



...By Recycling the Past

Proud Winner of Long Island Press' "Best of L.I." in Green Business

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Pictured (left to right): Ray Colon, Manager, Gershow Recycling; Frank Sinisi, President, PRONTO Long Island; Vivian Hart, Executive Director, PRONTO Long Island; and Lisa and Matthew McCann of Deer Park, who received a Thanksgiving turkey as a result of Gershow's generous donation.

Gershow Recycling Makes the Holidays Happier for Long Island's Families in Need

To make this Thanksgiving a happier one for Long Island's families in need, Ray Colon, Manager, Gershow Recycling, presented Frank Sinisi, President, PRONTO Long Island, with a check for \$2,000. The money was used to help purchase approximately 200 Thanksgiving turkeys.

"We are very grateful for Gershow's generous donation this holiday season," Mr. Sinisi said. "The money helped us

provide Thanksgiving dinners for families who otherwise would not be able to receive them. At the same time, we are asking Long Islanders to give whatever they can. We understand that everyone is feeling the economic pinch, but we have seen an increased demand for our services while our food pantry is experiencing a shortage of supplies."

Gershow Recycling Will Be Among the First to See a Recovering Economy

New Car and Durable Goods Purchases, Home Improvements Will Be Leading Indicators

Gershow Recycling will be one of the first to see economic conditions improving. When the scrap yards get busy again with junk cars, old stoves and scrap from home improvements, the economy will be on its way to recovering.

Gershow Recycling, which specializes in the recycling of steel and metal products, saw a significant drop-off in scrap metal being brought into its six Long Island area scrap yards in October 2008, due to a decrease in the purchases of new cars, durable goods and scrap metal brought in by contractors. Since then, business has

leveled off and has shown slow, marginal improvements.

"If people are not purchasing a new car, then an old car is not being taken off the road. If they are not purchasing new homes or making home improvements, then old appliances and scrap from copper wiring is not being generated," said Sam Gershowitz, Founder/Chairman.

In fact, if there has been a trend, it has been that consumers are continuing to use older products. A study reported by Edmunds indicated that, in the month of February *Continued on page 4*



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IN THE COMMUNITY

Gershow Recycling Grants Scholarships

2009 marked Gershow's fifth year of providing scholarships to graduating seniors from the Brookhaven area. Students receiving the 2009 one-time \$1,000 scholarships were Alyssa Kelley (Patchogue-Medford), Kyle McCoun (Bellport) and Scott Bailey (Longwood). As a leading environmental recycling company, Gershow awards the competitive scholarship to graduating seniors pursuing environmental science or engineering.



Pictured are Tanya Pottinger (left), Human Resources Manager, Gershow Recycling and Kyle McCoun (right), a student at Bellport High School.



Pictured are Jonathan Abrams (right), Manager, Gershow Recycling, and Patchogue-Medford High School student Alyssa Kelley (left).



Pictured are Jonathan Abrams (left), Manager, Gershow Recycling, and Longwood High School student Scott Bailey (right).

Gershow Recycling Donates Car to Great River FD for Training



Charles Keeling (right), Safety Director, Gershow Recycling, and James DiGiovanna (left), Chief, Great River Fire Department, and Owner, DiGiovanna Bros. Landscaping, Inc.

In support of local Fire, Rescue and Emergency Medical Services crews, Gershow Recycling donated a car from its Bay Shore facility to the Great River Fire Department. The car was used by the Great River Fire Department for extrication training exercises. Chief James DiGiovanna expressed his gratitude to Gershow Recycling for the donation.

Gershow Recycling's Wearing of the "Green" at St. Patrick's Day Event



Gershow Recycling's Pete Vaillant (left) and Patrick Murphy (right, holding Irish flag) are joined by Pete's uncle, Peter Vaillant. Pete and Patrick proudly display the Gershow banner during the 14th annual St. Patrick's Day Parade on April 5, 2009.

Gershow volunteers distributed "Going Green" activity books to children in the crowd during the parade. The parade was presented by the Village of Patchogue's Parks and Recreation Department and the Greater Patchogue Foundation.

Gershow Recycling Donates \$500 to American Cancer Society



Pictured (left to right): Richie Ruoff, Employee, Gershow Recycling; Pete Bertuccio, Manager of Gershow's Bay Shore facility; Tanya Pottinger, Human Resources Manager, Gershow Recycling; Melissa McManus, Event Chairperson, Sayville Relay For Life; Michelle Bertuccio, Program Associate, Sayville Relay For Life.

On May 30-31, 2009, employees at Gershow Recycling took part in the American Cancer Society's Relay for Life at Sayville Middle School, where the company donated \$500 in joining its employees who also raised funds to support the fight against cancer. In addition to the company's donation, Gershow Recycling sponsored the relay and donated a dumpster for the event.

Patchogue Lions Club Hosts “Christmas in June” for Local School Children at Boomer’s Family Fun Center

The Patchogue Lions Club held its ninth annual “Christmas in June” event on Thursday, June 25, 2009 at Boomer’s Family Fun Center, located in Medford. For the fourth consecutive year, Gershow Recycling sponsored the event by donating \$2,500.

Over 120 school children from seven elementary schools in the Patchogue-Medford School District were chosen to be deserving to come to this year’s event by their respective principals. Since the Patchogue Lions Club has started “Christmas in June,” more than 1,000 children have participated in this fun-filled event.

Children were treated to lunch and then given full access for several hours to attractions, including rides, go-carts, wall climbing, bumper boats, and arcade games.



First Row (left to right): Jonathan Abrams, Manager, Gershow Recycling; Vito W LaMonica, Jr, Chairman, Patchogue Lions Club; Ken Becker, Patchogue Lions Club; and Mary Reiland, Manager, Boomer’s Family Fun Center. Second Row (l-r): Lou Giordano and Hal Kramer of the Patchogue Lions Club; and Richard Zappa, Manager, Boomer’s Family Fun Center Third Row (l-r): Jim Wilson and Peter Feehan of the Patchogue Lions Club; and Brian Becker, General Manager, Boomer’s Family Fun Center.

Gershow Recycling Donates \$2,000 for Play for Peace Soccer Tournament

Gershow Recycling sponsored and donated \$2,000 to help defray the costs of putting on the Play for Peace/Jugando Por La Paz Soccer Tournament, which was held August 1, 2009 at the Patchogue-Medford Youth Soccer Complex in Medford.

The tournament drew 500 spectators to this free event. Eight teams participated in the tournament. The winners were:

- 1st Place:** Global Sports Café
- 2nd Place:** Ruland Funeral Home
- Sportsmanship Award:** Gallo Tropical

The goals of Play For Peace were to bring together diverse nationalities within the community for a full day of World Cup-style soccer and to use sports as a way for people from different ethnic backgrounds to find common ground. Patchogue Village Trustee Bill Hilton and the village’s director of parks and recreation, Maria Hendrickson, helped put the tournament together.

“Gershow Recycling was pleased to support the Village of Patchogue and Legislator Eddington in their efforts to build community bonds and understanding through sports,” said Kevin Gershowitz, President, Gershow Recycling.



Pictured (left to right): Bill Hilton, Trustee, Village of Patchogue; Maria Hendrickson, Director of Parks and Recreation, Village of Patchogue; Tanya Pottinger, Human Resources Manager, Gershow Recycling; Kevin Gershowitz, President, Gershow Recycling; Brookhaven Town Councilman Tim Mazzei; Stephen J. McGiff, Deputy Mayor, Village of Patchogue; New York State Assemblywoman Pat Eddington; Suffolk County Legislator Jack Eddington; and Patchogue Village Mayor Paul Pontieri.

