



# THE RECYCLER

"Serving Northern Colorado Since 1959"

WINTER 2010

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Welcome to our quarterly newsletter! We use this as a tool to deliver important information affecting your services, as well as articles encouraging recycling and other ways to reduce waste.

## Of interest to you...

- When a customer shares their email address with us, we can communicate in a much GREENER way. Our newsletter, e-alerts, and e-invites can be sent electronically saving paper, ink, electricity, and person-power. Please call our office at 970-484-5556 or email us at [custservice@gsiwaste.com](mailto:custservice@gsiwaste.com) to provide your email address and help to reduce our carbon footprint. Your cooperation with our green effort is greatly appreciated.
- Help make recycling more effective. Please only set out your recycle cart or tub if it is FULL. This helps with efficiencies such as decreased number of stops, which in turn helps to keep costs low AND it's good for the environment too!
- The Operations Department has had 148 days without a backing incident (trucks backing in-out-around objects). GSI is constantly working to create a safer community and workplace.
- COMING SOON ... Every-Other-Week Recycling. Our customers will receive a mailing with an EOW Calendar and details regarding the program. Visit our website for more details.
- Our newer trucks, and ones to be purchased, have a "regeneration system" that reduces emissions by 90% - keeping our community more clean and green!

## holiday alert

Due to area landfill closures every year, GSI will not operate on the following holidays:

**New Years Day- Memorial Day- Independence Day  
Labor Day- Thanksgiving Day-Christmas Day**

For 2010, if your pickup day falls ON or AFTER the following holiday during the regular work week, your normal pickup will be **delayed by one day**:

Memorial Day.....Monday, May 31th  
Labor Day.....Monday, September 6th  
Thanksgiving Day.....Thursday, November 25th

## Turning Over a New (Green) Leaf

It's the beginning of a New Year and NEW DECADE! In an effort to further our progressive, environmentally conscience practices, GSI is becoming even MORE green. Here are a few of the sustainable practices we introduced in 2009 and some of the ways we are turning over a "greener" leaf in 2010:

During 2009, GSI became Northern Colorado's first private hauler to have an in-house Sustainability Coordinator. In September 2009, GSI began helping Fort Collins residents enhance their recycling behaviors by providing larger recycle carts and smaller trash cans.

Gallegos Sanitation is dedicated to providing waste diversion education to our Northern Colorado community. We hosted a recycling and sustainability booth at the New West Fest, the Green Summit, and the Gardens at Spring Creek. GSI teamed up with Poudre School District educational programs at Kinard Middle School, Rice and Olander Elementary Schools. Finally, GSI has also partnered with ZeroHero to implement an 85% waste diversion goal at Polaris Expeditionary Learning School.

GSI knows that we must practice what we preach. In an attempt to reduce our paper-waste, we have been collecting email addresses from all of our customers so that, in the near future, we can send this very newsletter to you via email. We are also re-vamping our website and updating our social media tools - Facebook, Linked In, and Twitter. Don't hesitate to become a fan of Gallegos Sanitation, Inc. on Facebook.

Last but not least, GSI was recognized in Colorado Biz Magazine "Top 50 Minority-Owned Company" and "Top 250 Private Companies" listings. GSI was also featured in the City of Fort Collins Green Book 2010 as both the second largest environmental services organization and the largest recycling company.

We are excited about our new, sustainable initiatives, and we look forward to another 50 successful green-years as Northern Colorado's **Waste Diversion Solution**.

## Sign-up Now for Yardwaste Collection

♪♪ Flowers, green grass, leaves, bush trimmings, and kittens - These are a few of our favorite things ♪♪  
[imagine hearing the tune from the Sound of Music]

Minus the kittens, the aforementioned are considered green-waste (a few of our favorite things) and we would like to take your yard waste away. Gallegos Sanitation is the only company that offers not only waste and recycling services, but also green waste diversion.

It is not too early to start planning for the Spring season and the cleanup and rejuvenation of your yard. GSI will provide yard waste diversion starting May 3, 2010 and continuing until November 26, 2010. Please call our office or contact us via email to sign-up for the yard waste program in your area.

EVEN IF YOU PARTICIPATED IN THE YARD WASTE PROGRAM LAST SEASON, PLEASE LET US KNOW AHEAD OF TIME SO WE CAN ARRANGE FOR YOUR SERVICE TO BEGIN PROMPTLY IN MAY.

