

Let's Talk Trash

November 2018 Edition

Volume 18, No. 3

November 2018 What's Inside

Interview of Keysha Burton

An Energetic Recycler 1

NM SWANA Chapter to Host Annual

Meeting on December 7, 2018 2

Summary of October 11, 2018 Re-

gional Roundtable Meeting 3

PCS/Gordon Environmental

Promotes Charles Fiedler 3

Highlights of the Joint NMRC/NM

SWANA Bi-Annual Conference

Held in September 2018..... 4

published by

**SOLID WASTE ASSOCIATION
OF NORTH AMERICA,
NEW MEXICO
ROADRUNNER CHAPTER**

**6110 Bellamah Ave NE
Albuquerque, NM 87110**

505.363.4795

www.nmswana.com

Interview of Keysha Burton: An Energetic Recycler

by Jack Chappelle, Engineering Solutions & Design, Inc.



Many times when I conduct interviews for the NM SWANA newsletter, I find that the people I interview began in one industry and transitioned to working in the solid waste industry. Ms. Burton is one of the few people that I have had the pleasure to interview who has been involved with solid waste since college. Born in Brooklyn and raised in Florida, Keysha has been very active from the start. During elementary, middle, and high school Ms. Burton was very busy in track and field, soccer as well as involvement in ROTC with a focus on drill teams and color guard.

Although Keysha was very active with her favorite interests and hobbies during elementary, middle, and high school her participation in these activities increased even more once she started college. At Florida International University Ms. Burton studied Mass Communication and Journalism and threw in a minor in Hospitality Administration just to be more well-rounded.

If all the academic course work was not enough for Keysha to manage, she also learned ballroom and Latin street-style dancing. She was a member of a Latin dance troupe. This troupe performed merengue, salsa, and bachata routines. For those of you who may not have taken up bachata, it is a style of social dance from the Dominican Republic which is performed around the world.

The course work that Ms. Burton completed set the stage for her to communicate clearly and concisely one very important message - that increased recycling and the

[continued on page 2](#)

NM SWANA Chapter to Host Annual Meeting on December 7, 2018 by Steve Miceli, Waste Management of New Mexico

Please join us on December 7, 2018 at Embassy Suites in Albuquerque, for an exciting day of knowledge sharing and discussion at the 2018 SWANA Annual Meeting and Roundtable Discussion. This year's theme is Recycling in New Mexico and will feature several presentations regarding the current state of recycling in the US and New Mexico.

Keynote speaker, Morris Friedman, President of Friedman Recycling Companies, will enlighten us on Recycling in New Mexico and the challenges of today's recycling market. Laila Amerman, Recycling Educator for Waste Management, will discuss recycling markets and trends. Also featured this year is the owner of NM Computer Recyclers, Megan Fitzpatrick, who will speak on e-waste recycling, and Walter Dods of Soilutions, who will explain how green waste and organics can be recycled through composting. Furthermore, we will have Joe Godwin of the NMED Petroleum Storage Tank Bureau give us an update on the revised Petroleum Storage Tank Regulations. Lastly, Auralie Ashley-Marx and the staff of the NMED Solid Waste Bureau will give their annual update, discuss the latest in enforcement issues, and provide some insight on landfill closure/post-closure actions in New Mexico.

All of this will be followed by stimulating conversation on solid waste and recycling topics at our Roundtable Discussion. Please note that you can earn 6 Continuing Education Units (CEU's) toward your NM Solid Waste and Recycling Certifications by attending the meeting and Roundtable Discussion.

Please see NMSWANA Roadrunner Chapter website at nmswana.com for further details.

Keysha Burton (continued from page 1)

promotion of waste reduction is a clear path to improving the environment and the people who populate it. In a slight detour to her true vocation, Keysha's first job was employment at Motorola, which included working on an assembly line installing components in motherboards for Motorola phones. Although this was not a very inspiring position, there was one unique aspect to the job. At the facility where she worked, there was a very impressive kitchen with an excellent cook that would make cook-to-order meals for employees at each work break.

After her position at Motorola, Keysha was hired to be the Special Projects Coordinator for Broward County, Florida. With her prior experience working with Broward County as a student recycling aide/assistant while in college, accepting the new position of Special Projects Coordinator was a logical transition for Keysha. She started the position with excitement and enthusiasm and began to coordinate recycling and diversion projects for the sixth largest recycling program in the nation, at that time.

