

*Imagine This!*  
Jennifer Porter, Vice President  
Gershman, Brickner & Bratton, Inc.

Municipal Waste Management Association  
Fall Summit  
October 17, 2019

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*Why?*

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## Myths



**Source-Separated  
is Best**



**Wet / Dry  
is Shampoo**




**We Need More  
Flyers (or Texts)!**



Photo credit: CNBC / all-3dmodels.com / toronto.ca

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**What  
Works**

➔

**Kent County,  
MI  
Sustainable  
Business Park  
Planning**

# 2020

20%

**REDUCE LANDFILL WASTE  
20% by 2020 | 90% by 2030**

# 2030

90%


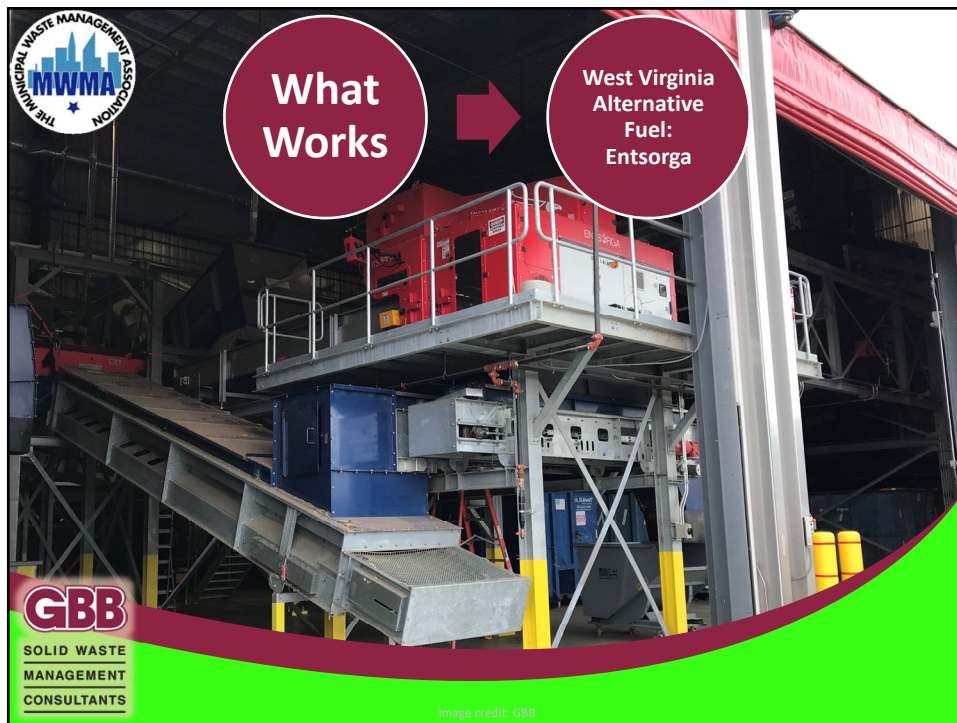


Image credit: Kent County, MI

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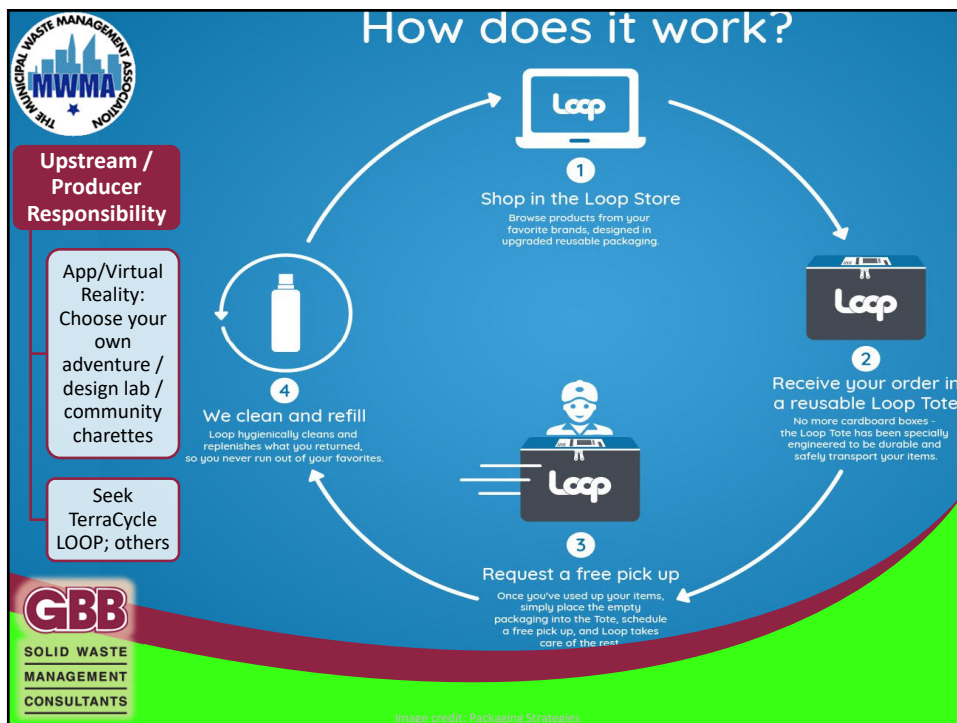


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**MWMA**

## To Do



**Apps for Waste Prevention Work**



**Trex Plastic Collection**



**HORSE Impact Bioenergy**


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Photo credit: goMkt, GBB


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## To Do



**Find Manufacturer Partner for Circular Model**



**Consider Wet/Dry Collection**



**Consider MSW/Recycling Co-collection**

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Image credit: European Parliament; Microsoft

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