

PRESS RELEASE



Industry Expert Named Manager for New York City Chapter of the National Waste & Recycling Association

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Washington D.C. – March 22, 2016 – The **National Waste & Recycling Association** announced today the appointment of Kendall Christiansen as **Manager of its New York City chapter**. The principal of Gaia Strategies, Christiansen is an experienced and knowledgeable industry expert who has worked both locally and nationally in the field since helping to launch NYC’s municipal recycling system in 1989. The Chapter comprises nearly 100 companies and individuals involved in various aspects of managing New York City’s wastes and resources, including collection from nearly every local business, the recovering and processing of recyclables of all types, and insuring the cleanliness of the city while putting safety for all first.

Sharon Kneiss, President of NW&RA, said, “NWRA is pleased to support the New York Chapter as it works to promote the interests of its members, and meet the unique challenges of providing environmental services to thousands of businesses in this metropolitan market. The many resources of a national association – including training, marketing, safety and best practices – are best applied at the local level through our chapters.”

Tom Toscano, Chair of the NWRA New York City Chapter, said, “The many private waste and recycling businesses in New York City benefit from our participation in this strong and effective trade association. With Kendall’s expertise and his management of our chapter, we are positioned to be even more successful in collaborating as an industry and working together to bring New York City the best possible service to meet its public health, sanitation and environmental needs.”

“I’m ready to help the Chapter and its members address and meet the 21st century challenges of managing New York City’s discarded resources,” said Christiansen. “Building positive relationships with key regulatory agencies, customers, environmental agencies and other stakeholders will support the industry’s efforts to optimize diversion of recyclables (including organics), and conduct its operations in safe and environmentally friendly ways for the benefit of its employees, customers and the city as a whole.”

Christiansen assumes his role as chapter manager effective today. Previously, he was founding Assistant Director of NYC’s recycling system, worked in and around local industry for many years, chaired the Citywide Recycling Advisory Board, and most recently has worked nationally on organics-related issues. He lives in Brooklyn, and is active in an array of civic affairs.

ABOUT NWRA

The National Waste & Recycling Association is the leading organization providing leadership, advocacy, research, education and safety expertise for the waste and recycling industries. NWRA advocates at the Federal, State and Local levels on all issues of importance to our member companies as they provide safe, economically sustainable and environmentally sound services to communities in all 50 states and the District of Columbia. For more information about how innovation in the waste and recycling industry is helping solve today’s environmental challenges, visit wasterecycling.org.

Contact:

Brandon Wright

bwright@wasterecycling.org

(202) 364-3706

CONTACT US



@wasterecycling
wasterecycling.org • 202-244-4700
info@wasterecycling.org
1550 Crystal Drive, Suite 804 Arlington,
VA 22202