

ECO-VIEW

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ECO-FIRST, Inc.

ECO-FIRST makes mark in cleaning industry

Commercial building cleaning is own market

By Jason Barker
ECO-FIRST, Inc.

If you often ponder how a hotel's signage high atop a building is cleaned or how your local bank's drive-thru canopies are kept free of insects, chances are pretty good that ECO-FIRST may have played a role in the finished product.

MOTEC, the commercial and industrial cleaning company acquired by ECO-FIRST in 2005 and now operates under the ECO-FIRST name, makes its living performing many of the cleaning projects you might think are anything but ordinary.

"We clean the drive-thru canopies at banks, hotels, restaurants, exterior awnings and even the sidewalks at your local Wal-Mart," said Millard Ryder, the company's industrial cleaning supervisor. "Chances are pretty good that if it is something that needs cleaned we have probably cleaned it at one time or another."

The company's commercial and industrial cleaning division includes a staff of four full time people with part-



ECO-FIRST employee Sterling Ayers pressure cleans a Hampton Inn hotel atop a 100-foot bucket truck. ECO-FIRST specializes in industrial and commercial cleaning. *Photo by ECO-FIRST, Inc.*

time help added to cover weekends and special projects.

Ryder said as the local economy has rebounded over the past year or so, the company has seen an increase in property maintenance-type cleaning.

"It seems like we are getting more cleaning contracts for restaurants

and similar buildings than what we did a year or two ago," Ryder said. "The truck washing, on the other hand, has fallen off a bit because of the fuel prices. People just don't have that extra money to keep their fleet clean."

If you have a commercial cleaning need, call us at 877-736-7303.

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Website is undergoing facelift Newsletters, other forms to be available soon

The ECO-FIRST website, found on the internet at www.eco-first.com, is undergoing a facelift this fall in an effort to become more user friendly and easy to navigate.

After the upgrade is complete, the site will feature customer forms, copies of this newsletter, previous editions of ECO-VIEW and other updated information customers may find helpful.

"Our goal is that a potential client can get a good feel for who we are and what we do without actually having to take the time to call us and ask," said ECO-FIRST General Manager Dana Tomes.

The new website will feature a separate navigation screen for each group of services the company provides, as well as links to ask questions or e-mail company employees.

**Dana Tomes**General
Manager**Random
Thoughts**

Company motto is more than a slogan

About a year ago our staff had to sit down and come up with a slogan for a new NASCAR sponsorship program we were entering. We needed something short but catchy, trendy but true. The result, we feel, satisfied both. "ECO-FIRST, Making Earth A Better Place" was soon born.

As 2006 has quickly passed us by, I was recently thinking about the slogan and the image the decal, which adorns the sides of Morgan Shepherd's #89 Nextel Cup car, portrays. It has become more than our company's motto, it is truly a reflection of the way we try to do business.

Sure, we're not making earth-shattering improvements to the environment on a daily basis, but when I looked back at the first three quarters of 2006 I could see the results were much bigger than I thought they would be. The totals in some arenas were pretty impressive.

In nine months we recycled more than 1,100 drums of coolant, more than 1,700 drums of gasoline, more than 97,000 gallons of used oil, and more than 1,000 old car batteries. More than 800 tons of scrap steel passed through our facility in the form of crushed steel drums and nearly 3,000 trucks and heavy equipment have been properly cleaned of their environmental contaminants.

When you put it that way the numbers start to add up and my thoughts begin to stray. Who was doing this before we came along? How much of this waste used to go to the landfill or was illegally dumped? Who knows?

While "Making Earth A Better Place" may have just been a catchy phrase we stuck on the side of a race car, it has developed into what we really try to do each and every day.

It may be a tiny contribution to the overall environment, but I am proud of what our guys do every day!

Contact Dana Tomes at 1-877-736-7303.



ECO-FIRST employee Jason Barker unloads a pallet of fluorescent lamps to be prepared for recycling. The company recycles thousands of feet of lamps each month. *Photo by ECO-FIRST, Inc.*

Fluorescent lamp recycling one way to help make environment brighter

By Robin Spurlock
ECO-FIRST, Inc.

