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**Speaker's Corner**

**"MRF Operations and Revenue"**  
**Presentation by Harvey Gershman**

This presentation, given by Harvey Gershman, GBB President, was provided as part of a panel session highlighting how additional resource value can be recovered from Material Recovery Facilities. The panel discussed processing enhancements driven by strong materials values to increase recycling rates and benefit the public.

The panel session took place at the California Resource Recovery Association's 2008 Conference held in August 2008 in Burlingame, CA. An overview of the presentation is available at: [gbbinc.com/speaker/CRR A2008-Gershman.pdf](http://gbbinc.com/speaker/CRR A2008-Gershman.pdf)

# GBB Waste Outlook

## GBB Presents Assessment of Waste Processing Technologies to Orange County, NC County Elects to Build Transfer Station

This past fall, GBB, in its role as a subcontractor to Olver, Inc., assisted Orange County, NC, in evaluating its options as the county's landfill is slated to reach capacity in 2011. In addition to building a transfer station, another option was to consider the viability of various waste processing technologies (WPTs).



economic feasibility, effectiveness and environmental issues, including permitting, of candidate WPTs including waste-to-energy, plasma arc, pyrolysis and biological fuel production.

The report reviewed the status of proven and alternative WPTs, including descriptions of

the processes, the characteristics of their operations, including their efficiencies, their current stage of development, their requirements and limitations, the

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## Fast Growing City of Santa Monica Aiming at 70% Solid Waste Diversion by Year 2010 GBB Assisted in Strategic Review and Procurement of Solid Waste Services

The City of Santa Monica, CA, currently has a population of 92,000, which is projected to increase by nearly 40% in the next 10 years. The City is comprised of 8.3 square miles with a balance of vibrant commercial districts and neighboring residential communities. It is bordered by the City of Los Angeles on three sides and the Pacific Ocean to the west.

The City currently provides all solid waste services within Santa Monica, servicing approximately 8,000 single-family residences, 42,000 multi-family residences, and over 2,500 businesses, except for con-



**The results achieved by the procurement are increased recycling, reduced environmental impacts and improved efficiency of solid waste management.**

struction and demolition waste collection, recycling and disposal. The Year 2010 goals of the City's Sustainability Program are not to exceed 2000 waste generation levels and to increase solid waste diversion to 70%.

For the last five years, GBB has been assisting the City in advancing its ambitious solid waste program. In July 2006, GBB completed the evaluation of then-current solid waste service delivery methods, finances and rates, and identified and evaluated alternative methods of structuring services and rates. At the

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## Conventions & Tradeshows:

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

### SWANA e-Session

Webinar  
February 4, 2009  
Harvey Gershman, Speaker  
"Waste-to-Energy and Emerging Technologies Overview"

### SWANA Thinking Outside the Blue Box

Portland, OR  
February 9-10, 2009  
Chace Anderson, Speaker  
Commercial Recycling

### The Southeast Recycling Conference & Tradeshow

Destin, FL  
March 1-4, 2009  
Harvey Gershman, Speaker  
"Alternative Technologies to Landfilling"

### C&D World

Tampa, FL  
March 22-25, 2009  
GBB, Exhibitor

### National Demolition Association Convention

Orlando, FL  
April 5-8, 2009  
GBB, Exhibitor

### North American Waste-to-Energy Conference

Chantilly, VA  
May 18-20, 2009  
GBB, Exhibitor(booth #109)

Harvey Gershman and John Davis (Mojave Desert & Mountain Recycling), Speakers  
"Planning for Greater Levels of Diversion Including Energy Recovery for the Mojave Desert and Mountain, CA Region"

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

## GBB Presents Assessment of Waste Processing Technologies to Orange County, NC

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economics of their operations (if known) and their environmental impacts.

In addition, the report provided conclusions and recommendations on the applicability of one or more of these technologies to the solid waste stream in the County. In developing the report, GBB reviewed literature, surveyed representative vendors, utilized in-house databases and consulted other related available information. GBB

delivered a draft final written report to a public municipal board and conducted a workshop for its members on alternative WPTs that were discussed.

