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Fox News Channel reporter Julie Banderas interviews Gershow Recycling's Owner, Sam Gershowitz, for Fox News' "On The Job Hunt" segment on November 4, 2011.

## Fox News Broadcasts Live from Gershow

Fox News Channel came to Gershow Recycling's Medford facility on November 4, 2011 for a live broadcast of its "On The Job Hunt" segment. Owner Sam Gershowitz and President Kevin Gershowitz

were interviewed for the segment, in which they talked about how the company was able to expand and meet challenges presented by a bad economy.

## Gershow Expands With New Valley Stream Location

Gershow Recycling recently opened a new location in Valley Stream, located at 97 East Hawthorne Avenue. This is the company's eighth location and its seventh on Long Island.

The Valley Stream location joins others in Brooklyn, New Hyde Park, Freeport, Lindenhurst, Huntington, Bay Shore and Medford, where the company accepts and recycles ferrous and non-ferrous metals such as aluminum, brass, copper, steel, cast iron, appliances, cars and other vehicles.

The company's expansion is part of a long-term growth strategy. In the spring of 2010, Gershow opened its seventh location in Freeport and, in 2007, opened its Huntington Station facility.

As the recession hit in 2008, Gershow, like most other businesses, tightened its belt by cutting back on overtime and its Saturday hours. But, in maintaining a long-term, optimistic view of the global economy and making itself well-positioned during such economic circumstances, Gershow did not have one single layoff. The company looked upon the recession as an opportunity to expand in a down market. It also pushed forward on its modernization program, recently coming to an agreement with the Long Island Power Authority, resulting in the electrification of Gershow's Medford facility.



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### Gershow Recycling Named "Best Green Business"







Kevin Gershowitz (left) poses with students from Professor Alexander Orlov's Materials Science and Engineering class from the State University of New York at Stony Brook and John E. Conover, Jr., P.E., an enforcement coordinator with the New York State Department of Environmental Conservation.

## Gershow President Kevin Gershowitz Hosts Materials Science and Engineering Students from Stony Brook University

On October 22, 2011, Gershow President Kevin Gershowitz gave a tour of the company's Medford facility to a group of students taking a Materials Science and Engineering course at the State University of New York at Stony Brook. John E. Conover, Jr., P.E., who is the New York State Department of Environmental Conservation's enforcement coordinator, helped arrange the tour for the students at Gershow.

During the tour, Mr. Gershowitz explained the engineering technology used for recycling scrap metal at its facilities and the functions of the equipment the company uses to maximize the amount

of material it recycles. He also talked about the economics of the scrap metal recycling process, the competitiveness of the industry and the need to continue to modernize and invest in technology.

The students took the tour as part of their requirements for their course. The students learned how the equipment used at Gershow was applicable in the field of environmental engineering. In addition, the tour gave the students the opportunity to see how a scrap metal facility such as Gershow addresses modern environmental issues.

## LI Chapter of American Society of Safety Engineers Tours Medford Facility

Gershow Safety Director Charles Keeling hosted members of the Long Island chapter of the American Society of Safety Engineers (ASSE) on a tour of Gershow Recycling's scrap metal facility in Medford on October 21, 2011.

During the 60-minute tour, LI ASSE members learned about the extensive environmental and safety regulations with which Gershow

complies and saw firsthand the equipment, safety procedures and protocols followed by the company to optimize the safe operation of its scrap metal processing and recycling facilities.

In addition to his duties as Gershow's safety director, Mr. Keeling is also past president of LI ASSE. He served as president of the organization from June 2010 to June 2011.



Charles Keeling (front row, left), Safety Director for Gershow Recycling and Past President of the Long Island chapter of American Society of Safety Engineers, is joined by Gershow Recycling's Safety Coordinator, Matthew Sweeney (front row, right) and members of the Long Island ASSE after giving a tour to the organization at its Medford facility.



## Gershow Recycling Helps Kick Off Expanding “Can Tabs for Kids” Program Program Expands into Other School Districts, Helping in the Fight against Childhood Cancer



Gershow Recycling recently announced its ongoing support for Can Tabs for Kids, a program designed to raise funds for the fight against childhood cancer. The money raised will benefit the Sunrise Fund at Stony Brook University Medical Center. Employees from Gershow attended kickoff events at Holy Angels Regional School in Patchogue on September 30, 2011; William Floyd Elementary School on October 7, 2011; and Kreamer Street

Elementary School on December 14, 2011.

Gershow has pledged to purchase the can tabs and match the funds raised through Can Tabs for Kids. As part of this program, students at participating schools bring in aluminum tabs from soft drink and pet food cans that their parents purchased and place them in collection bins located in their classrooms. The bags are taken out of the bins and brought to Gershow, where the contents are weighed and recycled. The tabs are collected throughout the school year, and a special assembly is held to announce the value of the collected tabs. Gershow matches the cumulative amount with a special donation to the Sunrise Fund, up to \$5,000.

