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

- why data isn’t just numbers
- catch up on a NothingWasted! Podcast episode featuring a 25-year industry guru
- listen to a popular session from WasteExpo to discover a few tips and tricks for your business
- watch our new "40 Under 40: What's Happening Now?" video with Mike Fernandez, Director at Miami-Dade County Department of Solid Waste Management.

Enjoy!

**DID YOU KNOW?**

Marketing Is Still an Art (and a Science)
Data, data everywhere. But, as much as we would like to turn our marketing efforts into a science, it’s still very much an art.

Read this informative *Entrepreneur* article for more on using the right data, at the right time, with equal amounts of human brainpower.

Mic Drop

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

A Public and Private View of Packaging, Landfills and the Global Landscape

Anne Germain, VP, Technical & Regulatory Affairs, National Waste & Recycling Association, has seen the waste and recycling industry transform over the last 25 years. We talked with Anne about the new reality of recycling, PFAS, packaging, customer education, plastic exports, and more! (oh, and why she gave up her car!) #NothingWastedPodcast

Waste Expo Flashbacks
Look here for free education and resources straight from WasteExpo.

**Waste360 Business Leadership Forum**

There is no magic wand or a quick Google search when it comes to how to operate a business properly. WasteExpo put together sessions designed to give small to midsized businesses insights on the proper strategies by digging into topics such as an economics overview to learn when is the right time to capitalize on your business.

**Watch Now**

---

**EYE CANDY**

Meet Mike Fernandez, Director at Miami-Dade County Department of Solid Waste Management. He has worn many hats during his career in the waste industry. Our team visited Mike at the Resource Recovery Center in Miami, where he managed the solid waste collection of more than 1.8 million tons.

Check out his Waste360 40 Under 40 success story [now](#).
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