Gershow Recycling Donates “Go Green” Children’s Activity Books to Local Boy Scouts Chapter

On May 28, 2009, as part of its ongoing community service programs, Gershow Recycling made copies of its “Go Green” and “Earth is Worth It” recycling activity books available to members of a local Suffolk County Boy Scouts chapter in the Oakdale/Bohemia area. Nine-year-old Thomas Barbella and eight-year-old Patrick Barbella of Pack #438 accepted the activity books from Gershow Recycling to distribute to their fellow Boy Scouts. These activity books are a fun and educational way for children to learn about recycling and preserving the environment.

Pictured Back row, left to right: Jonathan Abrams, Manager, Gershow Recycling; and Susan Barbella, mother of Boy Scouts Thomas and Patrick Barbella. Front row, left to right: Thomas Barbella and Patrick Barbella of Boy Scout Pack #438 in Oakdale/Bohemia.



IN THE COMMUNITY

Gershow Recycling Supports Local Catapult Team's Attempt to Break Pumpkin-Flinging Record



The Islip High School Catapult Team poses with their awards. Pictured (left to right): Parent Volunteer Joe Palazzo; Team Member Mike Phalen; Coach Kenneth Phalen; Team Members Daniel Eichner, Dylan Palazzo; Alumni Volunteer Anthony DeMassi; Team Member Christian Dolan; and Parent Volunteer Tim Dolan. Not present: Parent Volunteer Dan Eichner.

Gershow Recycling donated two pieces of angle iron to Kenneth Phalen, Coach of the Islip High School Catapult Team, for a catapult Mr. Phalen's team built for the Long

Island Championship Pumpkin Fling, which took place November 1, 2009.

The catapult, nicknamed "Jack-O-Splatter," is a Trebuchet, which is powered through human means. The Islip High School Catapult Team placed first in the tournament with a distance of 363 feet.

Gershow Recycling Donates \$1,000 to Medford Hamlet Foundation

Pictured (left to right): Suffolk County Legislator Jack Eddington; Kevin Gershowitz, President, Gershow Recycling; Joan Travan, President, Medford Hamlet Foundation, Inc.; John Williams, Secretary, Medford Hamlet Foundation; Nerina Sperl, Treasurer, Medford Hamlet Foundation; Paul Failla, a public speaker and former Suffolk County police officer; and Manny Sanzone, Principal, Patchogue-Medford High School.

Gershow Recycling came to Patchogue-Medford High School on March 13, 2009 to present a check in the amount of \$1,000 to the Medford Hamlet Foundation. The money benefited Patchogue-Medford Schools for its student training seminars provided by Paul Failla, a retired Suffolk County police officer who speaks to high school students.



Gershow Sponsors 2009 Great Brookhaven Cleanup

Brookhaven Town Councilman Tim Mazzei is joined by Elliot Gershowitz and Tanya Pottinger, both of Gershow Recycling, and Brookhaven Town employees at the kickoff event.

Gershow Recycling was a sponsor of the 2009 Great Brookhaven Cleanup, which took place on April 18, 2009. This year, the Great Brookhaven Cleanup was held at

several different locations and was the most successful to date with several thousand residents participating.

Gershow Recycling Supports Lions Club's Annual Holiday Toy Drive at Brookhaven Memorial Hospital

Pictured (left to right): Tanya Pottinger, Human Resources Manager, Gershow Recycling; Louis Giordano, Past President, Patchogue Lions Club; and Thomas Ockers, President and CEO, Brookhaven Memorial Hospital Medical Center

Gershow Recycling assisted the Patchogue Lions Club with a \$1,000 donation towards the organization's annual holiday toy drive. With assistance from the Patchogue Lion's Club, Gershow

helped distribute toys to children who were staying in the Pediatric Unit at Brookhaven Memorial Hospital Medical Center in East Patchogue during the holidays. Some of the presents the children received were dolls, play sets and sports equipment. The toys definitely brought smiles to these children's faces this past holiday season.