LESAGE, WV—Whether it be simple fluorescent tube lamps, lead-acid batteries or PCB-containing light ballasts and fixtures, ECO-FIRST's universal waste recycling program has an answer for your every recycling need.

The company recycles thousands of feet of lamps each month allowing ECO-FIRST to offer some of the most cost-competitive recycling programs in the region.

"There are times we can barely keep up with what is coming in, getting it repackaged and shipped back out for recycling," said Kyle Richardson, an ECO-FIRST environmental specialist. "Everything that comes in is quality checked, sorted, repackaged into boxes and put on pallets before we send it out to various places for recycling."

In fact the West Virginia Division of Natural Resources has twice awarded grant funding to ECO-FIRST to help implement new recycling technologies involving universal waste streams.

"We have it as automated as it can be. This is just a hands-on type of business, but we have made it as simple as possible," Richardson said.

In addition to the recycling of stick tube fluorescent lamps which vary in length from two feet to eight feet, ECO-

FIRST also recycles many other universal wastes. PCB-containing ballasts, lead-acid batteries, incandescent lamps, lighting fixtures, U-tubes, high intensity lamps and mercury-laden devices are also popular recyclables which pass through the company's recycling program.

Richardson said the main problem that ECO-FIRST sees is that the majority of commercial and industrial generators do not have a good grasp on environmental recycling and disposal regulations.

"Most companies don't know what to do with their wastes unless they have an environmental compliance person on staff," Richardson said. "We try to help people recycle what they can and properly dispose of what they can't recycle."

While universal waste streams make up much of ECO-FIRST's recycling volume, other wastes such as used motor oil, hydraulic oils, kerosene, cooking oils and other petroleum products are also easily recycled, many times creating revenue for the generator. Other items including empty steel drums, scrap steel, used oil filters and other products once destined for landfills are now finding new life as recycled products.

"We find a way to recycle everything we can," Richardson said. "If there is a use for the waste or the material it is made of, then we will find someone who can recycle it. Very little ends up in the landfill."

ECO-BRIEFS

McCoy retires as operations manager

LESAGE, WV— George McCoy, who had served as a member of the staff at ECO-FIRST since the company's infancy many years ago, has retired, the company announced on October 1.

McCoy, who served as the company's operations manager during his final year and a half with ECO-FIRST, retired effective the end of August 2006.

"We will miss George and the quality of work he brought to us," said ECO-FIRST General Manager Dana Tomes. "We wish him well in whatever new venture he may attempt in the future."

Sterling Ayers, who served the company in another management role, will assume McCoy's duties at ECO-FIRST.

ECO-FIRST, Inc.

Ayers promoted to projects manager

LESAGE, WV— Sterling Ayers has been named projects manager at ECO-FIRST, charged with overseeing the company's daily field operations, the company announced October 1.

Ayers, who has been with ECO-FIRST as manager of industrial cleaning services since May 2005, replaces George McCoy who retired in August 2006.

Ayers brings to the position nearly two decades of experience in the industrial cleaning and maintenance industries and will oversee the daily scheduling and progress of field industrial cleaning and environmental services projects. He also will oversee the company's vehicle and equipment fleet.

ECO-FIRST, Inc.

Richardson joins field crew at ECO-FIRST

LESAGE, WV — Kyle Richardson has joined the ECO-FIRST family as an industrial cleaning specialist, the company announced October 1.

Richardson, who previously had worked in river transportation and heavy

equipment operation, will serve as a crew leader in the company's industrial cleaning division and will be responsible for servicing weekend cleaning and maintenance contracts.

Richardson is a native of Mason County, WV.

ECO-FIRST, Inc.

Ring enters master's program at Marshall

HUNTINGTON, WV—Mark Ring, an environmental specialist at ECO-FIRST since May 2005, began attending graduate school at Marshall University in the Fall 2006 semester.

Ring, who oversees the manifesting and groundwater management projects for ECO-FIRST, holds an undergraduate degree in plant science from the College of New York system.

