

AREA DISPOSAL INC
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Dear Valued Customer:

I, Christopher Picciano, President of Area Disposal Inc., am penning this letter to you, Our Valued Customer, with a heavy mind, heavy heart, and a very upset stomach.

Some of you might know, and some not, that the Town Council of your beautiful Town has put out an R.F.P. (Request for Proposal) to the current Waste Haulers doing business in the Town of Paradise Valley and any other haulers who would meet the Town's criteria.

The main players currently doing business in the town are Waste Management, Republic Services, Area Disposal and R.A.D. (Right Away Disposal). All of these are good, reputable companies. If any one of these companies were far superior to the others in providing trash and recycling service to the others, they would already be the sole provider of Waste/Recycling service to the fine resides of Paradise Valley.

That is obvious not the case. We are all different in our own ways, even though we all provide essentially the same service. However, Area Disposal is a small, family run, local company that was established and incorporated in 2001. Area Disposal also provides residential trash service in the towns of Carefree, Cave Creek and Black Canyon City.

The other facet of Area Disposal's business is Roll-Off. We have 15 yard & 40 yard construction dumpsters that we provide to many homeowners, contractors, landscapers, roofers, etc. all over the valley.

With all of our original customers still utilizing our exemplary service since our inception. Our growth has been phenomenal because of old fashioned word of mouth advertising, repeat and referral. Yes, one customer recommending to others, still does work well indeed.

Thirteen (13) years ago, Area Disposal purchased a residential 'route' from Arizona Sanitation and paid a very handsome amount for that little book of business. Through good old fashioned, real true service over the last 13 years, the Paradise Valley route has more than tripled in size. This is attributed to things like transparent, value pricing, consistent service. An office that answers the phone that is local and you never need to press "9" for a certain department.

The staff from the office to drivers to owners, really care about the level of service that we provide. On any given work day, if an issue needs to be resolved, an Owner/Corporate Officer is there to get to the heart of the matter and oversee that it is resolved in a timely manner. Try to get the President/CEO of one of the 'big publicly traded companies' to get on the phone with you. At the end of this letter, my personal cell phone number is available if you wish to discuss this with me at your convenience.

As mentioned before, this request for Proposal {RFP}, has been drafted by the Town Project Managers, Duncan Miller – Town Clerk and Keven Burke – Town Manager under the direction of your Town Council.

The hypothesis is with a contract given to one hauler that the "Quality of Life" will improve for the residents of the town:

(a.) things like neighbors on the same street having trash barrels out on different days for pickup. This issue has already been resolved as the Town adopted February 1, 2017. As of this date, new restrictions on the Waste haulers, what day(s) they can pickup in which areas of the Town we are all able to provide our service. (West of Tatum and South of Lincoln are one (1) section, and the mirror opposite is the other with Wednesday being a "No pickup day" for any residential trash /recycling.

(b) lower consistent cost to residents. This is true, but not only for the obvious reason (We at Area Disposal always provide a lower, consistent price to the many Home Owner Associations {H.O.A.'s} that we service) for. We are guaranteed 100% participation from the H.O.A. The density of picking up every home in a given area makes the rate of efficiency go up exponentially. However, there is a hidden reason that some of the tried and true, long term bread and butter customers are being gouged by some of the larger companies simply because they are long term customers.

Think about it: how would you feel if you used XYZ Company for 20+ years and you found out your new next door neighbor, who is provided with the exact same service from XYZ Company, has a bill ½ or 1/3 of what you pay? Does the term "Violated or Ripped Off" come to mind? It should. I will add, that Area Disposal has never, and never will engage in such deceptive practices. Area Disposal's ownership, and day to day management do not carry that larceny in our heart or minds.

Last year, at a meeting in your Town Hall, when the topic of better pricing for the residents was being discussed, I personally mentioned this practice to Mr. Kevin Burke. I also provided a solution to the problem informing him that the annual permit requires each applicant to state his pricing in writing and put it on the Town website to help the residents. I mentioned it again at another meeting this year. We are now in October, and such a simple task

has not been performed. I will let you, Our Valued Customers draw your own illusion of what might be happening here.

Now, let us talk about the foundation of how this Great American Country has been built... Free Market Capitalism, the freedom and power of choice a reflection of the natured system of Liberty - "Laissez Faire" – leave business alone, no interference by the Government and is one of the guiding principles of Free Market Capitalism and a Free market Economy.

The power of choice::: sometimes we choose not to choose and that's alright because that was our choice. When we have too many choices, we tend not to choose because of too many choices. When we have less choices, we tend to make quicker decisions. When we have NO CHOICE AT ALL, we feel punished. This is real, it's everyone's and everyday choice and freedom go hand and hand, especially in this Land of the Free and Home of the Brave.