Gershow Recycling Will Be Among the First to See a Recovering Economy *Continued from Page 1*

2009, 27% of those looking to buy a new car decided to purchase a used car instead. That figure rose from 16% in previous months. However, when an old car or truck stays on the road, it doesn't make its way to a steel recycler like Gershow, and doesn't help the auto industry in Detroit.

In response to the economic decline, Gershow, like most other businesses, has tightened its belt, and is closely scrutinizing its costs. Gershow could justify massive layoffs, but, unlike other companies on Long Island and across the nation, Gershow has

not had one single layoff. Recognizing it has developed a skilled and extremely dedicated workforce, the Gershowitz family has decided to maintain a long-term, optimistic view of the global economy and has decided to continue to invest in its workforce.

"That is the difference between a corporate conglomerate, where employees are just numbers, and a family-owned enterprise, which keeps its employees local, along with its profits and investments," said Mr. Gershowitz. "This continued investment will put us in a better position competitively

when the economy recovers."

"We have been in business for 45 years, so this is not our first recession," Mr. Gershowitz continued. "The economy is very cyclic, especially in the steel recycling business. When people begin to buy new cars and new durable goods, and local contractors start to get busier when more people decide to purchase or do work on their homes and businesses, then we will be among the first to see the economy recovering."

Gershow Recycling Assists Local Car Dealerships with “Cash for Clunkers” Program

This past summer, Gershow Recycling worked closely with area car dealerships who participated in the federal government’s “Cash for Clunkers” program.

Signed into law by President Barack Obama on June 25, 2009, “Cash for Clunkers,” officially known as the Car Allowance Rebate System (CARS), provided financial incentives for people to get rid of their older vehicles and buy newer, more fuel-efficient ones, with the additional purpose of stimulating the U.S. economy.

Under the program, new car buyers were eligible to receive up to \$4,500 in financial incentives to trade in their older, gas-guzzling vehicles for newer, more fuel-efficient ones. In order to qualify, the older vehicle had to be no more than 25 years old and have a fuel economy of 18 miles per gallon or less. Originally, Congress and the Obama administration provided \$1 billion for CARS as part of its economic stimulus plan, and then later provided an additional \$2 billion. The program ended on August 24, 2009.

The Obama administration said the purpose of the “Cash for Clunkers” program was two-fold: to reduce emissions as the late-model cars meet the federal

government’s fuel efficiency standards, and to boost the auto industry, which saw a significant downturn earlier this year as more people delayed the purchase of a new vehicle and, instead, purchased a used car as a cost-saving measure.

Recent reports have shown that while 690,000 new cars were sold in the U.S. with incentives through the program, only 125,000 of this number stimulated purchases that otherwise would not have occurred, thus calling into question its long-term effectiveness. Nevertheless, it did provide some short-term relief to local car dealerships and for the scrap metal industry, which is an integral part of the U.S. economy, with eighty percent of all steel produced in the country coming from the \$71 billion scrap metal recycling industry.

Gershow worked closely with a number of local car dealerships by helping them meet compliance requirements under the law. The law required that the trade-in vehicle had to be destroyed at a registered disposal facility and put the burden on the dealership to comply. Failure to comply could have resulted in the forfeiture of the clunker rebate and fines up to \$15,000. Since Gershow is a registered disposal facility fully compliant with stringent state and federal environmental and licensing

requirements, and the only facility in Nassau and Suffolk Counties equipped with an on-site shredder to ensure the proper destruction of the vehicle, local dealerships knew they could rely on Gershow. This allowed them to focus on selling cars, rather than worrying about government regulations.

“We were proud to work closely with so many local dealerships to help them implement this program. It has been a tough couple of years for many of these dealerships and it was good to see local showrooms busy for a period of time,” said Ray Colon, Operations Manager, Gershow Recycling.



