

Gold Metal Recyclers

October 2009

Highlights

- Message from Kenny and Neil
- City of Dallas Councilwoman, Carolyn Davis
- The City of Dallas: Building a Greener City
- Recycling at Home
- Meet our Partner, Read Langford
- Meet a Couple Members of our Family

Message from Kenny and Neil

This month we have reached out to our own City of Dallas council people and Recycling partners. Through our joint efforts, we can make the city of Dallas a safer and cleaner place to live. The City is involved in many projects throughout the Dallas area, from educating others about the importance of recycling to partnering with public and private companies for recycling initiatives. Councilwoman Carolyn Davis visited us at Gold Metal to talk about educating South Dallas about recycling.

Additionally, we have included suggestions for recycling within your home. It is amazing when you realize how many items are recyclable in one person's home. You can benefit in numerous ways by helping this cause. Every single individual can make a contribution toward a cleaner, greener world.

Kenny and Neil

City of Dallas Councilwoman, Carolyn Davis

Councilwoman Carolyn Davis stopped by Gold Metal this month to meet with us about the current recycling projects on the table for the South Dallas community. She is very excited about the blue recycling bins hitting every household by March 2010. She is currently working on educating her district on the importance of separating waste from recyclable goods. Ms. Davis grew up in South Dallas and feels very passionate about keeping it clean.

Ms. Davis has had a great relationship with Gold Metal Recyclers for a number of years now and appreciates the partnership she has with Neil and Kenny. She feels that "Gold Metal is essential to our community and earth—they are a recycling company and we shouldn't take that for granted."



The City of Dallas: Building a Greener City

Sheila Overton, Manager of Recycling Services for the City of Dallas, oversees all of the recycling programs and initiatives to which the city currently contributes. Outlined below are a few projects designed to educate, motivate, and promote recycling.

The City is working to educate residents about separating their trash from items that can be recycled. The ***Too Good to Throw Away Program*** offers several convenient features such as single stream recycling. All recyclable items can go into this one blue bin, and the City's Sanitation Services will collect them on the scheduled dates. The program offers 96 gallon bins, allowing residents plenty of room to recycle. They plan to have the program established city wide by March 2010. Recyclable goods can include glass, plastics, metals and paper products. Non-recyclable items for the blue bins include food waste, electronics and yard waste. This is a great process to motivate all residents in Dallas to help maintain a clean environment by learning a few simple recycling procedures.

The City has also instituted the ***Multi-Family Too Good to Throw Away Program***. Placed at different locations throughout Dallas are the large sized blue bins, with a different company sponsoring each bin. Every time the recyclable material from each bin is sold, a percentage of the profit is given to the non-profit organization who sponsors that particular bin. Sheila says she finds this to be a great way to get families involved in the recycling process, as "many people feel joy contributing to one of their favorite causes."



Additionally, the City encourages recycling electronics. They established four **Stop, Drop & Go** locations for electronics in January 2009 with plans to keep them open through the digital conversion. Due to the need for continuance, in July, four manufacturers offered to pay for the processing through the end of the year. As of September 2009, the City has recycled more than 321,493 pounds of electronics at these locations. Dallas also continues to offer residents quarterly collection events for electronics, white goods, tires, lead batteries, etc. This program, called **Recycling Roundups**, invites people from all over the metroplex to participate. Roundups have diverted an additional 500,930 pounds of hard to recycle items from the landfill and provided public awareness and education to 4,191 participants. The total volume for all electronics recycled this last year, through these two programs, is 512,567 pounds.

Gold Metal Recyclers thanks the City of Dallas for their continual efforts to keep our communities safe, clean, and eco-friendly. With more educational and inspiring messages, all residents of Dallas will one day view recycling as a vital and necessary element to our city's future.

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

Recycling at Home

The key to a successful home recycling program is the storage bin setup. Once you learn which materials are recyclable, set up a corresponding storage bin system. It might be a good idea to place several recycling bins throughout different rooms in your house, since it's not likely to sort through the trash later. Once your system is set up, recycling is easy!

The value of recyclables is driven by market demand. As consumers, we must choose products with recycled content and packaged in recycled materials, so that the materials we recycle are put to use, and markets are sustained. These products can typically be made with recycled content:

Packaging: Cereal and cake mix boxes, bottles containing liquid laundry detergent, shampoos and household cleaners

Metal Products: kitchen appliances, aluminum cans, aluminum foil

Paper Products: Toilet paper, napkins, greeting cards

Plastic products: Storage organizers, patio furniture, playground equipment

Clothing and accessories: Tennis shoes, hiking boots

Home Maintenance: Carpeting, door mats, insulation, gutters, siding and flooring

Meet our Partner, Read Langford

The GMR Group wouldn't be where it is today without the strong Houston, Texas influence of Spectrum Metals. Along with Kenny and Neil, Read Langford started this company back in 1996. Read's journey began back in Dallas with his introduction to the metal recycling business at Gold Metal.

