

## What Is On Your Mind?

What is the most pressing issue facing the C&D industry? CDRA wants to know what the biggest challenges facing businesses like yours are so that we can create a program for C&D World 2021 that will attempt to help solve the problems our industry faces.

Currently the CDRA's Convention Committee, chaired by Paul Kuhar of Champion Waste & Recycling, is looking for session topics that will be relevant for the association's Annual Meeting, which will be held in Austin, Texas March 21-23. We really would like to hear from you on topics that would be of interest. Currently the committee is considering:

- An Economic Forecast in the Age of Covid;
- Developing End Markets for C&D Products;
- CDRA Research Project Update.

C&D World is the only event tailored to the special needs of the C&D industry, though we will provide sessions on general business practices that will help your operation in many ways. But we want to hear from you, the CDRA members, on what topics we should cover. Feel free to contact us at [info@cdrecycling.org](mailto:info@cdrecycling.org).

Also, note that the CDRA will be taking all safety precautions required, and more, for C&D World. We are already reconfiguring the exhibit floor to put more space between the booths, and are arranging for a large session room that will allow for social distancing.

If you have any questions about the show, or just how the industry is doing in general, please feel free to contact CDRA Executive Director William Turley, [turley@cdrecycling.org](mailto:turley@cdrecycling.org); 630-258-9047.

## It Will Pay Off to Help CDRA Grow its Membership

CDRA has launched a contest whereby \$1000 will be awarded to the company that brings in the most memberships to the organization by the time of the association's March 2021 Annual Meeting in Austin, Texas.

CDRA Member R&B Debris is funding the contest, designed to help the CDRA continue its membership growth curve while trying to get more member companies involved in the activities of the only association that serves the C&D industry.

R&B, based in Hainesport, NJ, is also having an internal contest to gain CDRA memberships. "I have challenged my team to get me 10 new memberships before the end of the year," says John Thomas, President of R&B Debris. "And if they do it I will take the entire management staff in our Folsom office to Austin with me."

The company is adding a CDRA membership link on its website and is promoting the CDRA through its monthly company newsletters. Along with placing the company newsletter in its customers' statements, it also places a CDRA membership application in there as well.

More details of this contest will come out shortly, but take a minute to think about who could benefit from joining the CDRA, from the generators of the incoming material to the users of the end products. The CDRA provide a wealth of information and research for those interested in the C&D industry and those companies could benefit from learning more about the marketplace.

In fact, we have released or are about to release two new documents:

- A roadmap to proper regulatory and legislative steps to support legitimate C&D recycling while increasing local recycling rates;
- A guideline on how to develop an end market for a specific material.

Both are only available to members, though the former is also available for any government officials. We urge you to take advantage of these, and all the other materials available to members at [www.cdrecycling.org](http://www.cdrecycling.org). Also, always feel free to call the staff at CDRA if you have any problems or issues, and they will try to help.

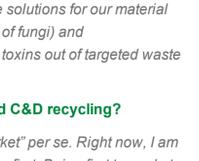
## CDRA Member Spotlight:

**Joanne Rodriguez**  
**Founder/CEO, Mycocyte**



**What materials do you recycle? Can you describe the volume and types of incoming materials you process?**

*Mycocyte is a waste-to-resource process that uses mycoremediation (mushrooms) to remove harmful toxins out of waste resulting in end use value streams for our customers. Our process mobilizes on-site with material recycling facilities and C&D handlers to process toxins out of asphalt-based materials: like roofing products, paving, asphalt roll goods and impregnated waterproofing materials. We have the capacity to process other petrochemical contaminated substrates too, but we are early in our R&D for these materials. The amount of volume we can process is dependent on our customers intake. We become a licensed, bolt on, service for their operations in the field.*



**How did you get started in the business?**

*I have been in the construction products and material manufacturing field for over 30 years. In that time, I came to realize that many of the materials that were being manufactured using asphalt and bitumen could not be recycled or reused. In 2017, after 16 years, I left the commercial roof manufacturer I had been with to start my own environmental consulting business and to explore solutions for our material handling issues. By 2018, I found mycology (the study of fungi) and mycoremediation as a viable solution set for removing toxins out of targeted waste and started Mycocyte.*

**What are the biggest challenges in your market and C&D recycling?**

*The biggest challenge in my market is there is no "market" per se. Right now, I am a "pioneer" in the space, so every step we take is a new first. Being first to market means a lot of customer exploration and market education so we can make sure we are developing solutions to actual problems. Where we started in 2018 to where we are today has been adjusted because each discussion opens up additional opportunities that we hadn't thought of.*

*As far as challenges in C&D recycling, I think we need to continue to develop end use markets. If there is no market for the materials we process then the business economics don't work. I have been working diligently to keep my eye on building that part of our business too: lining up manufacturers who have an appetite to work with the throughput of our process. Building a strong economic ecosystem where C&D handlers implement our process to divert waste from landfill, remove harmful toxins, and have a sellable, low-carbon byproduct for reuse in the manufacture of new building products like insulation or concrete, or new packaging materials, or even clean fill or biofuels means adoption will be more widespread.*