Pictured is News 12’s Scott Feldman seen while working on a “Cash for Clunkers” story in front of several clunker vehicles at Gershow Recycling’s Medford facility. Gershow worked closely with local car dealerships to help them ensure compliance with the program’s regulations.



Fox News Comes to Gershow

Pictured: Fox News Channel reporter Julie Banderas (center) poses with the Fox News crew between live segments shot at Gershow’s Medford facility on October 1.

On October 1, 2009, Fox News Channel came to Gershow Recycling’s facility in Medford to shoot two live segments regarding the state of the U.S. economy. This is the third appearance Fox News has made at Gershow this year as part of its “Road to Recovery” series.

Science Channel Visits Gershow Recycling

Pictured: Dr. Michio Kaku (left), host of Science Channel’s “Sci-Fi Science: Physics of the Impossible,” and Ray Colon (right), Manager, Gershow Recycling

On July 8, 2009, Science Channel visited Gershow Recycling’s Medford facility for a taping of an upcoming episode of “Sci-Fi Science: Physics of the Impossible,” hosted by Dr. Michio Kaku. The episode focuses on the current and future uses of super magnets used at Gershow’s facility. The program is scheduled to air on February 9, 2010 at 10 pm ET (Channel 170 on Cablevision, 622 on Verizon FIOS or Channel 111 on Time Warner Cable).



SPOTLIGHT ON SAFETY

Ladder Safety

Written by Charles Keeling, Safety Director

Portable ladders are common everyday tools people take for granted. Principal causes of ladder-related injuries include using the wrong type or size, misuse and using defective ladders. Few people consider ladder safety on the job or at home.

The dangers associated with unsafe ladder use are due to poor understanding, misconceptions and lack of preparation, which can cause serious injury. Although amazed at times, I am far from shocked as to how people try to hurt themselves using ladders. Therefore, let me take this opportunity to explain the types and ratings, as well as the safe and proper use of portable ladders.

Portable ladders include the A-frame or step ladder, extension ladder, articulating ladder (Little Giant) and the straight ladder. Materials used to construct ladders include wood, aluminum, fiberglass or a combination thereof. Ladder ratings range from household (light use) to industrial (heavy use), based on capacity ratings (I-A, I, II, III), which mean the maximum amount of weight (lbs.) the ladder can support. Ladder manufacturers are required to install a rating and load capacity and instruction labels on every ladder. For example, if your ladder has a Type III household rating of 200 pounds, and your body weight and hand tools weigh 210 pounds, do not use the ladder; select a ladder with a higher duty rating.

When using a ladder, first plan and learn before jumping on and climbing up. The ladder must be in good condition. Check it over thoroughly. If it is damaged, discard it. Don't try to fix it.

Is the ladder the proper size for the job? Never stand on the top two steps of an A-frame ladder. Extension and straight ladders should extend above the work locations, never standing so high on the rungs so that your shoulders are past the top edge of the ladder rails.

Next, place the ladder on a firm, level surface with secure footing; never have it leaning to a side. Make sure A-frame ladders are fully open, locked in and secure. Extension ladders should also be on a firm, level surface. Secure the base to prevent movement. Also consider securing the ladder at the top to prevent movement and slippage.

Consider the task. If you are working near electricity, non-conducting wood or fiberglass ladders should be the choice. Never allow tools or the ladder to come in contact with live electrical wires.

After choosing the proper size and type, ascend and descend by always facing the ladder, keeping the body centered between the rails. Always maintain three points of contact with the ladder: two feet and one hand or two hands and one foot. Use a tool belt or other means to bring tools and materials to the elevation needed. Don't overreach; the center of your body should never extend past the side rails. Move the ladder when needed. Additionally, keep the ladder close to your work; avoid pushing or pulling off to the side. Never jog or move the ladder when standing on it; it's not a pogo stick.