Cherish the people who give you the freedom of choice, instead of forcing you to do what they want. Let's not forget the late Great Ronald Regan who said: "Government exists to protect us from each other where Government has gone beyond its limits is in deciding to protect us from ourselves"

Where does it end? Limitations on which landscapers you are allowed to hire? Which maid service will give you a "Better Quality of Life" and you MUST use only that one company. Limiting you to have only one (1) choice of XYZ Sand and Gravel to deliver your new 1" minus crushed stone for your Xiascape project because they are the closest and hence while making a shorter route to your home and back process a lesser carbon footprint on our environment. The list could go on and on.

Now, don't get me wrong folks, I am all for doing my part to protect our beautiful environment for today and the future generations. Area Disposal has always wanted to be an integral part of the pie who helps keep Paradise Valley and the other towns that we service, clean and beautiful.

Area Disposal has always provided our service efficiently and transparently priced right without all the fees that some of the other companies have charged over the years that change on every billing cycle. Area Disposal has provided our service with clean and efficient trucks that easily do the job. In years past, the Town was always speaking of the issue of heavy tandem rear axle trash trucks creating havoc in the Cul-De-Sacs as the 3rd axle (read rear axle), scuffs going through tight radius turns.

Area Disposal heard the plea of the dignitaries of the town and went out and purchased four (4) specially engineered automated side load trucks which have only 2 axles on each truck– 1 (one front and 1 (one) rear to simplify roll through Cul-De-Sacs like a big car. No 3rd axle o scuff and grind up hot asphalt.

When the town voiced concerns regarding trash truck emissions, Area Disposal purchased a separate 'Bio Diesel Fuel Tank', then furnished an official Arizona Emissions Compliance Certificate proving how low the emissions are. While running on Bio Diesel, instead of Petroleum based Diesel Fuel.

Area Disposal has listened to the dignitaries of Paradise Valley and we have always responded to whatever was presented to us. We have spent hundreds of thousands of dollars purchasing specialized trucks and equipment to satisfy the concerns of the council and for the benefit of our valued customers. We are good stewards of our business, we are vigilant, and we are always available and take care of anyone with special needs. Whether temporary or permanent with a smile and no extra cost.

With the help of our fine customers in Paradise Valley, we are distinguished enough to make top ranking in Entrepreneur Magazine, 2 (two) times for the fastest growing corporation in the Country! **The Hot 500 in 2007 – ranked # 328 & **The Hot 100 in 2008 – ranked #96** We couldn't have done that without the growth experienced in your Town and that growth was well deserved for doing a fine job I might add.**

No one said it would be easy and they were right, but we persevered and we received our allocates. Now here we are facing the R.F.P. (Request for Proposal) that we cannot even participate in. The terms and conditions are all together geared for much larger companies than Area Disposal ever dreamed of becoming.

Area Disposal never wanted, nor intended to be the biggest waste hauler. Area Disposal just wants to be the best, the best service, the best value and the easiest company to call and talk to a 'Real person' and conduct business.

This is a plea for your help. Without your help, we will be forced to pull all our trash and recycle barrels out of Paradise Valley. You will be forced to do business with a company you may not want to do business with. The way I see it, now is the only way Area Disposal can continue to do business, is if You, The People make known LOUD & CLEAR that you are capable of running your own life and certainly able to make your own decisions. You MUST KEEP YOUR RIGHT TO CHOOSE.

Make it known, and Thank the Town for accomplishing a major goal of dividing the Town into 2 (two) sections and limiting all 4 (four) Waste Haulers to days and times within those parameters and Now 'DO NOT TOUCH MY CHOICES' and this is not just for Area Disposal customers. This is a positive benefit for all 4(four) Waste Haulers as I am sure there are people who would rather fight than switch to anyone else. They have their own personal reason and leave my choice alone...OR ELSE!!

Show the solidarity of the "Power of the People"

A list of Council Members and contact information is also provided

Town meetings are:

Thursday 10/12/17 4:00 – 8:00 pm

Thursday 10/26/17 4:00 – 8:00 pm

Thursday 11/02/17 4:00 – 9:00 pm

Thursday 11/16/17 4:00 – 9:00 pm

There are no December Council Meetings on the Website yet.

Please go to www.aredisposal.com and click on the Paradise Valley tab to view much more.

Call me – Chris Picciano – President – 602-373-1110 to discuss this matter.

Town Council

Michael Collins, Mayor* 480-315-1000 mcollins@paradisevalleyaz.gov

Jerry Bien-Willner, Vice Mayor* 480-442-3532 jbienwillner@paradisevalleyaz.gov

Council Members

Paul Dembow * 602-569-6900 pdembow@paradisevalleyaz.gov

Scott Moore ** 480-563-3891 smoore@paradisevalleyaz.gov

Julie Pace** 602-322-4046 jp pace@paradisevalleyaz.gov

Mark Stanton ** 602-799-2401 mstanton@paradisevalleyaz.gov

David Sherf * 602-955-9393 dsherf@paradisevalleyaz.gov

*Term expires December 31, 2018 **Term expires December 31, 2020

Go to www.paradisevalleyaz.gov for updates.

Thank You & Sincerely,

Chris Picciano - President