area.

GBB's winning brochure conveys the passion GBBers have for the environment, showcases the firm's expertise in new waste management technologies, and introduces its new team of officers as part of the company's current leadership transition. Developed with assistance from Atwater Communications and MillerCox Design, the new brochure emphasizes the "why" behind individual GBB leaders' involvement in the solid waste industry, instead of just the "what," and it was this distinction, combined with its superior design elements, that set it apart from the competition.

Get the brochure at: [gbbinc.com/brochure](http://gbbinc.com/brochure)



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## Mobile App Spotlight

This feature of the GBB Waste Outlook showcases one of the growing number of free or low-cost mobile apps related to recycling or the solid waste management industry in general. Readers are encouraged to contact [gbb@gbbinc.com](mailto:gbb@gbbinc.com) to suggest interesting apps that may be featured in a future newsletter.

### CITIZENS ENGAGED

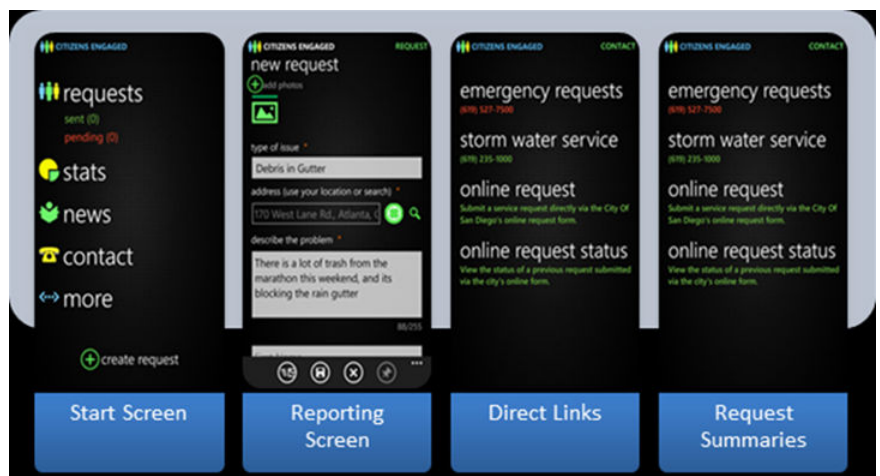
Citizens Engaged is a free app for residents to submit service requests from their Windows phone to the City of San Diego Streets Division. Although this app is only for San Diego and isn't for just solid waste, it is a great example of embracing evolving communication methods. This type of app could be used to report service problems, schedule special collections, obtain information, and receive urgent messages. The app feeds directly into the City's dispatch system.

The reporting form is easy to use. Choose from pre-set issues or "other." Use the location finder in your phone or manually type an address. (You can toggle location access in the Settings, and also use Settings to report anonymously.) Describe the problem (with auto-correct) and hit send. View your requests in a list or on a map.

There are several useful direct links out of the app: request status; City web site; call the emergency line at the Streets Division; and, call the Storm Water Service (a sister agency of Streets). A News feature pulls from press releases on the City web site and has general content.

Overall, it is a top-notch e-gov app for actively engaging people. To view a video of the app, which is published by Dcube Apps, go to: [tinyurl.com/CitizensEngaged](http://tinyurl.com/CitizensEngaged)

\* Featured apps are not endorsed by GBB... we just think they're cool!



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