**Where are the biggest opportunities?**

*Our biggest opportunities are actually coming out of the Covid-19 pandemic and the desire to rebuild the economy with a more sustainable bandwidth. With the enormous and sudden shift of waste streams, from commercial to residential, recycling markets have come into the spotlight to expose the vulnerabilities of our unsustainable waste infrastructure. Agencies like the DOE for instance, are now really considering two things: how to develop new low-carbon processes to handle waste, and how to develop more biobased or regenerative materials moving into the future. These conversations can, and should, jump silos to where C&D recyclers are sitting with material manufacturers about potential partnerships and collaborative agreements that end our dependence on landfills. C&D recyclers really have the opportunity to drive innovation in both segments. Proving the viability for reuse of many of these materials will be paramount, especially since C&D waste will be growing at least 13% year over year.*

**How long have you been a member of CDRA?**

*I joined CDRA in 2019 as my own entity but was a relatively inactive Corporate member from 2015-2017.*

**What inspired you to join CDRA?**

*I've known Bill Turley for years through the Construction Specifications Institute and USGBC. His work has been foundational to the development of C&D industry. Until 2018, my focus was not solely on waste management, in fact it was pretty much on everything but that. Having deep experience on the material side of the house, but not as much on the recycling side, meant I needed to get up to speed and I knew CDRA was the place for me.*

**What do you find most rewarding about working in this industry?**

*What I find rewarding about this industry, in particular, is the willingness to embrace innovation and drive solutions.*

**What challenges have you faced over the years and how have you overcome them?**

*Balance has always been my biggest challenge. As a business owner, wife and mother, the struggle is real. I've had to make a conscience effort to turn off the work at the end of the day and turn my focus on family and self. It is easy to fall into the trap of work being our identity—I was there for decades. But at the end of the day we have ourselves and our families, unconditionally, and recognizing that as a priority has made the difference in my happiness and productivity overall.*

**What's something about you (a fun fact) that not many people know?**

*Two interesting things:*

*Something many people don't know is that I was born in Panama. I am a naturalized U.S. citizen, having been born in the (former) Canal Zone. My parents lived there for years, as did I until the age of 2 when we moved back to the states permanently. Here is a picture of me with the flag during a visit to the Presidential Palace in 2010.*

*Something else I am passionate about is attending concerts, primarily rock music. It is a family pastime I guess. Every year we generally attend 15-20 concerts, as well as attend a few music festivals. I've seen the band KISS at least five times and have met them a few as well.*

**How do you think the industry is changing and what trends do you see coming up on the horizon?**

*The industry will change to be more circular and resilient—it has to. We are running out of space for our trash, and consumers are demanding more sustainable practices for our waste. In fact, the change is happening now. The trend I see on coming on the horizon is more investment being made into environmental infrastructure, i.e. waste management and recycling, and manufacturers being compelled to accept post-consumer recycled materials for reuse in their products. Greater producer responsibility in construction products is coming, we are already seeing it happen in Europe. Adoption of plant-based, biobased materials that are regenerative is also coming. All of this will change how we dispose of waste lending itself to greater recycling demands.*

**What advice would you give to someone interested in this industry?**

*Listen and learn. The needs of one region are not the same as those of another. If you want to get into C&D recycling, it is helpful to understand the end use markets too.*

**Best piece of business advice you've gotten or learned over the years?**

*Don't fall in love with your idea, because it will change, just like it a lot.*

Would you like to have your company in a spotlight like this? Contact CDRA Executive Director William Turley at [turley@cdrecycling.org](mailto:turley@cdrecycling.org); 630-585-7530.

## Let People Know More About Your Company!

One great member benefit for joining the CDRA is a listing on the CDRA's *Find A Recycler* page. This heavily trafficked area lets people find reputable recyclers, CDRA's members, throughout North America. We have added a feature that allows a member company to provide more information on what materials their company accepts and markets. It is easy to update your company's listing on our website - just click the button below, login to your CDRA profile and click on "Update your company's information" within the Member's Area.

[Update Your Profile](#)

## Demolition New Orleans | March 4-7, 2021

Join NDA and your peers in the demolition industry for three days of networking and education at our Annual Convention and Expo!

Demolition New Orleans will feature in-depth education sessions and the favorite 15-minute "Fast and Furious" presentations; opportunities to network with your peers and industry vendors; and the return of the Live DEMOLITION Event. Use Demolition New Orleans to gain the knowledge and industry updates you need to advance and strengthen your business.

Learn more here: <https://demolitionassociation.com/convention>

## US Industry News

Federal agencies will now collaborate and coordinate research on PFAs:

[EPA, Federal Family, and the National Academies Collaborate on Public Workshop to Review Federal Research on PFAS](#)

An opinion piece on landfill mining from long-time industry veteran Doug Logan. Landfills have been mined for C&D materials:

[Landfill mining may still be new, but it has a lot to offer](#)

A leading indicator of construction activity is AIA's billings report. Still down, but not as bad as it was:

[AIA: Billings Remain Down but Stable in June](#)

Nonresidential construction spending only dipped slightly in June, and was up from the previous year, according to ABC's economist Anirban Basu:

[Nonresidential Construction Spending Falls Slightly in June, Says ABC](#)

## Submit Newsletter Content

Do you have industry content to be considered for CDRA's monthly e-Newsletter? We encourage you to submit ideas as often as you have them. Although not every news item is shared, we will review each submission based on our audience's interests and information needs.

Thank you!

[Submit Your News Item](#)

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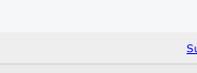
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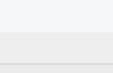


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