***GBB prepared a state-of-the art assessment of the technical maturity, economic feasibility, effectiveness and environmental issues, including permitting, of candidate waste processing technologies.***

On December 1, GBB President Harvey Gershman made a presentation to the Orange County Board of Commissioners, concluding that the County doesn't generate enough trash to justify a waste-to-energy facility. Later in December, the Board selected a site for a new transfer station and voted to negotiate the purchase of 143 acres needed for the facility.

## Fast Growing City of Santa Monica Aiming at 70% Solid Waste Diversion by Year 2010

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time, Santa Monica's solid waste services received mostly positive reviews in the City's biennial resident satisfaction survey, but the fund balance of the Solid Waste Department was declining.

GBB assisted City staff in identifying potential alternative service delivery models and presented them for City Council consideration. Armed with a clear understanding of their options, the City Council examined the long-range policy implications of the alternative service delivery models and provided specific direction about what models to address in the future.

In January 2007, the City issued two requests for proposals (RFP) to:

- (1) rationalize the commercial collections of waste in the City, and
- (2) provide expanded recycling processing and transfer services/facilities.

Proposals were received and evaluated

for the commercial collection resulting in the selection of the City Solid Waste Management Division being awarded the service in October 2007 by the City Council. The Council also instructed the City Manager to negotiate a public-private partnership with the proposers for the recycling and transfer services. A video stream of the presentation to the City Council and a detailed City staff report are available at:

[http://santamonica.granicus.com/MediaLayer.php?view\\_id=2&clip\\_id=973](http://santamonica.granicus.com/MediaLayer.php?view_id=2&clip_id=973), Item 8-B.

These negotiations were concluded with Allan Company and Southern California Disposal (SCD), contracts presented to the Council and approved in November 2008.

The results achieved by the procurement are increased recycling, reduced environmental impacts and improved efficiency of solid waste management.

## Jump-Starting a U.S.-Based Recycling Industry Letter from Harvey Gershman to President-elect Obama



On December 7, 2008, GBB President Harvey Gershman wrote the following letter to President-elect Barack Obama. We encourage you to also submit your comments to [www.change.gov](http://www.change.gov) and/or to Harvey Gershman at [hgershman@gbbinc.com](mailto:hgershman@gbbinc.com).

Dear President-elect Obama:

*I trust you are aware of the untapped opportunities for significant job creation in the solid waste/recycling field and the role that economic incentives might play in building employment in this industry. I am writing with my perspective.*

*Since Earth Day 1970, when we awakened to better environmental policies and practices, national recycling rates have risen from a few percentage points to 33.4 percent, as recently reported by the U.S. EPA. Americans have embraced recycling, both at home and at work, diverting more than a third of the 254 million tons of municipal solid waste generated annually.*

*Where do these materials go? Previously, as recycling feedstock became more reliable in both quality and quantity, recycled feedstock replaced raw materials in many domestic manufacturing processes. Then, at the turn of the last century, the situation began to change. China, India and other countries began to purchase recycled materials in quantities and at pricing that were greeted with enthusiasm by the public and private sectors serving the recycling needs in our nation. At the same time, U.S. industrial capacity to consume domestic recyclables was greatly reduced as they found it impossible to compete economically with countries that built infrastructure operating both with cheap labor and under environmental standards that are significantly lower than those in the U.S.*

*Today, the reliable flows of recycled materials continue, but with the downturn in the worldwide economy, prices for recyclables have dropped, and demand for these materials has plummeted. At the same time, we also have many empty factories across the country. There are cities, both large and small, with good people that want to work hard, but can't because factories are closed.*

*I believe the solution is to create tax, pricing support incentives, and import tariffs—significant ones—to re-direct these reliable flows of recycled materials from U.S.-based recycling programs to re-built factories in the U.S. that will manufacture them into products we can buy ourselves or even export to other countries. Let's create economic incentives to jump-start a U.S.-based recycling industry and discourage the continuation of policies that allow our waste stream to be mined and exported just like the dollars we export when we buy foreign oil. As you well know, there are tremendous energy and environmental (greenhouse gas reduction) benefits to doing this, along with the significant job creation.*

*Imagine a day when the recyclables we set out every day come back to us as tomorrow's newspaper, the garden hose at the hardware store, or the clothing we buy ...instead of products made in other countries.*

*There are a lot of Americans eager to have factory jobs making products. Creating a recycling manufacturing infrastructure that uses recycled materials as the feedstock is an exciting and smart opportunity that will contribute to sustainable industries, jobs and a new tax base in America.*

Sincerely,

Harvey W. Gershman, President  
Gershman, Brickner & Bratton, Inc.  
Solid Waste Management Consultants

## Recent GBB Assignments

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

- **FleetRoute Route Optimization Service Bureau**  
Emerald Coast Utilities Authority, Pensacola, FL
- **C&D Webinar**  
Lorman Education Services
- **Assistance for Solid Waste Management Systems and Technologies and Public Infrastructure Projects**  
Virgin Islands Waste Management Authority (as a subcontractor to the Maguire Group, Inc.)