A-frame ladders, in my opinion, are the most misused of all ladders. Many times, I have

observed people standing on, should I say, balancing themselves on the top two steps. Also, people fail to fully open up the A-frame, or use it as a straight ladder. I have also observed A-frames used as a makeshift scaffold, whereby planks or other ladders are set resting on the rungs and employees are doing a balancing act. Furthermore, never use the top of your step ladder as a workbench; tools can accidentally fall, hurting someone below.

Extension and straight ladders are not far behind in unsafe usage. I have seen such hazards as ladders set up on blocks, vehicles, heavy equipment or other unstable means for additional reach and two joined together to make taller ladders. Additionally, I've seen extension ladders separated to make two separate ladders. The problem is that the fly section does not have feet to ensure firm footing and prevent slippage. Also, these ladders have been used as horizontal work platforms, whereby plywood is laid across the rungs to create a flat surface. Ladders don't have ratings for strength in the horizontal position. Also, never attach anything to the side rails and rungs; this makes the ladder extremely unstable. Special care should be taken to keep children and unknowing people away from and under all ladders.

If you have a physical handicap that would prevent you from climbing a ladder, or if you are under the influence of drugs or alcohol, then you should never use a ladder. There's no such thing as being too safe.



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 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. They employ hundreds of Long Islanders at six locations. Gershow purchases scrap metal and paper products and manufactures them into high quality scrap products for recycling.

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 pays top prices for your scrap metal and produces ferrous, non-ferrous and paper grades in customer specified forms including baled, sheared, and shredded.

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.



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Gershow Recycling pays top prices for your recyclable scrap metal including cars, trucks and buses, scrap iron, aluminum, copper, brass, tin cans, copper bearing scrap, electric motors, waste paper and all other metal products. You can sell your scrap to Gershow Recycling in two ways. You can either deliver your scrap metal to one of its six locations or Gershow can arrange to have your scrap metal picked up by one of its company trucks. At all locations, Gershow maintains platform and truck scales.



GOING GREEN – RECYCLING TIPS

Truly successful recycling involves minimizing waste along the entire life cycle of a product, from acquiring raw materials to manufacturing, using and disposing of a product. Most environmental impacts associated with the products we buy occur before we open the package, so buying products made from recycled materials is just as important as sorting waste into the right bins.

You can stretch your monthly budget simply by reusing and recycling many items you would normally just throw away.

- Be part of the recycling loop and only purchase items made from recycled materials.
- New insulated, double-pane windows can slash energy loss by 40% per window.
- Buy local products — it cuts down on fuel to transport these products and supports your local community.
- Turn off electronic items when not in use — lights, television, DVD player, computer, etc.
- Fill your dishwasher and washing machine with a full load — save water, electricity and money.
- Do your weekly shopping in a single trip to save on gas.
- Turn down your water heater setting to 120 degrees — it will mean extra pennies in your pocket.
- Hang out clean laundry to dry on clear days rather than tumble drying it.
- Defrost your refrigerator and freezer regularly to keep it running efficiently.
- Look for the “Energy Star” when purchasing new appliances.
- Learn to compost! It saves money on fertilizers and your plants will love it.
- Donate your household items to a local charity instead of tossing them in the trash.

- Caulking leaks around windows, doors and vents is an easy way to cut energy loss.
- When your incandescent light burns out, replace them with low-energy compact fluorescent tubes.
- Recycle your aluminum cans — one can saves enough energy to run a computer for three hours.
- Reuse totes and bags when going to the grocery store or mall — it reduces the need for plastic bags.
- Use rechargeable batteries.
- Animal shelters and pet shops appreciate old newspapers.
- Recycle your old magazines — give them to the doctor’s or dentist’s offices, gyms or friends.
- Uninsulated ducts can lose 10 to 30 percent of the energy used to heat and cool the air they carry.
- Styrofoam doesn’t degrade. Find a substitute, if possible. Don’t buy Styrofoam packaging — but if some comes your way, reuse it!
- Don’t let faucet taps leak or drip water. A running faucet uses 3-5 gallons a minute.

