



**SOLID WASTE  
MANAGEMENT  
CONSULTANTS**

# WASTE OUTLOOK

Gershman, Brickner & Bratton, Inc. • SUMMER 2015

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## GBB - A Passion for the Environment

On August 11, 1980, Gershman, Brickner & Bratton, Inc. began operations as a solid waste management consulting firm with a passion for the environment and a desire to make a difference. Founders Harvey Gershman, Bob Brickner, and Tim Bratton believed that effective management of solid waste was an imperative that directly affected the health of our planet. In a world of limited resources, they regarded solid waste as a valuable resource that could be creatively managed while protecting our soil, air, water, and people. They considered sustainability to involve a balance among environmental, economic, and community needs. Achievement of this balance, along with cost-effective, efficient, and innovative solid waste solutions, was their passion and focus.

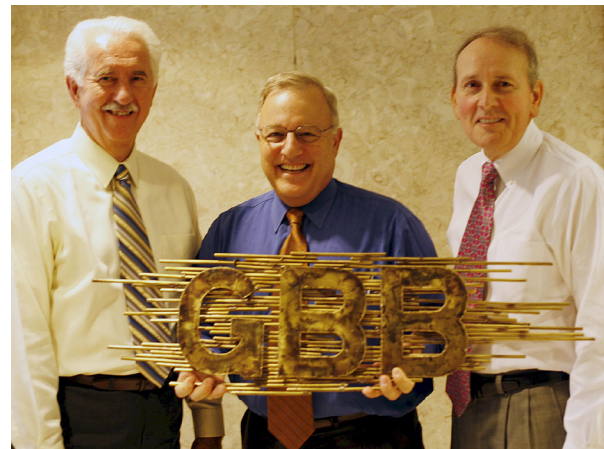
Thirty-five years later, this passion is still the driving force behind GBB, along with many award-winning facilities and services success stories, lessons learned, and great people met along the way.

GBB is celebrating 35 years of passion for the environment and, more importantly, 35 years of working with great employees, associates, clients, colleagues, and friends.

Thank you! 🍷



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Bob, Harvey, and Tim in 2006.

## From the Intern's Cubicle

**By Eric Weiss, GBB Consultant I (former Intern)**

I first arrived at GBB headquarters in June 2014 as an intern, eager to begin my professional career. My very first assignment was to update the Advanced Conversion Technology Database, known as the "ACT database".

For those that aren't aware, GBB tracks over 500 companies worldwide that are developing technologies and projects in the waste-to-resource field. These projects include advanced material conversion and renewable energy technologies including Anaerobic Digestion, Gasification, Pyrolysis, and Mass Burn Combustion.



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## Upcoming Events

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

### REW Summer School Webinar

July 16, 2015  
July 30, 2015  
August 13, 2015  
August 27, 2015

#### Ljupka Arsova, Presenter

[www.rewmag.com/](http://www.rewmag.com/)  
[rewsummerschool](http://rewsummerschool)

### Professional Recyclers of Pennsylvania Recycling & Organics Conference

Harrisburg, PA  
July 28-31, 2015

#### John Carlton, Speaker

*"Game Changers? Leading Edge Trends in Handling/Processing"*  
[www.proprecycles.org](http://www.proprecycles.org)

### WASTECON

Orlando, FL  
August 25-27, 2015

#### GBB, Exhibitor (Booth 1607)

#### Terry Schweitzer, Speaker

*"Is The Time Right for Automated Collection In Your Community?"*

#### Samantha Villegas, Speaker

*"Public Outreach - It's More Science Than Art"*

#### John Carlton, Speaker

*"How Will the Diversion of Organics Impact Landfill Gas to Energy Projects"*  
[www.wastecon.org](http://www.wastecon.org)

Visit the conference/tradeshows section of our website for an updated list!

*Continued from page 1*

## From the Intern's Cubicle

I updated the ACT database by reviewing each company's waste to resource technology solution and marking any notable advances that would change a company's development status ranking. Under this ranking system, a development status of -1 or 0 means the company is still at the research and development stage; 1 or 2 means the company claims to have a viable technology and/or pilot plant; 3 means they own or operate a continuously operated demonstration plant; and 4 means they have a full-scale commercial facility.

By working with the ACT database, I learned that some companies will market their technology as a full-service, or turnkey, solution that only needs a willing partner to develop the waste-to-resource project. Other companies will partner with universities to prepare their technology for commercial deployment in the future. But, only a rare few are qualified to be assigned the GBB development status of 4, which indicates a commercially proven technology.

By summer's end, I had developed the skills to assess a company by analyzing their website, reference facilities, press releases, and other publically available information. Working with the ACT database made the summer fly by, and at the end of August, I had updated every

single company. This project became my gateway into GBB and the solid waste management industry.

