In this month’s Waste360 Wisdom, you’ll get handy tips on marketing from the most innovative and resource-strapped marketers, hear a podcast with a Texas hauler, and listen to a popular Spotlight Session from WasteExpo.

Plus, watch our new "40 Under 40: What's Happening Now?" video with Michelle Salas, Founder, President of Lady Green Recycling.

DID YOU KNOW?

Five Marketing Tips Worth Stealing From Small-Company Marketers

Check out five tips that will help you amp up your marketing efforts and goals from the marketers who do the most with the least. Definitely worth the read.
MIC DROP

Listen to the rockstars in the waste, recycling and organics industry in the highly rated Waste360 NothingWasted! podcast.

How Passion & Service Fuels Organic Growth for Kevin Atkinson of Texas Pride Disposal

What do you get when you mix equal amounts passion and service? Tremendous organic growth in the waste and recycling industry.

Listen to our chat with Kevin Atkinson, Founder & CEO of Texas Pride Disposal, as he shares how he went from two trucks to thousands of customers and how Texas Pride Disposal helped Houston bounce back after the devasting Hurricane Harvey, and what he sees in the future of waste & recycling. His valuable tips on growing organically are priceless to haulers and businesses of all types. #NothingWastedPodcast

Listen Now

WASTE EXPO FLASHBACKS
Look here for free education and resources straight from WasteExpo.

**SPOTLIGHT SESSION: CFO Insights - A Look at the Waste & Recycling Industry**

Using their collective knowledge, this panel will share their perspective on what financial challenges and opportunities may arise over the coming years. Get an inside look into what top finance leaders from inside the industry are thinking.

Read More

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**EYE CANDY**

Check out videos, animations, infographics or basically anything that catches your eye.

We traveled down to Miami to check on Michelle Salas, Founder and President of Lady Green Recycling, to see how Lady Green changed since winning our Waste360 award in 2019.
Have your own marketing tips to share? We'd love to hear about them. Or, anything you want us to cover in the next issue? We're all ears...email us at startfishing@waste360.com