The idea for the program was inspired by Maria Marks, a William Floyd Elementary School student who was diagnosed with cancer at a young age. Between the ages of two weeks and six months, she underwent numerous chemotherapy sessions. The constant exposure

to the radiation resulted in Maria losing her hearing in both ears and now she must wear hearing aids. Her cancer has since been in remission.

The program began at Maria’s school on February 4, 2011. Since then, it has expanded to other school districts as well, including the Half Hollow Hills School District, Patchogue-Medford Schools and the William Floyd School District. To date, more than 750,000 aluminum tabs have been collected. Gershow matched the amount of \$253 raised by the William Floyd students during the 2010-2011 school year and made an additional donation of \$1,000 on top of the match.

The Sunrise Fund was established to raise awareness about childhood cancer and the special needs of such children throughout local communities. The money used by The Sunrise Fund sustains cutting-edge research and family programs such as support groups, a School Re-Entry Program and many others.



Joining some of the students from Kreamer Street Elementary School are (left to right) Cara Giannillo, Sean Clark and Peter and Nancy Marks.



Pictured (left to right): Dr. Paul Casciano, Keith Fasciana, Nancy Marks, Christina Sarafin, Joseph Petry, Maria Marks, Jonathan Abrams, NYS Senator Lee Zeldin, and Dr. Robert Parker at a special assembly held at William Floyd Elementary School on October 7, 2011.



Maria Marks (in front of bags of can tabs) is joined by her classmates at the Can Tabs for Kids assembly at William Floyd Elementary School. Pictured in the background (left to right): NYS Senator Lee Zeldin, Nancy Marks, Dr. Robert Parker, Jonathan Abrams, Keith Fasciana, Dr. Paul Casciano, Christina Sarafin, and Joseph Petry.



Tanya Pottinger (left) and Michael Caiazzo (right).

## Gershow Recycling Donates \$1,000 towards Toy Drive for Lighthouse Mission’s Christmas Gift-Giving Program

In support of local organizations that help others, Gershow Recycling donated \$1,000 towards a toy drive to benefit Lighthouse Mission’s Christmas Gift-Giving Program. The toys were delivered on December 23, 2011 to Lighthouse Mission’s Bellport facility and distributed to children living in the South Country, William Floyd and Patchogue-Medford School Districts.

Lighthouse Mission is a faith-based, non-denominational organization that provides food for more than 156,000 people in need on Long Island each year. In addition, Lighthouse Mission provides hope, encouragement and vital information to help people overcome poverty and live productive, purpose-filled lives. The mission’s youth pastor, Michael Caiazzo, thanked Gershow for their donation.

# IN THE COMMUNITY



**Huntington FD, 9/20/11**



**Cold Spring Harbor FD, 9/21/11**



**Hauppauge FD, 10/15/11**

## Gershow Recycling Donates Vehicles to Local Fire Departments for Extrication Exercises and Fire Prevention Open Houses

In support of local Fire, Rescue and Emergency Medical Services crews, Gershow Recycling recently donated vehicles to the Cold Spring Harbor Fire Department, the Hauppauge Fire Department, the Huntington Fire Department, the Miller Place Fire Department, the North Patchogue Fire Department and the Town of Islip Technical Rescue Team.

During these exercises, firefighters used the “Jaws of Life” and other firefighting tools on these vehicles in the event they needed to extricate a victim from a vehicle involved in a crash. The fire departments expressed their gratitude for Gershow’s donations.



**Town of Islip Technical Rescue Team, 10/16/11**



**North Patchogue FD, 10/16/11**



**Miller Place FD, 10/30/11**

## Gershow Recycling Donates 32 Cars to North Merrick Fire Department for “Gone in Six Hours”



Gershow Recycling’s Safety Director, Charles Keeling (right), poses with local firefighters during the “Gone in Six Hours” event held at 4 Towns Training Center in Merrick.

In support of local Fire, Rescue and Emergency Service Technicians, Gershow Recycling donated 32 vehicles to “Gone In Six Hours,” a daylong extrication exercise and fundraiser which took place on October 22, 2011 at the 4 Towns Training Center in Merrick.

Gone in Six Hours was hosted by the North Merrick Fire Department in conjunction with Genesis Rescue Systems. This year’s extrication exercise and fundraiser was in memory of Firefighter Anthony Betulia and Lieutenant John Farrell, both of whom served with the North Merrick Fire

Department. Money raised at this event went to benefit the North Merrick Fire Department Scholarship Fund.