At the start of the fall, I began my first project as a full-time consultant using the ACT database's information to create a report for a client. A report generated from the database provides a snapshot of the companies involved in the waste-to-resource marketplace. As I continue to learn more about consulting, it's clear that GBB's database provides valuable strategic insights for clients that want to understand the development and commercial status of these technologies.

Now, a year after beginning my internship, I'm working on various types of projects for many different clients. In my time at GBB, I have come to understand the value of effective collaboration in a matrix-style workplace, and I enjoy learning something new about the solid waste industry every day! As my consulting experience continues, Advanced Conversion Technology companies continue to wink in and out of existence like fireflies in the night. So adding, removing, and reviewing companies in the database is a continuous task at GBB. That is... until the next intern. 🍀

*Eric Weiss*

## Ron Pettit Joins GBB as Principal Associate with Focus on Waste Collection Technology

Last fall, Ronald W. Pettit joined GBB as Principal Associate focusing on projects that integrate technology tools into collection service improvements, further enhancing the firm's consulting services to streamline, create operational efficiencies, and improve waste collection operations.

As part of his 30 years of software technology experience, he most recently spent 8 years in the waste industry as Executive Vice President, Chief Technology Officer, and Vice President of Research & Development/Operations/Business Development at Routeware, a provider of operations efficiency technology to organizations with fleets of vehicles.

He collaborated with GBB as part of the multi-disciplinary team that successfully implemented a powerful multi-prong technology solution for the Lexington Fayette (Kentucky) Urban County Government's automated residential

collection system. Through his leadership position at Routeware, he helped significantly improve collection operations at many customers nationwide, including municipal waste haulers as well as private haulers ranging in size from a half-dozen vehicles to large public companies. 🍀



## Learn and Network at the Renewable Energy from Waste Conference



Already in its third edition this year, the Renewable Energy from Waste (REW) Conference has become firmly established as the premier event for the rapidly developing and dynamic waste conversion industry. As no other conference delves as deep into the issues or offers the insights that the REW Conference continues to provide each year, the event is an ideal environment for key industry players to learn, network, and exchange ideas.

The 2015 edition, produced by Recycling Today Media Group, the publisher of Renewable Energy from Waste, and GBB, will take place November 16-19 in Orlando, FL. Waste generators, the government sector, waste management firms, recycling firms, energy and chemical producers, and equipment and technology suppliers will find the conference invaluable for insights into financials, market trends, and technology developments.

The two days of educational sessions will cover complex subjects and provide real-world advice as representatives from the waste-to-energy, anaerobic digestion, and gasification industry share their perspectives. Attendees will also have the option to register, with a separate fee, for a half-day pre-conference workshop on public sector planning and implementation of waste conversion projects presented by Harvey Gershman,

GBB President, and Ric Sapir, partner at Hawkins, Delafield & Wood LLP.

Finally, attendees will be able to take a tour of what has been described one of the most innovative anaerobic digestion projects of its kind in North America, Harvest Power's Energy Garden. The facility provides central Florida with electricity from food scraps and other organics generated by the millions of tourists that visit the Orlando area each year. The capacity is 130,000 tons per year with 5.4 megawatts of combined heat-and-power (CHP) output. The tour will be offered on a limited, first come, first served basis.

Visit the conference's website at [www.rewconference.com](http://www.rewconference.com) for registration and more information. We hope to see you there! In the meantime, two key presentations of the 2014 event are available for download:

### ***"Take Aways from 2014 Renewable Energy from Waste Conference"***

Harvey Gershman, GBB President and Kristin Smith, REW Managing Editor

[www.gbbinc.com/REW2014TakeAways](http://www.gbbinc.com/REW2014TakeAways)

### ***"Update on Waste Conversion Progress in North America"***

Harvey Gershman, GBB President

[www.gbbinc.com/GershmanREW2014](http://www.gbbinc.com/GershmanREW2014)

## Chris Lund Promoted to GBB Senior Vice President

Christopher A. Lund, PE, PSS, who joined GBB in 2008 as a Senior Project Engineer and was promoted to Vice President in 2009, has been promoted to the position of Senior Vice President.

In 2013, along with John Carlton, PE, BCEE, he joined GBB co-founders Harvey Gershman and Bob Brickner as part of the firm's ownership group.

Since joining the firm, Mr. Lund has been a key project team leader providing overall

engineering and project management for GBB, which was appointed Receiver for the Guam Solid Waste Authority through a March 2008 Court Order issued by the United States District Court of Guam.