Ms. Burton moved aggressively to improve on and expand the responsibilities of her position. She pushed to incorporate public space recycling programs at County Parks and tackled recycling at the South Florida Renaissance Festival. During this period Keysha found that recycling was well received by vendors, but there was still a high volume of trash that was generated during the first year. She and another staff member stayed on-site until past midnight collecting and sorting trash from the recyclables and repeated this process the next night and again for the next four weekends of the festival. However, the effort was worth it since the vendors and patrons noticed the efforts made to separate the waste from the recyclables, and it inspired the vendors and patrons to improve their recycling habits each subsequent year. This meant that Keysha and her staff could focus on interacting with the vendors and patrons and only needed to monitor/inspect bins on an occasional basis.

The opportunities and information that SWANA provides have been utilized by Keysha for both her own knowledge base as well as for other employees at the South Central Solid Waste Authority (Keysha's current employer). As this is Keysha's first year as a SWANA member, she has found the organization helpful in focusing on solid waste management and safety practices. In addition to the webinars and other training resources offered by SWANA, Ms. Burton was able to attend the most recent WASTECON (SWANA's yearly waste and recycling conference). Her experiences at WASTECON provided insight into the challenges facing the recycling industry. In particular, she discovered new ways to access information regarding materials collection, as well as various techniques for outreach and education that will assist her in her position. One of the best experiences Keysha had at WASTECON was her attendance at the MRF Summit. She found that the Summit and the training courses that were offered were exceptional and very enlightening.

The energy and attitude that Ms. Burton has shown in promoting recycling and waste reduction are examples of her commitment to the constituents she serves and her concern for the environment. Although we did this entire interview through e-mails, I found Keysha to be very committed to improving recycling and waste reduction in both south-central New Mexico and the remainder of the state. Her energy and commitment are noteworthy and very much appreciated.

Summary of October 11, 2018 Regional Roundtable Meeting

by Jerry Kamieniecki, Consultant

The NM Roadrunner Chapter of SWANA hosted a Regional Roundtable Meeting on Thursday, October 11, 2017 at the Bodega Burger Restaurant in Socorro, NM. Eleven (11) people attended this Meeting, which consisted of a featured presentation, a question and answer period, lunch, and an interactive discussion among the attendees.

The invited speaker was Dr. Clinton Richardson, Professor of Civil and Environmental Engineering, New Mexico Tech, Socorro, NM. The title of Dr. Richardson's presentation was "Overview of Wind Erosion Protection System (WEPS) in Landfill Siting and Planning". Just prior to starting his presentation, Dr. Richardson commented that this title was equivalent to "The Answer is Blowing in the Wind: Landfill Orientation/Erosion Control Potential".

Dr. Richardson highlighted the features of the Wind Erosion Protection System (WEPS) model, which was originally developed by the US Department of Agriculture (USDA) in 1985 to improve wind erosion prediction technology. WEPS is commonly used by many facility types for estimating soil loss due to wind erosion. Using laboratory wind tunnel research and extensive field studies, USDA has worked diligently to improve the scientific understanding of materials' surface properties and their potential to influence wind erosion.

WEPS consists of a model with a graphical user interface designed to provide easy-to-use methods of entering inputs to the model and obtaining output reports. WEPS simulates not only the basic wind erosion processes, but also estimates the soil's susceptibility to wind erosion. WEPS consists of a user interface, a science model (including seven submodels), and four databases.

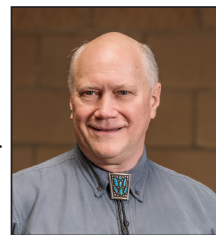
Dr. Richardson also noted that, in general, planar surfaces erode more readily than undulating surfaces. In addition, soils containing a higher organic content are less susceptible to wind erosion. Also, the orientation of the solid waste facility with respect to the prevailing wind direction can have a large impact on estimated soil loss due to wind erosion.



PCS/Gordon Environmental Promotes Charles Fiedler by Jerry Kamieniecki, Consultant

Parkhill, Smith & Cooper (PSC)/Gordon Environmental recently announced the promotion of Charles Fiedler, P.E., LEED AP, from its Albuquerque (Rio Rancho) office to Senior Associate. The promotion recognizes Mr. Fiedler's commitment to serving a diverse array of solid waste and materials management clients.