During this event, firefighters from local fire departments performed extrications on the vehicles provided by Gershow Recycling — one of the event’s sponsors — under six different scenarios: advanced vehicle stabilization; vehicle over a Jersey barrier; severe side-impact collisions; flapping vehicle floors; air bags; and vehicles underneath a tractor trailer. The North Merrick Fire Department thanked Gershow for its support.





**Jonathan Abrams  
and Frank Saladino**  
*(Connetquot H.S.)*



**Mark McLeod, Brandon Bozeat, Michael  
Bosi and Jonathan Abrams**  
*(Hauppauge H.S.)*



**Jonathan Abrams, Eric Oswald  
and Patrick Jaeger**  
*(Smithtown H.S.)*

## Gershow Opens Scrap Yard to Local High School Robotics Teams

For the third year in a row, Gershow Recycling opened its scrap yard to local high school robotics teams who needed aluminum scrap. Eight teams came to Gershow's Medford facility on January 21 to pick up scrap to construct their 130-pound robots that will compete in the 13th annual Long Island FIRST (For Inspiration

and Recognition of Science and Technology) Robotics Competition (FRC) on March 29-31 at Hofstra University.

The teams included Connetquot, Hauppauge, Hicksville, Lindenhurst, Patchogue-Medford, Plainview-Old Bethpage, Smithtown and Westhampton Beach.



**Jonathan Abrams and Erik Petersen**  
*(Westhampton Beach H.S.)*



**Jonathan Abrams, Cel Alem,  
Kevin Ray and Kate Clark**  
*(Patchogue-Medford H.S.)*

**Jonathan Abrams,  
manager of Gershow  
Recycling, is pictured  
with the teams'  
representatives who  
took advantage of  
Gershow's donation.**



**Jonathan Abrams, Emily Stern  
and Jeff Stern**  
*(Plainview-Old Bethpage H.S.)*



**Jonathan Abrams and Robert Drenckhahn**  
*(Lindenhurst H.S.)*



**Jonathan Abrams, Tom Altamura  
and David Pereira**  
*(Hicksville H.S.)*

# IN THE COMMUNITY

## Gershow Sponsors Winner of 9th Annual Pumpkin Flinging Contest



Front row (left to right): Jonathan Abrams and Ken Phalen. Standing on the catapult (l-r): Mike Maratta, Sam Melaniff, Daniel Angileri, James Claudio, Brian Eichner and Michael Barsalona.

Gershow Recycling sponsored the Islip High School catapult team, which brought its “Jack-O-Splatter” to the 9th Annual Long Island Championship Pumpkin Fling. The event was held on November 12, 2011 at the Suffolk County Farm & Education Center in Yaphank.

For the sixth consecutive year, the team won the 14-to-18-year-old division and was first place overall. In addition, the team was awarded the Perpetual Trophy, which

is considered the Stanley Cup of pumpkin flinging.

In 2009, Gershow donated scrap iron to the team to help them build the “Jack-O-Splatter.” Since they do not have a budget within the school district, the team relies on donations from local businesses and people in the community. Gershow donated additional scrap metal and the trailer for the catapult. In addition, Gershow generously donated sweatshirts and hardhats to the team members. The Islip High School catapult team thanked Gershow for its sponsorship and its donations.

# IN THE NEWS

## What to Do with Those Broken or Unwanted Holiday Lights? *Bring Your Unwanted Holiday Lighting to Gershow Recycling*



Following the holiday season, Gershow Recycling reminded people to bring their broken, unwanted or outdated holiday lighting to any of its eight locations in Brooklyn, New Hyde Park, Valley Stream, Freeport, Huntington Station, Lindenhurst, Bay Shore and Medford.

Many people have old holiday lighting lying around that is energy-inefficient, unsafe or has outlived its use. By bringing their unwanted holiday lighting to Gershow, they will not only get money for it, but they will help preserve the environment by

keeping scrap out of landfills.

In addition, Congress passed a law that, effective January 1, 2012, traditional incandescent lighting will be phased out in favor of other light bulbs that use at least 25% less energy. Incandescent lights use more energy than modern LED lighting and may present a fire hazard if the wires are frayed or become worn out after years of use. It is imperative to inspect all wiring to make sure there is no exposed wiring and that all lights are functional.