## Congrats to Local Sustainable Schools

In October, Kinard Core Knowledge Middle School in Fort Collins teamed up with Gallegos Sanitation, Inc. and A1 Organics to implement hot compost in the school's recycling program. The education, practice, and implementation of the program are run by eighth grade students who chose to participate in an Extended Learning Opportunity group, Kinard C.A.R.E.S.--Community Action Results Environment Service. The group goals for the program are three fold: teach students the importance of recycling, divert recyclable material from the landfill, and prevent contamination of the recycle and compost bins.

The environmental class oversees the making of signs to educate 6th-8th grade students about the recycling program; they also volunteer during lunch periods to train and supervise students using the waste stations. Students devised techniques to meet the challenges associated with maintaining a clean stream of compost and recycling among their peers. Through hands-on education, students are taught the value of recycling and are provided with opportunities to implement and show others the importance of sustainable school practices. Since October, Kinard diverted 4942 pounds of compost from the landfill. Congratulations to all Kinard students, teachers, and administrators who made this sustainable effort a success!

**Polaris:** GSI is teaming up with ZeroHero to implement a zero waste management system at Polaris Expeditionary Learning School. The goal of the program is to maintain an on-going landfill diversion rate of 85% through cardboard and single stream recycling, and composting, as well as educate students and staff about becoming a zero-waste school.

**Olander:** GSI will be teaching students about recycling, sustainability, and vermicomposting. We will be donating a truly sustainable compost bin – made from 18 gallon recycle tubs, empty soda cans, cardboard, paper, dirt, and of course... red wiggler worms!

**Contact GSI if your classroom, business, or household is interested in implementing a zero waste system!**

## Thank You - With a Smile

A little mouse can make the world smile. For Walt Disney, his confidence was based in the statement, "When you believe in a thing, believe in it all the way, implicitly and unquestionable." At Gallegos Sanitation we spent the last 50 years establishing one core belief – give exceptional customer service at reasonable prices and our community will prosper.

And prosper it has! The Northern Colorado area has been notably recognized in many journals as a premier location to live. Within the last four years Fort Collins, Loveland, and Windsor have taken turns on the list of "best places to live" as selected by Money Magazine. Since our customers reside in one of the best places to live, they deserve the best in customer service.

As the dawn of a new decade arrives, we have a vision to offer even more for our customers. The new focus at Gallegos Sanitation is to transition to a Waste Diversion Solution and help the Northern Colorado community to live more sustainably. Visit our website to see the changes and new direction at [www.gsiwaste.com](http://www.gsiwaste.com). We want to thank you for your patronage and your commitment to keeping our community safe, clean and GREEN. Yes, Walt Disney had a dream that made the whole world smile. Gallegos Sanitation aims to keep our customers smiling too.

## Owner Spotlight - Gerald E. Gallegos

Gerald (Jerry) is the eldest son born to Edward and Tina Gallegos, founders of Gallegos Sanitation. Jerry is a native Fort Collins resident and a graduate of Fort Collins High School. Jerry participated in sports at FCHS as a wrestler and was a team member of the 1962 State Championship Wrestling Team.

As a boy, Jerry would go to school during the day and work with his father in the evenings; on weekends he would do odd jobs for people within the community. It was during this time that Edward instilled in him the principles of hard work and customer satisfaction. The goal was to provide superior service to each and every customer.

After graduation, Jerry accepted the responsibility of expanding the business with his two brothers and operating a trash route in addition to mowing lawns, raking leaves, and doing traditional yard clean-ups.

Today, the values that Jerry learned from his father continue at Gallegos Sanitation. We continue to provide superior service with our collection vehicles as well as superior customer service when dealing with customers over the telephone or face to face. In addition, Jerry has established a company-wide culture of caring for and providing a positive work environment for his employee-team members.

Jerry's hobbies include restoring classic cars and attending sporting events, as well as fishing and hunting. He also enjoys spending time with his wife, children, and grandchildren.

### What makes Gallegos Sanitation the top provider for your waste removal needs? We have...

- More service options than our competition - services for residential and commercial customer's waste, recycling, yard waste recycling, e-waste, bulk item pick-up, food compost diversion, zero-waste events, special event containers, portable toilets, and Green-consulting (coming this spring)
- A comprehensive customer service department – Account Specialists that thoroughly handle your request, questions, or concerns (they reside here and understand the community culture)
- We'll get it done and do it right - timely response to the delivery of your containers and management of your requests
- Consistent, thorough pick-up and removal of waste and recycling
- Best service at the best prices – you get what you pay for and your satisfaction is priority
- Educational programs for all levels of service and age groups – see the article in this newsletter entitled, "Sustainable Schools"
- Owners, drivers, and personnel who believe the customer comes first and foremost in our field of business



**Tell a friend about this article and refer them to GSI for \$5.00 off your residential service bill!**

**New residential customers must state your name when they call to begin service in order to receive credit.**