



# Company Updates

## RDS - VIRGINIA

**SERVING VIRGINIA'S  
RECYCLING NEEDS SINCE  
2004**

Quarterly Updates  
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## Management Takes on Sales Development!

Our managers are sales pros! Big thanks to Susan Mann from Compass Solutions for leading our management team through two interactive, extensive meetings recently that helped develop company knowledge of our ideal customer base, the best marketing approach, and a deeper understanding of what sets RDS apart. Here are some of the takeaways!

**RDS Power Statement** – ever have trouble putting into words what it is that we do? Here is a strong summary for you:

***RDS is a local full-service recovery and recycling partner that has expertise in long-term solutions for your business waste stream. RDS can put together an innovative program to ease your employees' burdens and meet your budgetary and environmental requirements!***

**Go for the bullseye:** When providing products and services, it is easy to get caught up in the weeds with customers that do not meet all our ideal characteristics. For example, we want customers that are in it for the long term, willing to build a partnership to last through the years, with a consistent material flow that meet our needs as a buyer.

**Understanding what “pains” we solve** – these include: no consistency in pickup / delivery, too many vendors for each need, must meet recycling mandates, have storage limitations, looking for recycling expertise, problems with customer service, and frustration over hidden fees.

## Website Updates

Check out our website updates! You can now revisit past newsletters (though now we have rebranded them as quarterly company updates), check out articles from when RDS has been in the news, and see a livestream of the sorting robots, courtesy of AMP Robotics. They will also be providing a high-quality recording of our facility process soon for you to show off to family and friends!

Noticed some new employees around lately? New RDS additions from this summer include Michael Levenite leading Portsmouth Maintenance, and William Taylor as our Regional Maintenance Manager! These new employees have been quick and eager learners, meeting the high pace of operations to keep the facilities running smoothly. So far, William has hit the ground running by:

- Getting RDS **Back to the Basics**: instead of throwing money at new things, he is coordinating with the maintenance team to make sure inspections are done, employees are held responsible for their tasks, costs are being mapped out, and the right questions are being asked.
- Established a weekly maintenance meeting with managers.
- Placed an emphasis on preventative maintenance to save the plants valuable time, money, and labor.

Thank you, William! Your passion for coordinating with others and solving problems is of great use to the company.

## BIRTHDAYS AND ANNIVERSARIES

### Happy Birthday!

- 9/14 - Todd Antonick
- 9/08 - April Artis
- 9/18 - Walter Bingham
- 9/25 - Melissa Evans
- 9/16 - Butch Keith
- 10/10 - David Martin
- 10/27 - Omar Brandon

*Thanks for all you do! We are so lucky to have you!*

### Congrats on one (or more) years with RDS!

- 8/22 Todd Antonick – 2 years
- 10/28 Kirston Murray – 1 year
- 10/02 Gary Pierce – 1 year



### Follow Us!

Website: [www.RDS-Virginia.com](http://www.RDS-Virginia.com)

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