In this month’s **Waste360 Wisdom** newsletter, you will…

- Discover marketing podcasts that should be in your listening queue
- Hear from Tara Hemmer from Waste Management in Waste360’s NothingWasted! Podcast
- Learn about applying technology to your operations to make impactful decisions
- Watch how Valentine’s Day makes more of an environmental impact than you think!

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**DID YOU KNOW?**

8 Podcasts that Can Make You A Smarter Marketer

You have most likely heard “you should listen to this podcast” a countless amount of
times, right? But what podcasts are worth your time? We put together a list of some inspiring marketing podcasts that can help you become a smarter marketer.

**MIC DROP**

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

**The Transformation of the Waste & Recycling Industry**

Get to know Tara Hemmer, SVP of Field Operations, Waste Management, as she shares her smart insights on leveraging existing infrastructure, building the MRFs of tomorrow, diversity in the industry, and more. (Then, get excited to hear her keynote at the [Global Waste Management Symposium](#)! #NothingWastedPodcast

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

**SPOTLIGHT SESSION:**
Navigating Technology in Waste & Recycling

It’s imperative to stay competitive and up to date with the different technological advances, but how do you handle the options without being bogged down?

Our “Navigating Technology in Waste & Recycling” session will show you the steps to take to not only implement the right technology but also how to apply it to make your operations more efficient.

**EYE CANDY**

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