

R. Alexander Associates, Inc.

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RONALD ALEXANDER

Principal, R. Alexander Associates, Inc.

Mr. Alexander has over 40 years of experience in all aspects of compost, biosolids-based and other organic recycled product manufacturing, marketing and utilization. He possesses extensive practical experience, having marketed compost from seven composting facilities, as well as managing a marketing staff and company that specialized in this function. Mr. Alexander has also completed over 500 organic recycled product manufacturing, marketing, utilization and quality evaluation/assurance related consulting projects throughout North America (and the world) and has completed several State and Federally funded projects. His experience has allowed him to work with large and small, private and municipally operated organics recycling facilities. Mr. Alexander has completed market and product development projects for composts produced from various municipal, agricultural and industrial feedstocks, anaerobic digestion products, dried/granulated and lime/chemically stabilized biosolids products, biochar, manure, composts/worm castings, paper and wood-based products. He has completed marketing and utilization related projects, or actually marketed organic recycled products, in all regions of the United States, including 36 states, as well as 6 Canadian Provinces, Europe and Australasia. Mr. Alexander is also extremely experienced in product development, labeling, registration and certification.

Mr. Alexander possesses an excellent understanding of the overall organics recycling industry. This, plus his business development and marketing experience, and extensive contact structure has allowed him to assist a variety of companies in facility start-up and the evaluation of related business opportunities within the organics recycling industry. Related projects have included staff identification/training, feedstock identification/attainment, product development, product placement, company business planning, etc.

EDUCATION

Delaware Valley College of Science and Agriculture (now Delaware Valley University), Bachelor of Science in Horticulture

EXPERIENCE

June 1998 to present: Principal of R. Alexander Associates, Inc. in Apex, North Carolina. As principal of R. Alexander Associates, Inc., technical responsibilities include involvement in and review of all organic recycled product projects, as well as project management. Technical responsibilities also include directing and completing compost and other organic recycled product market research, assessments, and development projects, involvement in product development, utilization, field research and quality control related projects, as well as involvement in various organics recycling and management projects. Market research and development responsibilities are broad-based in nature and emphasize long-term solutions and creative approaches.

July 1991 to June 1998: Product Marketing Specialist/Senior Scientist at E&A Environmental Consultants, Inc.'s Cary, North Carolina office. As Product Marketing Specialist, a national position within E&A, responsibilities included involvement in organic recycled product marketing and utilization projects, as well as project management. Market research responsibilities included the identification, contact, and surveying of potential and current product users, identification of potential product distributors and competing products, identification of impediments to marketing program implementation, assessment of current and potential market size, as well as other tasks. Other responsibilities included the design and implementation of market development programs, developing employee education programs, end product technical and promotional literature, assisting in product development, design and implementation of product research programs, developing product demonstration programs, and marketing product on behalf of customers. Developed and managed E&A's Compost Marketing Assistance Program. As a staff scientist, responsibilities also included assisting in various composting, recycling, and biosolids management studies as necessary.

June 1984 to July 1991: Vice President/Director of Marketing at PRSM, Inc. in West Chester, Pennsylvania. Responsible for development of all product marketing/sales strategies, market development, product development, development of

literature and advertisements, and technical field consultation. