

Gold Metal Recyclers

April 2010

Highlights

- Message from Kenny and Neil
- Earth Day Trivia
- Gold Metal Recyclers Contributes to Earth Day
- Metal Recyclers, the 'Heroes' of Greenhouse Gas Emissions
- Meet a Few Members of our Family

Message from Kenny and Neil

This month marks a special time in history for all of us at Gold Metal. Forty years ago, peace activists created what is now known across the world as Earth Day. Each year, we take time to recognize the significant role we play in protecting our environment. Gold Metal contributes every day by reducing, reusing and recycling materials. This newsletter pays special tribute to the positive effects that the scrap metal recycling industry has on our environment. Without us, there would be more pollution and greenhouse gases, increased energy use, and dramatically faster depletion of our virgin natural resources. The world would be headed in a dangerous direction.

Join Gold Metal in celebrating the 40th Anniversary of Earth Day this month. Encourage your communities to participate in volunteer projects and recycling initiatives. You may find several opportunities to become involved online or by contacting your local environmental and recycling centers.

We are ultimately responsible for protecting the earth for future generations to come.

After all, ***the world is in our hands.***

Kenny and Neil



Gold Metal Recyclers

Building a Greener Tomorrow 

GMR GROUP

Spectrum Metal Recycling

308 Hughes Street
Houston, Texas 77023
Phone: 713-923-4888

Gold Auto Parts Recyclers

3301 South Lamar Street
Dallas, Texas 75215
Phone: 214-941-1531

Liberty Recycling

4100 East Hwy. 90
Liberty, Texas 77575
Phone: 936-336-4152

Homestead Metals

235 FM 371 (Walnut Bend Rd.)
Gainesville, Texas 76240
Phone: 940-668-0391

Lone Star Metals

1401 East Stella
Fort Worth, Texas 76104
Phone: 817-534-7161

National Metal Recycling

3906 4th Street, NW
Albuquerque, NM 87107
Phone: 505-344-1777

DFW Aluminum Can Bank

Various Locations
Please call our office for more information

Earth Day Trivia

The 40th Anniversary of Earth Day will be celebrated this year on April 22nd. What began in America in 1970 as a day to promote environmental awareness has become a year-round global campaign to protect and conserve the earth and its resources.

Earth Day 2010



Earth Day History and Statistics

- San Francisco, California made the first proclamation of Earth Day
- First suggested by peace activist John McConnell to be held on March 21st, the day of the March equinox
- Later suggested by Senator Gaylord Nelson to be celebrated on April 22nd
- World Environment Day is also held on June 6th
- 20 million people celebrated the first Earth Day in 1970
- 200 million people celebrated Earth Day in 1990
- 500 million people celebrated Earth Day in 2000
- 180 plus countries worldwide celebrate a designated Earth Day
- 111.2 million vehicles were on the road in the U.S. in 1970
- 247.4 million vehicles were on the road in the U.S. in 2005
- 20 cars are needed to emit the same amount of greenhouse gas emissions as one pre-1970 model
- 75 % increase in greenhouse gas emissions for 1970 to 2004
- 100 million plastic bags are thrown away annually in the U.S.
- 0 plastic bags are currently available at Whole Foods

How much do you really know about conservation? Take this quiz and find out.

1. On average, what is the approximate daily home water use for each person in the U.S.?
A. 25 gallons C. 100 gallons
B. 50 gallons D. 200 gallons

Answer: B, 50 gallons

**The U.S. consumes water at twice the rate of other industrialized Nations.

2. On average, what percentage of household water is used outdoors for watering lawns and gardens?
A. 10-30 percent C. 50-70 percent
B. 30-50 percent D. 70-90 percent

Answer: C, 50-70 percent

**To save water, experts say not to water at the hottest times of the day.

Earth Day Trivia, continued...

3. Which of the following is NOT a renewable resource?
- A. Ethanol
 - B. Natural Gas
 - C. Hydrogen
 - D. Methanol

Answer: B, Natural Gas

** Natural gas is a type of fossil fuel and is a nonrenewable resource; once it is used, it can't easily be replenished.

4. What substance is released into the atmosphere when solid waste, fossil fuels and wood products are burned?
- A. Hydrogen peroxide
 - B. Sodium chloride
 - C. Carbon dioxide
 - D. Calcium sulfate

Answer: C, Carbon dioxide

**According to the EPA, the U.S. pumps more carbon dioxide in to the atmosphere than any other country in the world. Each U.S. resident contributes about 22 tons of carbon dioxide emissions per year, whereas the world average per capita is about 6 tons.

5. Which of the following U.S. government environmental acts was a result of the first Earth Day demonstrations?
- A. Endangered Species Act
 - B. Clean Water Act
 - C. Clean Air Act
 - D. All of the above

Answer: D, All of the above

**The First Earth Day in 1970 also led to the creation of the United States Environmental Protection Agency (EPA).



Gold Metal conserves the above metals by processing and shipping reusable material to mills and smelters everyday.

Gold Metal Recyclers Contributes to Earth Day

Everyday, Gold Metal purchases, processes and sells hundreds of thousands of pounds of material, while keeping them out of landfills. Standing as **the largest privately owned metals recycling company in this area of the country**, Gold Metal prides itself on giving back to the community by ensuring that we are all accountable for taking care of our environment.

Gold Metal annually recycles 300 million pounds of nonferrous metals (such as aluminum, copper, and brass) and **200 million pounds of ferrous metals** (steel). Gold Metal keeps these materials out of landfills and saves energy costs by reusing these materials in manufacturing. The scrap recycling industry **annually transforms more than 150 million tons of obsolete materials** from consumers, businesses and manufacturers into useful new materials.

Recycling reduces a range of pollutants from entering the air and water. By decreasing the need to extract and process new raw materials from the earth, recycling can eliminate the pollution associated with the initial stages of a product's development; material extraction, refining and processing. These activities pollute the air, land and water with toxic materials. Additionally, recycling reduces greenhouse gas emissions and significantly helps prevent global climate change.

Gold Metal takes an active role in teaching our community the importance of recycling. It is our responsibility as earth friendly activists to encourage the celebration of an extremely significant day. Scrap recyclers were, after all, the "original recyclers."



Gold Metal makes a difference!

- **Scrap accounts for 40%** of the world's raw material needs.
 - **2 out of 3 lbs. of steel** made in the U.S. are manufactured using ferrous scrap.
 - **60% of the metals and alloys** produced in the U.S. are made from nonferrous scrap.
 - **Recycling one ton of steel** conserves 2,500 lbs. of iron ore, 1,400 lbs. of coal, and 120 lbs. of limestone
 - **33% of the U.S. aluminum supply** comes from recycled materials.
 - **Recycling 1 ton of aluminum** conserves up to 8 tons of bauxite ore and 14 megawatt hours of electricity.
 - **Energy saved** using recycled materials vs. virgin ore may be up to:
 - 95% for aluminum
 - 85% for copper
 - 80% for plastic
 - 74% for iron and steel
 - 64% for paper
-

Metal Recyclers, the ‘Heroes’ of Greenhouse Gas Emissions

Over the years, the metals recycling industry has been praised for its contribution to the environment. As Lord Nicholas Stern of the Bureau of International Recycling stated, “If the airline industry is the villain, then you are comparably the heroes. The contribution you make is enormous.” Stern highlighted the importance of industry in general in the race to reduce emissions. He encouraged delegates to seize the opportunities that their contribution provides. “If the airlines were doing anything like you are, they would be talking about it,” he said. “What the metals recycling industry saves in greenhouse gas emissions is about two-thirds of what the airline industry contributes,” Stern told delegates in an overview of the economic impact of global climate change.

Stern, previously the head of The U.K. Government Economic Service, serves as professor of economics and government at The London School of Economics and is the author of The Stern Review on the Economics of Climate Change, one of the most influential studies into the effects of climate change.

Provided by American Metal Market LLC.

Meet a Few Members of Our Family

Laura Myers joined the Gold Metal team in 2005 to oversee the safety program, OSHA compliance and environmental compliance. Over the years, Laura has added numerous functions to her role: inventory reconciliation, assistance with accounts receivable, and supervision of cashiers. Additionally, Laura helps with ROM (internal program) implementation and training for Gold Metal affiliates. Laura says she really enjoys working at Gold Metal. She says, “It is nice to work for a company where the owners work side by side with you every day and frequently acknowledge their thanks and appreciation for your hard work. Ken and Neil make it easy to look forward to coming into work each day, because they see us as part of their family, not just as employees.”