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

## GBB Career Opportunities

GBB is seeking professionals with strong experience and a background in one of the following areas of specialization to meet the growing needs of its clients:

- Senior Project Managers with Collection Background/Experience
- Consultants with Technical Background
- Project Engineer

This is a great opportunity to participate in GBB's growth and ownership.

Visit [gbbinc.com/career](http://gbbinc.com/career) to learn more and to send your résumé in confidence.

## GBB Inaugurates New Tradeshow Booth and Corporate Headquarters

Wastecon 2008 in Tampa, FL, was the stage for the unveiling of GBB's new tradeshow booth, which was redesigned to convey the firm's leadership position as a solid waste management consulting firm and its commitment to the core principles of Quality, Value, and Ethics.



## New Office Designed for Enhanced Services to Clients

On December 19, 2008, GBB inaugurated its new headquarters, which will provide additional space to accommodate an expanded staff to support our clients' growing demands. The larger office has additional features, such as video conferencing, designed to enhance GBB's services to our clients.

GBB's new headquarters, located in the Washington, DC metropolitan area, is at 8550 Arlington Boulevard, Suite 304, Fairfax, VA 22031. The firm also has employees and associates throughout the country including in, but not limited to, Oregon, Florida, Georgia, Virginia, Maryland, Tennessee, New York, and New Jersey.



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## 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)



### Special Hearing

On December 10, 2008, the Judge held a special court hearing to get an update on the government of Guam's efforts to finance the closure of the Ordot dump and the construction of a new landfill. Stressing that time is of the essence, the Judge subsequently ordered GovGuam agencies to expedite the permit process to move the government forward in complying with previously approved amended timelines, saying any further delays will not be tolerated.

### Mixed Paper Not Accepted for Recycling at Three Guam Facilities - Buyers Disappear Due to Global Recession

As of December 20, 2008, and until further notice, mixed paper is no longer being accepted in the recycling containers at the Dededo and Agat Transfer Stations and Ordot Dump. GBB's decision to stop accepting mixed paper followed the announcement by Guam Transport and Warehouse, the only outlet for mixed paper in Guam, that it will discontinue pick-up of such recyclable material given its inability to find markets due to the global recession.

### Bank of Guam Provides \$20 Million Loan for Landfill Project - Citibank Appointed as Trustee

On January 2, 2009, the District Court of Guam approved GBB's request to have Citibank serve as trustee of the \$20 million loan needed to start work on the Layon landfill site. The loan is being provided to the Government of Guam by the Bank of Guam and was signed by Governor Felix Camacho. As per the Judge, the funds are to be used by GBB in implementing projects and paying expenses as required under the Consent Decree for the benefit of the Government of Guam.

### Quarterly Report

On January 14, 2009, the Receiver submitted its third Quarterly Report to the U.S. District Court of Guam. The complete Report is available in the documents section of [www.GuamSolidWasteReceiver.org](http://www.GuamSolidWasteReceiver.org).

### Invitation for Bid for Initial Work at Layon Landfill

On December 5, 2008, GBB solicited bids for construction of the Landfill Operations Road and Mass Grading for Cells 1 and 2. Three bids were received on January 22, 2009, from Guam-based companies: Maeda Pacific Corporation, Core-Tech International, and Black Construction Corporation. The bids will be carefully reviewed, and a contract awarded soon thereafter to the lowest responsible bidder.

### Court Order - Green Light for Residential Cart Rollout Plan

On January 23, 2009, the Judge issued a court order which (1) directed GBB to proceed with the implementation of a residential cart rollout and account management system, and (2) permitted GBB to establish appropriate interim tipping and collection fees. The cart rollout will take place between May and November 2009. Details on the cart rollout public education plan are available as part of the January 14, 2009 Quarterly Report.