

# ISRI Convention Notes

## April 2015

*Compiled by Crawford Carpenter*

### SAFETY AND OPERATIONS COMMITTEE

Circle of safety excellence: safety is a core value of ISRI. The goal is to create a smart, effective program. The benefits are to share data and benchmarking, with sharing best practices and networking with those companies committed to safety.

Ten most OSHA-cited items in order of importance in our industry:

- powered industrial trucks (lack of forklift training is the biggest citation)
- machine guarding
- lead
- LOTO
- OSHA General Duty
- guarding floor and wall openings and holes
- wiring methods, components and equipment
- general electrical requirements
- hazard communication
- occupational noise exposure

In addition to the above areas, the handling of rail cars and confined space is on OSHA's radar screen. A lot of seat belt violations and cell phone usage while driving. Drivers are not being held accountable. Your CSA scores are public knowledge. A competitor could use your high CSA scores against you.

For more information, go to the OSHA safety WEBSITE to get the training guidelines for Safety Data Sheets (SDS).

**October 2013 - September 2014, OSHA issued almost \$1,000,000 in fines!**

**ISEC June 2 - 4** in New Orleans: highlights will be economics of safety...appliance recycling, relationship between leadership and your safety outcomes, best practices, dust control.

### SPOTLIGHT ON PAPER

With the MSW recovery rate is now at 34.5%, the sustainability movement has led to source reduction and changing attitudes leading to more diverse material going into the "so-called" waste stream.

Growth on the world market is soft. China's outlook is projecting to be down by 7%. China does not have plans to build any new mills at this time. With printing and writing grades on the decline, they are recovering more and more of their own internal fiber. China is relying less on imported paper. The "greening" of the globe has resulted in less paper produced.

In general:

- Involuntary generation could cause the price to stay low and make it difficult for the cost of production to cover the sales price of the product.
- The OCC outlook is good.

- Mixed paper can fall into the oversupply mode very quickly...this will be the problem grade going forward for generators of this grade.
- There is over capacity of Newsprint mills, but the price of QUALITY ONP could go up since it could become in tight supply.
- ONP content in #8 is down to about 67%!
- DE-INKING High Grades: most demand is in tissue mills...the issue is that the cost of virgin material is becoming lower than recycled fiber.
- SOP is at the bottom of the price spectrum (\$130) since 2010.
- Only 46% of MSW material is traditional recyclable FIBER.

## **MATERIALS THEFT TASK FORCE**

The electronic reporting to governmental entities of scale activity could be coming to paper due to theft in metals. It's a major issue with metals and many state legislatures are pushing for electronic metals reporting to catch the "thieves." **There have been attempts to also include paper in the reporting! Buyers should be "on the lookout."**

## **PLASTICS DIVISION**

Specification on certain grades have been presented. Currently there are exploration efforts for more grades to be included in the specifications effort.

Grades like auto bumpers, lights, gas tanks, etc. are being looked at to be included in the grade specifications. Shredder operators have a desire to reclaim auto plastics rather than the material going to the land field.

### **Plastics global market is almost a \$1 billion industry!**

Membership: discussed providing extended service to existing members as a stepping stone to reaching out to other plastic recyclers.

## **TIRE & RUBBER DIVISION**

Bills relative to crum rubber used in synthetic turf are causing concern. Science is on the side of the tire industry.

The tire fiber market study was very useful and will assist the tire members.

## **RECYCLING RESEARCH FOUNDATION (RRF)**

- Reviewed the Veteran's Stipend and reached out to the ISRI communications department for additional assistance
- Annual silent auction: it's off to a great start. The goal is to raise \$20,000. Five chapters of ISRI stepped up and donated items.
- RRF has awarded almost \$1,000,000 in scholarships to deserving young adults.
- RRF is looking to expand its reach for scholarships in the legislative and recycling arenas.

## **CONVENTION COMMITTEE**

- Lower attendance at this function. The far location in Canada could be a potential factor on this.
- Attendees from 30 countries were attending the convention
- Possible sites for upcoming events are:

- 2016 Las Vegas
- 2017 New Orleans
- 2018 Las Vegas
- 2019 Miami?
- 2020 Las Vegas
- 2021 San Diego

## EDUCATION & TRAINING COMMITTEE

Austin plant manager's training course has 10 registrants. 20 more are needed. The plan is to start off with how to buy and sell material.

After this it will be:

- Accounting
- Environmental Laws
- Maintenance
- Transportation
- Human Resources
- Safety Overview (June 2 - 5)

Operations forum: members believed it needs to be revamped. September 30 - October 2 the forum is to focus on shredders.

A suggestion was made to have a program regarding how to reduce costs and surviving in tough markets.

## MEMBERSHIP COMMITTEE

- Membership is at 1360 companies.
- 70 new members

Chapter Membership Chair Template consists of:

- benefits
- tiers/types of membership
- the template walks through the application process

## GOVERNMENT RELATIONS COMMITTEE

- State update: seeking positive stories regarding our industry and state officials.
- Electronic reporting is coming. ISRI has to determine do they support the concept, but be in a position to alter/influence whatever legislation comes forward.
- Grassroots advocacy training has been completed. These individuals will be assisting ISRI in representing our industry in Congress.
- Metal theft legislation could be a threat again as an amendment to existing legislation lurks in the Senate.
- Transportation: the port contract is out for ratification...the Los Angeles and Oakland ports shut down for the union members to vote for two days.
- Definition of Solid Waste: Factory generation of material (DC's) is exempt. "Our material is a commodity and not waste."