Read joined the Gold Metal team in 1987 after working for a Dallas bank for a number of years. As he states, "Ken and Neil offered me a job working in boots and jeans for more money. The rest, as they say, is history!" Read recalls working with good friends, who in turn, became his family. He learned a great deal from Kenny and Neil, and especially, Bob Goldberg. Read reminisced on stories about those days at GMR. "Gold Metal was much different in those days. Ken, Neil, Joe Brown and I often had lunch in the office along with a "Pacman" tournament on an arcade machine that sat in the corner of the office....always watching the window hoping for the next customer to drive in. I really enjoyed after hours just sitting around in conversation and learning from each of them. I miss that and the great people (both in the office and out in the yard) the most. In a very difficult personal time, they became my family."

Read moved back to his hometown of Houston, Texas in 1990. After much discussion with Kenny and Neil about starting a new company in Houston, it finally became a reality in 1996. With just three employees, one forklift and an empty warehouse, Read went to work. Year after year, Read and his team reached new successes, and they now operate on twelve acres with fifty-five employees, handling over 3,000 tons of nonferrous scrap a month! Recently opening a feeder yard in Liberty, Texas was also another big accomplishment that shows great potential already.

Meet our Partner, Read Langford, Continued...

One of the most rewarding facets to Read's success has been his friendship with Kenny and Neil. "All of this growth and blessing has been possible because of the opportunity provided to me by two brothers so many years ago. It is truly amazing to see employees grow and to watch the next generation of Goldbergs step into the business ready to take it to the next level. It is personally fulfilling to help pass it on, as it was passed to me by Bob, Ken, and Neil." As Read's quote earlier in this passage read, "...and the rest is history," Read says the rest isn't over yet. "There is much more history to be made and blessings to be enjoyed. In other words, the best is yet to come and I'm proud to be a part of it!"

Read has also felt a great amount of success and accomplishment in his personal life. In his own words, "two huge blessings in my life immediately come to mind. First and foremost is my family. My wife, Traci, my sons Kyle and Cody, and my faith, give meaning and fullness to life. The second blessing is actually more of a dream, as I am a huge fan of country music legend Ronnie Milsap." Read has seen him in concert at least a dozen times, the first time being in Austin in 1980. Then, this past summer, Ronnie came in and played for all of Read's family and friends for his 50th birthday party. It was truly a magical night for Read!

Through all of Read's years with both Gold Metal and Spectrum, he has become a genuine friend and partner to so many others. Many people look to Read for advice, guidance and friendship. It is rare in life to find a partner with the loyalty and work ethic that Read possesses. Gold Metal is enormously lucky to have Read on their side and thanks him for all he has brought to the team!



Pictured above: Read and his Three Heroes. From left to right, Neil, Ronnie Milsap, Read, Kenny

Meet a Couple Members of our Family

Mark Rosen

Mark hopped on the Gold Metal train back in October of 2000. After knowing Neil and Kenny since they were young, it was an easy transition for Mark. He came on to help with dispatch, and for the past nine years, he has watched the company grow and grow. Mark is one of the few employees here at 5:30 AM everyday, managing trucks coming in and out of Gold Metal. Through all of his years here at Gold, Mark says he most enjoys the action of this business. He has seen copper rise from \$.50/pound to \$3.50/pound in two or three years. "It has been personally great watching Gold Metal grow into what it represents today," Mark states. He believes the family aspect of GMR really makes a huge difference. "I try to respect everyone here, as they do me. It is a great atmosphere to be in." He says he feels like his role is one like a quarterback—making sure all of the drivers are where they need to be, all of the docks are ready to be loaded and unloaded, while ensuring every load that comes in is properly weighed and unloaded. Mark says, "It gets hectic, but I love it." Everyone at Gold Metal would be lost without Mark. He is a major component to the success of GMR!

Charlie Brown

For the past thirteen years, Charlie Brown has worked as a truck driver for Gold Metal. Being a man of loyalty and commitment, Mr. Brown has enjoyed his many years at Gold. He says the family atmosphere has always made him feel right at home. He had worked for other trucking companies in the past and his coming to Gold Metal was the turning point in his life. He likes the fact that he works for good people who support and look after him. Charlie recalls a past story about meeting Bob, Kenny and Neil in 1966 at the Cotton Bowl for the Cowboys/Packers Championship game. They were just young boys then, but he'll never forget meeting them and then running into them so many years later. Charlie says, "I appreciate all that the Goldbergs have done for me over the years. They really give people a chance." GMR thanks Charlie for his hard work and dedication and hopes his loyalty remains for another fifty years.



"It has been personally great watching Gold Metal grow into what it represents today."

Mark Rosen, when discussing Gold Metal's growth through the past decade.

"I appreciate all that the Goldbergs have done for me over the years. They really give people a chance."

Charlie Brown, on his relationship with everyone at Gold Metal.

You may 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!



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