Happy October!

In this month’s Waste360 Wisdom newsletter, you’ll learn why you should always optimize content for mobile, catch up on a NothingWasted! Podcast episode, listen to a popular Spotlight Session from WasteExpo, and be the first to watch our NEW video series, "40 Under 40: What's Happening Now?".

DID YOU KNOW?

**Optimizing Your Content for Mobile, It’s Easier Than You Think**

It’s a well-known fact that mobile devices are becoming more prevalent when you are looking at where your online traffic is coming from (Up to 70% of web traffic comes from mobile devices! [CIODive, 2018](https://www.ciodive.com)). To keep consumers coming to your
website, you need to make sure that you are giving them exactly what they are looking for. We have put organized a list of how to start “optimizing your content for mobile” adventure.

**MIC DROP**

Listen to the rockstars in the waste, recycling and organics industry in the highly rated Waste360 NothingWasted! podcast.

*An Environmentalist’s View of Sustainability, the Waste Stream and more with Kristin Kinder*

Meet Kristin Kinder, VP of Research and Waste Stream Sustainability at Wastequip. She's an environmentalist whose passion for sustainability started to bloom in Kindergarten. But it wasn’t until she lived in Germany that she embraced their culture around consumption. We sit down with Kristin to discuss her deep insights on collaboration, sustainability, the future of the waste stream, advice to young professionals and so much more. #NothingWastedPodcast
Look here for free education and resources straight from WasteExpo.

**SPOTLIGHT SESSION: CEO Interview: One-on-One Chat with Bill Caesar**

Join Bill Caesar, CEO of WCA Waste Corporation for a one-on-one interview with NWRA’s Darrell Smith as he shares his insights into leadership, workforce challenges, the future of recycling, and much more. Get the perspective of a top CEO from one of the leading waste management companies during this informal fireside chat.

**EYE CANDY**

Check out videos, animations, infographics or basically anything that catches your eye.

**40 Under 40: What's Happening Now?**

It seems like just yesterday we were watching these movers and shakers as young professionals just starting out. But these waste, recycling and organics rockstars are all grown up.
Nominate someone for the 40 Under 40 Award!

Have your own marketing tips to share? We'd love to hear about them. Or, anything you want us to cover in the next issue? We're all ears...email us at startfishing@waste360.com

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