### To drop off your unwanted holiday lights, visit one of Gershow's eight locations:

Brooklyn	1888 Pitkin Avenue	(718) 345-2240
Valley Stream	97 East Hawthorne Avenue	(516) 825-7244
Freeport	143 Hanse Avenue	(516) 634-0644
New Hyde Park	24 Denton Avenue	(516) 746-1081
Huntington Station	149 W. 11th Street	(631) 385-1200
Lindenhurst	635 Muncy Avenue	(631) 587-1991
Bay Shore	33 McAdam Street	(631) 234-1022
Medford	71 Peconic Avenue	(631) 289-6188

# SPOTLIGHT ON SAFETY

## Gershow Expands Its Safety Department, Names Matthew Sweeney as New Safety Coordinator

Matthew Sweeney has joined Gershow Recycling as the company's new safety coordinator. As part of his duties, Mr. Sweeney will assist Gershow's safety director, Charles Keeling, in implementing and enforcing the company's workplace safety policies.

Prior to working at Gershow, Mr. Sweeney spent four years as a safety technician at Cold

Spring Harbor Laboratory. He previously worked as a surveyor for Islandwide Land Surveyors in Syosset and as a mechanic with Accelerated Automotive in Huntington Station.

Mr. Sweeney has an Associate's degree in Industrial Safety from Keene State College in New Hampshire. He resides in East Northport.





# ABOUT GERSHOW RECYCLING

Gershow Recycling was founded in 1964 by Sam Gershowitz and is one of Long Island's oldest and most successful environmental companies whose mission is: Conserving the Future by Recycling the Past. Gershow recognized early on that Long Island had a growing solid waste problem and they could do something about it. As a result, they went to the region's landfills to literally mine thousands of tons of cars that had been entombed there, because they felt they could be recycled.

Today, Gershow Recycling operates the most modern, technically advanced metal processing and recycling facilities in the nation. Their modern equipment, and their ability to meet new recycling industry needs, reflects the commitment they have made toward providing the finest service possible to their customers.

Gershow Recycling is a processor of ferrous, non-ferrous metals, and paper products. Their operating facilities are located

throughout Long Island, New York where they employ hundreds of Long Islanders at eight locations. Gershow pays top prices for scrap metal and produces ferrous, non-ferrous and paper grades in customer specified forms including baled, sheared, and shredded.

Every year, Gershow recycles enough cars to stretch end to end from Medford to North Carolina, or you can fill all eight lanes of the Long Island Expressway from the Midtown Tunnel to Riverhead, New York.

Gershow never loses sight of the fact that, no matter what high-tech equipment comes along, it's their unmatched service and competitive prices that keep their customers coming back year after year. And because they believe how they act reflects directly on their customers, Gershow plays an active role in the community, funding grass roots environmental programs that promote recycling and environmental conservation.

## 5 SIMPLE RECYCLING AND CONSERVATION TIPS

You can stretch your monthly budget and reduce your carbon footprint by following these five simple recycling and conservation tips. These small lifestyle changes can make a big difference!

**1. Embrace Reusable Coffee Mugs and Water Bottles** — Instead of plastic water bottles and paper coffee cups, choose refillable stainless steel, aluminum or bioplastic bottles and mugs. This can help you save on bottled water and reduce the colossal number of plastic bottles that are either disposed in landfills or littered. Businesses are encouraging customers to make this switch from disposable plastic and paper cups to reusable travel mugs. For example, if you bring a reusable mug to Starbucks, you can get a 10-cent discount on any beverage.



**4. Switch to Reusable Shopping Bags** — Plastic bags are one of the top debris items found in coastal cleanups. According to the Environmental Protection Agency (EPA), over 380 billion plastic bags, sacks and wraps are consumed in the United States every year, with many of them ending up in our oceans. With alternatives such as reusable shopping bags, there is no reason to add to the plastic waste that is polluting our waters. Next time a cashier asks if you would like a bag, think twice before answering. Many retail stores offer incentives to replace disposable shopping bags with more eco-friendly alternatives. For example, CVS offers a “green bag tag” to attach to your reusable bag. By showing this tag at the counter, you can earn \$1 to spend in the store every fourth visit.



**2. Make the Switch to Low-Energy Compact Fluorescent Light Bulbs** — If you haven't already switched to compact fluorescent lamp (CFL) or light-emitting diode (LED) bulbs, you should definitely consider doing so. LED and CFL light bulbs are so energy-efficient that they can pay for themselves in electricity within a year! These bulbs use only a fraction of the electricity that traditional light bulbs require.

**3. Say “No” to Unnecessary Receipts** — Think twice the next time you're confronted with the choice of whether or not to accept a receipt from a gas station, the ATM or anywhere else. Receipts make up a large portion of the litter found on our streets and sidewalks and, with more convenient electronic options available, most of these paper receipts are unnecessary.

**5. Start a Compost Pile** — No healthy garden is complete without a compost pile. Compost acts as a conditioner for the soil, helping the earth and plants stay healthy by providing vital nutrients. Table scraps, grass clippings, coffee grounds and cardboard are all suitable for your compost pile. By composting, you will also save money on fertilizers.



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