

CDRA Releases Calculator to Determine Recycling Facilities' Benefits

Online tool allows user to show their operation's environmental impact.

The C&D Recycling Association has released a new tool that allows recycling facilities to calculate the environmental benefits their facilities provide to society and the local community. Thanks to the CDRA Legislative Committee, chaired by Brock Hill, Premier Recycle, the calculator allows users to input the number of tons their facility recovers every day, week, month or year, and they can see how that translates into the following values:

- **Tons of CO2 saved per ton of recycled item** — Includes all greenhouse gases that are saved by recycling a ton of this material.
- **Bulbs Saved** - The annual energy from this many standard 60-watt incandescent light bulbs is saved by recycling a ton of this material.
- **Gallons of Gas Saved** - The equivalent amount of energy in this number of gallons of gasoline is saved by recycling a ton of this material.
- **Vehicles Saved** - Recycling this material per ton equates to removing the greenhouse gas emissions of this many vehicles.
- **Home Electricity** - Recycling a ton of this material saves enough energy to power this many houses annually.

This calculator puts it in terms that anyone can understand what are the environmental benefits of the C&D recycling industry, down to the individual plant level, and will enhance the image of our industry.

The tool is available to CDRA members at www.cdrecycling.org. For questions about the calculator, or how to best utilize and its findings, please contact William Turley at turley@cdrecycling.org; 630-258-9047.

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](#)

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. 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:



Alana Parker

Owner/President

Rocket City Drywall & Supply, Inc.

Huntsville, AL



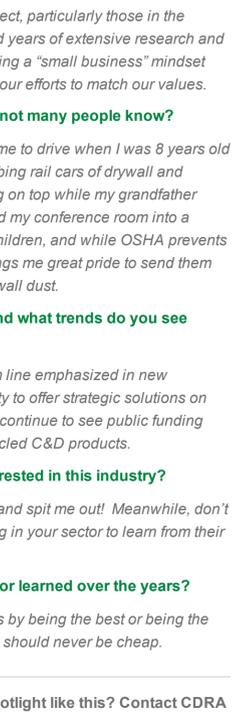
What materials do you recycle? Can you describe the volume and types of incoming materials you process?

We plan to recycle gypsum waste from residential and commercial new construction. We have partnered with a European based company to build a "micro" plant that will enable us to divert 10k tons of gypsum waste from our regional landfills. We are in the final funding stage of development and hope to be in operation by late 2021.



How did you get started in the business?

My grandfather started our drywall distribution company, Rocket City Drywall & Supply in 1985 – the same year I was born! I took over his business at the pinnacle of the recession and was dismayed by the unsustainable economic practices of my industry. I have spent the last decade researching companies with optimal value practices and innovation within the construction industry and beyond, ultimately leading me to admire those that immerse sustainable environmental goals with circular economic theory. When I discovered that there were no gypsum recycling solutions in my region (and very few in the US) I knew this was an area that I could use my industry expertise to fill a niche demand.



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

Extracting clean waste from construction sites is the largest challenge, as most projects comingle their waste. Fragmentation in the industry also limits communication and strategic planning for environmental solutions on lower tiered and lower valued contracts.

Where are the biggest opportunities?

We believe that great opportunity lies in approaching our sector comprehensively as a turnkey operation. Instead of building new systems for project implementation, we want to streamline existing systems to enable better collaboration, engagement, and efficiency. My goal is to one day offer general contractors and their clients a single source for consulting, contract management, distribution, and recycling to meet environmental goals on interior contracts.

How long have you been a member of CDRA?

Much longer than I have been involved in recycling! A few years?

What inspired you to join CDRA?

I learned a valuable lesson early in my career as a young business owner – the experience, knowledge and collaborative support of others is the biggest asset I can seek. I joined CDRA because I wanted to learn from the experts in the industry.

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

I have found the industry to be incredibly supportive and selfless in their willingness to support my vision. While many industries are plagued by mistrust and trade secrets, I have found our industry to be motivated by a higher purpose and greater good.

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

Many people have doubted the value in this project, particularly those in the distribution sector. It is a bold vision that required years of extensive research and public/private collaboration to develop. Maintaining a "small business" mindset has enabled us to remain focused and prioritize our efforts to match our values.

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

I still have the forklift that my grandfather taught me to drive when I was 8 years old (pictured). My favorite childhood game was climbing rail cars of drywall and pulling off the tarps, climbing the stack and riding on top while my grandfather unloaded them. In response to Covid, I converted my conference room into a virtual classroom for mine and my employees' children, and while OSHA prevents them from having as much fun as I did, it still brings me great pride to send them home each day covered in hydraulic oil and drywall dust.

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

I believe we will continue to see the triple bottom line emphasized in new construction goals, offering significant opportunity to offer strategic solutions on new construction projects. I also believe we will continue to see public funding allocated to the research of end markets for recycled C&D products.

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

Ask me in ten years when it has chewed me up and spit me out! Meanwhile, don't hesitate to reach out to someone already working in your sector to learn from their experience (good and bad).

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

My grandfather taught me that you earn business by being the best or being the cheapest. My grandmother taught me that a lady should never be cheap.

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

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

The U.S. EPA is seeking comment on its proposed recycling goals, something CDRA has been active in and monitoring for a while. We will be submitting more comments, but if you would like to check it out and perhaps provide your own perspectives, go to:

<https://www.epa.gov/americarecycles/us-national-recycling-goals>

Interesting article interviewing outgoing NYC sanitation commissioner:

[New York sanitation commissioner warns against 'devisating' budget cuts ahead of resignation](#)

Could see this dumping problem happen in more cities under current conditions:

[San Jose admits it can't keep up with mounting piles of trash, illegal dumping](#)

If you think the C&D recycling rate in the U.S. could be higher, just check this out:

[India recycles only 1% of construction and demolition waste, study finds](#)

Those who attended our 2019 Annual Meeting in Brooklyn will certainly remember the presentation given by the Sheehan sisters. Here is an article about their company in the UK:

[Sheehan Group achieve recycled aggregate milestone](#)



2021 C&D WORLD
Conference & Exhibition

AT&T Conference Center Austin, TX
March 21-23, 2021

Registration Opening Soon

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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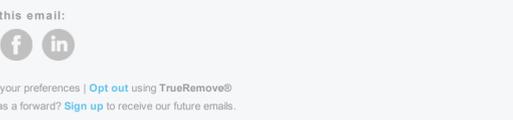
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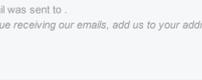
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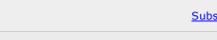
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