

Empire State Development News

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ESD EMPLOYEE NAMED "RECYCLER OF THE YEAR"

Brenda Grober receives award from the NYS Association for Reduction, Reuse and Recycling

The New York State Association for Reduction, Reuse and Recycling (NYSAR3), the trade association that represents the recycling industry, has named Empire State Development employee Brenda Grober the "Recycler of the Year." Ms. Grober was selected for her work at ESD to promote the growth of market-based recycling, which delivers both environmental and economic development benefits to New York State communities. She was recognized at NYSAR3's annual membership meeting in Syracuse on October 16.

The "Recycler of the Year" award goes to an NYSAR3 member who has worked tirelessly for recycling and waste reduction in New York State.

The Albany-based employee who lives in Ballston Lake was nominated by her co-workers who said on the nomination form, "Having been in the field for nearly 20 years, she is a walking encyclopedia of information on recycling markets."

Ms. Grober has developed world-class expertise on pollution prevention and glass and paper recycling. She has assisted many companies throughout New York State through ESD's Environmental Investment Program (EIP). Specifically, Ms. Grober's management of EIP projects has helped 185 companies divert 393,000 tons of materials from disposal to recycling, generating \$11.6 million in economic benefits to the state of New York. She also led the team that developed ESD's new online recycling market information database.

Ms. Grober, an employee of ESD for 19 years, has been with the agency's Environmental Services Units since its inception in 1989. Her regional assignments include the Mohawk Valley and North Country, where she has assisted many glass recycling and recycled-content paper manufacturers and dairy industry operations.

Through its Environmental Services Unit, ESD offers a range of resources to help businesses identify and transform environmental concerns into market opportunities and competitive advantages. Services provided include financial assistance, permitting and compliance assistance, market data and information on new technologies to effectively recycle, reduce waste and prevent pollution.

Empire State Development is New York's chief economic development agency, encompassing business, workforce and community development. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.nylovesbiz.com.

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