Mr. Fiedler is a Team Leader in PSC's Environmental Sector and is considered one of the foremost experts in solid waste management, waste minimization and recycling. He joined PSC in 2016 as a member of the Gordon Environmental Albuquerque Office before Gordon merged with PSC. Charles has been with PSC for two years and has over 40 years of experience. Mr. Fiedler is also the Past President of the New Mexico Chapter of the Solid Waste Association of North America (NM SWANA).



Charles is one of 12 professionals that were promoted throughout the firm, recognizing their contribution to serving clients throughout the ten PSC offices across Texas and New Mexico. "All of these individuals are very deserving professionals who have worked toward our mission of Building Community," said Joe Rapier, President and CEO of PSC. "I look forward to their continued contributions to PSC and the communities we serve."



Highlights of the Joint NMRC/NM SWANA Bi-Annual Conference Held in September 2018

by Randy Watkins, Santa Fe Solid Waste Management Agency

The New Mexico Chapter of SWANA (NM SWANA) would like to thank the attendees, sponsors, exhibitors and volunteers that helped make the combined conference a success. The joint NMRC/NM SWANA Conference was held at the Marriott Uptown Hotel from September 25 - 26, 2018 and included over 200 attendees, 48 speakers, 34 tour attendees, 23 exhibitors and 23 sponsors. The theme for the 2018 Conference was "Overcoming Challenges in a New Era". The keynote speaker was Dylan De Thomas, Vice President of Industry Collaboration at The Recycling Partnership. In addition, attendees heard from Albuquerque Mayor Tim Keller and City of Albuquerque Solid Waste Department Director Matthew Whelan. Monday's local markets recycling tour visited four different markets in Albuquerque with professionals from around the region giving the inside scoop on niche upcycling markets for glass and wood pallets; showing how a family-run recycling business is forging ahead in the face of the China Ban; and wrapped up with a relaxing look inside an artist's studio/school, where all the products give new life to old discards.

Also on Monday, a training class was offered. The class was a 3-CEU training session sponsored by the NM Recycling Coalition and the Social Marketing Association of North America titled "Social Marketing". This workshop highlighted how commercial marketing principles are used to influence human behavior for societal good. Participants experimented with some inexpensive research techniques and created outlines of marketing plans for topics of their choosing.

The formal conference began on Tuesday, September 25, with introductions and keynote speakers. The exhibit/vendor hall also opened on Tuesday with various breakout sessions beginning at 11 am and running until lunch, followed by more breakout sessions from 2:00 pm - 3:30 pm. Breakout sessions included topics such as: Reduce, Reuse, Repair; Managing Stormwater at Landfills; Developing Organics Markets; Solutions for Challenging Recycling Situations; Illegal Dumping; Landfill Operations; and a multitude of recycling-related topics. Each breakout session at the conference was augmented by a series of "One-Minute Safety Topics".

Tuesday's activities also included an exhibitor/vendor session and a happy hour social break in the afternoon, which was followed by presentations of both Recycling and Solid Waste Awards. Miguel Silva received the Terry Nelson Lifetime Achievement Award posthumously for his invaluable contributions to solid waste and recycling management as the operator of a small waste collection company, the first recycling coordinator for the City of Las Cruces, and a Las Cruces City Councilor involved with the South Central Solid Waste Authority (SCSWA) Board of Directors. Miguel was instrumental in bringing curbside recycling to the City of Las Cruces, and developed the business model for small community collection facilities. The award was accepted by City of Albuquerque Solid Waste Department Director Mathew Whelan, nephew of Mr. Silva.

In addition, the South Central Solid Waste Authority's Chaparral Collection Center received the Solid Waste Facility of the Year award for providing recycling, household hazardous waste (HHW), green waste, and tire drop-off services, as well as MSW transfer services. The Chamisa Elementary School received the Most Innovative Solid Waste Project award as the school successfully deployed a Zero Waste Lunch Day and Zero Waste Lunch Week. A homemade video comprised of students making their own lunch was created to educate the school's students and teachers on how to pack a zero waste lunch. The Solid Waste Employee of the Year was awarded to Keysha Burton of the South Central Solid Waste Authority (SCSWA) for authoring a new teacher recycling resource guide and establishing the Green Ladies group of sustainability professionals. Wednesday's conference activities continued with breakout sessions, exhibitor hours, a lunch panel discussion, with the conference closing at 2 PM. Be sure to attend the next Joint Conference in two years!