During the next few years, Ring will cut back to part-time work at ECO-FIRST during school months while he continues his education in the environmental and safety fields.

ECO-FIRST, Inc.

Arthur joins staff to manage race operations

LESAGE, WV—Brittany Arthur has joined ECO-FIRST part time as an administrative assistant at the company's home office in Lesage.

Arthur, who attends nursing school at Marshall University, will be primarily managing ECO-FIRST's involvement in NASCAR.

ECO-FIRST serves as the official environmental services provider for Faith Motorsports, a NASCAR Nextel Cup team which employs driver Morgan Shepherd.

Shepherd has more than 500 Nextel Cup starts and has recorded 138 top 10 finishes, along with four wins.

ECO-FIRST, Inc.

Want more information?

Contact us if there is something you would like to see covered in a future edition of ECO-VIEW.

Mark Ring

Environmental Specialist

Our Planet



We've found a new life for old oil filters

Ever wondered what kind of environmental damage that old oil filter you took off your car's engine causes after its useful life of cleaning oil is long past?

Unfortunately, a single oil filter disposed of in an unlined landfill or trash dump can potentially contaminate thousands of gallons of surface and ground waters with toxic chemicals such as benzene and lead.

As most people know, most states allow used oil filters to be disposed of in a landfill provided that they are drained for 24 hours after being removed from a hot engine and if there is no visible liquid remaining in the filter when it is disposed of.

While this practice of disposal may be legal, it still isn't the best way to part with an oil filter after its useful life has passed.

ECO-FIRST offers complete oil filter recycling services for industrial and commercial customers who generate a large number of oil filters. Many garages and auto repair facilities utilize our services, which includes the entire filter being recycled into reusable products.

Our current recycling system involves the filters being drained of any remaining oils and then ran through a crushing machine commonly known as a hammer mill. This crushing machine pulverizes the oil filters into small metal chunks no bigger than the end of your thumb.

The chunks are then collected in a special roll-off box container and shipped to a local steel mill where the chunks are melted down and come back to life in new steel products. The small amounts of oil and filter particulate found inside the filters before crushing simply burn off during the smelting process.

Contact Mark Ring at 1-877-736-7303.

ECO-FIRST name gaining steam at the race track

Environmental team supports Shepherd

By Kyle Richardson
ECO-FIRST, Inc.

ECO-FIRST, a West Virginia-based environmental services company, has expanded its services to the world of stock car racing.

Since beginning the 2006 NASCAR Nextel Cup season as the official environmental services provider of Victory Motorsports, the company's service agreements have grown to include brief supporting roles for CJM Racing and Faith Motorsports as well.

ECO-FIRST President Dana Tomes, who also co-owns Faith Motorsports with veteran driver Morgan Shepherd, said the recognition gained through the company's association with racing has led to many phone calls and e-mails.

"We have people calling wanting to buy our t-shirts because they see them



ECO-FIRST president Dana Tomes talks with crew chief Jim Graham of Faith Motorsports during a recent Nextel Cup race at Richmond, Va. ECO-FIRST sponsors the #89 Dodge driven by Morgan Shepherd. *Photo by Rick Adkins.*

at the track," Tomes said. "We also saw a big increase in traffic to our website after we got involved in NASCAR."

ECO-FIRST employees provide the team with fluids recycling, sorbent pads

and other environmental products and services. In return, the company and its employees are afforded the joy of being involved in the country's top racing series. "Having an opportunity for our employees and customers to enjoy a race is worth the investment," Tomes said. "Most all of our staff have either been to the track or to the shop to meet Morgan and have their photos taken. Everyone involved has a great time. It's a perk most employees don't get."

In a sport where the environmental services are dominated by major NASCAR sponsors Safety-Kleen and Waste Management, Tomes says fans appreciate the little companies who have gotten involved in the sport.

"We get a lot of people who thank us for our support of the sport and for the services we provide to the team and the environment in general," Tomes said.

Since coming on board with Faith Motorsports upon its formation in August 2006, the team has qualified for the first two races it has attempted. Shepherd finished 43rd at Richmond and 42nd at Loudon, NH.



ECO-FIRST, Inc.

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