Being the head of our environmental department at Gold Metal, Laura believes that “recycling is vital to keep our environment healthy and should be everyone’s responsibility to take action. Gold Metal knows the importance of this responsibility and takes it very seriously. Gold Metal is a leader in the recycling movement and demonstrates this by encouraging the public to recycle through community outreach programs.” Everyone at Gold Metal thanks Laura for representing the company with the utmost professionalism and enthusiasm for moving the company in the right direction.



Meet a Few Members of Our Family, Continued...

Running a scrap yard with more than one hundred loads being shipped and received everyday can seem challenging. The operation of organizing and grading the material coming into and out of Gold Metal is one of the most important tasks. Gold Metal has five yard supervisors who oversee the separation, grading and loading of all materials. These men work around the clock to make sure customers are taken care of in a timely manner and that all material is handled appropriately. Everyone at Gold Metal truly appreciates all that they do for us on a daily basis. They are each extremely dedicated and valuable employees.

Agustin Gonzalez (Gutty) has been with Gold Metal since 1994. His initial years included keeping the yard clean, working on balers and driving forklifts. After much effort and hard work, Agustin says Kenny and Neil provided him with the opportunity to be a supervisor, overseeing the aluminum yard. Agustin says everyone is "like one big family at Gold Metal – everyone looks out for one another and understands that we're all here to accomplish one goal. Kenny and Neil fully support their employees and view them as family." Agustin thanks them for the opportunity he has been given and for the confidence they instill in him.

Miguel Maldonado (Pee Wee) joined the team in August of 1995 and immediately began torching, sweeping and eventually driving forklifts. Today, Pee Wee oversees the entire stainless and alloys division of the yard. You will often see him walking around with the portable inofox analyzer "gun" in one hand and a piece of titanium in the other. Stainless is his specialty, but as a whole he helps manage the yard with all supervisors. Pee Wee says that the treatment he receives at Gold Metal is different from any other company. "They allow me to be independent and work hard, and they reward me for my hard work. I hope to one day retire from Gold Metal."



Agustin "Gutty" Gonzalez



Miguel "Pee Wee" Maldonado

Meet a Few Members of Our Family, Continued...

Rafael Maldonado (Rafa) began working at Gold Metal in December of 1993. After many years, both in the yard and driving trucks, Rafa was promoted to yard supervisor. He says he enjoys his time at Gold Metal, because he comes to work everyday with his family and feels comfortable in his role. Rafa makes it a priority to ensure that all customers are taken care of as quickly as possible. Additionally, he works with all of the supervisors and Kenny and Neil to accurately load and unload the trucks and guide other employees to properly handle the material.

Juan Reynaldo Martinez (Rey) joined the Gold Metal team in 2000. His first duties included sorting aluminum cans and then driving forklifts. After a few years, Rey was also named yard supervisor. His specific oversight and specialty is the copper and brass inventory. Rey says that Gold Metal has always treated him like family. "You work hard and they help you succeed. They help their employees and reward people for their hard work and loyalty."

Humberto Maldonado has been an employee of Gold Metal since 1988. The past twenty-two years have allowed Humberto the opportunity to gain knowledge and expertise of managing a scrap yard. He currently serves as forklift operator and supervisor alongside the four previously listed men. He directs other employees and oversees the sorting of material and loading of shipments. Humberto believes that Gold Metal is different from other recycling companies in that the company is run by the owners themselves, and Kenny and Neil are present at all times. "They are aware of all operations and are very involved with every aspect of the company." He also states that "80% of our customers come to Gold Metal because of the competitive prices, early hours of operation, and superior customer service."



***Pictured above:
Humberto
Maldonado
From left to right:
Rafael "Rafa"
Maldonado, Juan
Reynaldo "Rey"
Martinez***

Email Lindsay@goldmetal.com with anything you would like to see in upcoming issues. Please visit our website at www.goldmetal.com to learn more about us!



4305 South Lamar Street
Dallas, Texas 75215
T: 214-421-0247