## Recent GBB Assignments

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

- **Solid Waste Management Plan and Solid Waste Characterization Study**  
Chester County, PA
- **Solid Waste Management Plan Update including Waste Sort**  
City of Fayetteville, NC
- **Efficiency Review of Kent County Integrated Waste Management System and Zero Waste to Landfills for Industries Planning**  
Kent County, MI
- **Single Stream Recycling Facility Development Planning**  
Maryland Environmental Services, MD
- **Waste Management Planning and Waste-to-Energy Project**  
Metlakatla Indian Community, AK

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

## Sharing the Passion for the Environment



This past winter, through the magic of technology, Harvey Gershman talked about the reduce / reuse / recycle / recover / dispose hierarchy from his Fairfax, Virginia office with 35 third, fourth and fifth graders at Ohr Chadash Academy in Baltimore, Maryland.

## Speaker's Corner

***"Procuring an Anaerobic Digestion Plant: A Public Sector Perspective"***



The BioCycle West Coast Conference, which took place in April 2015 in Portland, OR, focused on providing information and a venue to discuss starting, expanding, and investing in composting, organics recycling, and renewable energy to build sustainable community infrastructure. Ljupka Arsova, GBB Consultant II, delivered a presentation entitled *"Procuring an Anaerobic Digestion Plant: A Public Sector Perspective."*

**View a PDF of the presentation:**  
[www.gbbinc.com/ArsovaBioCycle2015](http://www.gbbinc.com/ArsovaBioCycle2015)



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## GBB Guam Receivership Likely to Continue Beyond 2015

In 2008, the Chief Judge of the United States District Court of Guam issued a court order appointing GBB as Receiver to achieve what the Government of Guam was unsuccessful in reaching during the previous 22 years – compliance with the Clean Water Act as set forth in a Consent Decree. What the Judge tasked GBB with, and what the Consent Decree requires, is a complete 180-degree turnaround of a dysfunctional solid waste management system while closing a dump that has been open for nearly 70 years.

The Consent Decree, signed by the Government of Guam and the United States Environmental Protection Agency (U.S. EPA) on February 11, 2004, required the Government of Guam to close the Ordot Dump, cease all discharges into the Lonfit River, open a new municipal solid waste landfill facility, and develop and implement a new household hazardous waste program to ensure proper disposal of these materials on Guam.

To develop the turnaround plan, GBB assembled a multi-disciplinary team of solid waste, procurement, landfill engineering, finance, and communication experts who presented the Court with a roadmap for accomplishing the Consent Decree projects and reforming Guam's solid waste management system.

Since then, GBB, working with Government of Guam officials, military authorities, private waste haulers, and other stakeholders in Guam, has opened a new landfill and is on a path to comply with all of the terms of the Consent Decree in a cost-effective and expeditious manner. This has been accomplished under the supervision of the District Court of Guam and in consultation with the U.S. EPA and Guam EPA.



It now appears that GBB's work as Receiver will continue beyond December 2015 following a Court order, issued May 27, 2015, in which GBB was asked to submit a financing plan that includes a dedicated funding mechanism to secure monies necessary to implement several consent decree related projects that the Government of Guam has not financed and all post-closure care and monitoring actions of the Ordot Dump. This will require that the receivership continue beyond the end of 2015, the timeline previously envisioned by the District Court for bringing the receivership to a close.

A recent article in Waste Advantage Magazine by Chris Lund, P.E., PSS, GBB Senior Vice President, entitled "From 0 to 180: Transforming Guam's Solid Waste Management System from the Ground Up," ([www.gbbinc.com/LundWasteAdvantageJune2015](http://www.gbbinc.com/LundWasteAdvantageJune2015)) highlights what has been accomplished, how it was achieved, and what is left to do because while a lot has been done to turn around operations, a lot of work remains to ensure that the new systems remain sustainable.

For more info, visit the Guam Solid Waste Receivership Information Center ([www.guamsolidwastereceiver.org](http://www.guamsolidwastereceiver.org)).

## GBB Co-Sponsors SWANA's Young Professionals Booth at WASTECON

GBB is proud to co-sponsor the Solid Waste Association of North America (SWANA)'s Young Professionals booth at the upcoming WASTECON conference in late August. As defined by SWANA, a "Young Professional" is an individual, 35 or younger, in the solid waste industry.

Since 1980, GBB senior consultants have mentored and empowered dozens of young professionals who joined GBB as consultants or interns, instilling in them

work ethic and passion for solid waste management. They have grown with GBB and many, with the valuable experience acquired, are now key members of the industry, contributing to the advancement of sound waste management programs, either in the private or public sector.

Learn more about SWANA's Young Professionals group at: [www.swana.org/Membership/MembershipInformation/YoungProfessionals.aspx](http://www.swana.org/Membership/MembershipInformation/YoungProfessionals.aspx)