## GENERAL SESSION SPEAKER: STAN SLAP "managing in tough times"

Common "rules of thumb" when tough economic times threaten your business:

- Beware of blaming others and situations out of your control.
  - What's most important is what are you doing about bad situations?
- “The economy is in ruins!!!”
  - Good management will defeat a bad economy.
- “The competition is killing us.”
  - Do what you do best and this statement will not be an issue.
- Do more with fewer people.
  - A strategy has to be implemented well; not just “planned” well.
  - Owners and managers have to inspire employees who will implement a program.
- Understand the culture of your company.
  - Managers are the topics of stories that you, the manager, will never hear.
  - The employees have figured out the rules of survival in working with you, so therefore the manager is not part of the employee culture!
  - The manager is the chief.
  - A culture develops when beliefs are repeated and repeated and repeated again.
  - Once you understand the culture you will find that its goal is to sustain itself.
  - The culture can break a management plan: culture is an organism. It protects itself rather than the company...
  - A good manager will explain what is happening now and explain why there is a shift in strategy.
  - It's all about what an employee is willing to give to a company.
- As a manager, you should want your company to be a BRAND! This achieves sustainability for the company
  - Brand is about faith in something.
  - Selling (takes) and service (gives). These two are different things.
- Successful companies are known for how you sell your product by engaging in:
  - spectacular acts
  - signature acts
  - sustainable acts
- A key word for employees is “willingness.” They should have a “willingness” to engage with the company direction.
- A key word for customers is recognition of your company.
  - Advertising will not get it...it makes promises that might not be fulfilled.
  - The Brand name in front of a customer means you will take care of them.
  - The good deeds for a customer will sell your company! Companies that become brands are known by one word...PASSION! You have to have passion for your company before your customer will have passion towards your company.
- LOOKING FORWARD
  - stay on solution side
  - whining is not a strategy
  - stay away from losers
  - you are not a victim
  - raise the bar
  - don't plan strategies like bad Kung Fu films

- Look backwards...and note that bad times will not last and how you stood up to bad times should last as a lesson going forward.

What recommendation to give to any manager...for yourself, your family, your people, for your customers? Be human first and a manager second.

## LEAD YOUR TEAM TO GREATER PRODUCTIVITY

(Laurie Ann Murabito)

- Good leadership can be a curse since working for a bad leader can cause a good employee to leave.
- Leadership sets the tone.
- Culture trumps everything.
- Leadership is failing since 63% of our work force is not engaged.
- We need to get ready for Generation Y (Millennials)
  - Generation Y work different from most of us
  - By 2020 they will be 50% of our work force
  - Generation Y's want friends, they are in communication constantly, and they want to be engaged.
- Healthy organizations are rented, and we earn them every day.
- People want: focus, growth, to be inclusive, expectations, recognition, relationships, and proper resources.
- When leadership changes, then the culture can change.
- One bad egg can ruin an omelet!
- Work should be fun and inspiring.
- Mentor and teach new skills.
- The Generation Y's need time to volunteer.
- "Goal streaks" is an app for getting things done (set up five questions to ask yourself to assist in getting things done).

## MANAGING DIFFICULT EMPLOYEE BEHAVIOR

(Dian Anderson)

- Be careful with giving good employees more work while the laggard slides along.
- Discipline: attendance, conduct and performance.
- Focus on those and you can be effective with discipline. Stay away from other areas since they can become land mines.
  - Do not be silent when managing employees.
- **SMARTER**
  - Be Specific about what you are referring to**
  - Measurable...be able to measure**
  - Agreement...there must be agreement as to when the problem will be fixed**
  - Realistic expectations**
  - Time frame to be established as to when you will follow up**
  - Enthusiastic: you must be enthusiastic at the results of the change**
  - Record...what is right and wrong with employee performance**
- Micromanage "a go getter" and ugly behavior comes out.
- **GENERATIONS**
  - Traditionalist 1900 - 1945...loyal, work ethic, patriotic
  - Baby Boomers 1946 - 1964...question authority, more educated, like the corner office

- Gen X 1965 - 1980...cynical kids
- Gen Y (Millennials) 1981 - 2000...live their life, they will be running our companies in 2020...
- Managers must adjust to the different generations to be a success!!!

## COMMUNICATION IS THE KEY...TRANSFERRING YOUR VISION TO THE TEAM

(Dian Anderson)

- Vision statement is where you are going...it's your road map.
- You should brainstorm ideas of who you are.
- A vision statement should be "**MISTICAL**"
  - M...memorable**
  - I...inspirational**
  - S...simple and short**
  - T...task specific**
  - I...ideal**
  - C...clear and concise**
  - A...all inclusive**
  - L...lauded**

**YOU DON'T BUILD A COMPANY...**

**YOU BUILD PEOPLE WHO WILL IN TURN BUILD THE BUSINESS!!!**

## SPOTLIGHT ON THE ECONOMY

- Opportunities in today's market: now is the time to grab market share of heavily leveraged companies.
- Growth had been declining in China and Japan.
- Now is the time to acquire market share of most commodities.
- Prices rise in times like this due to demand creation and supply destruction.
- China's activity may be picking up in the next three years.
- A hard landing for China would be 4 - 5% growth!
- An Iran war would skyrocket oil pricing and lead to a strong dollar!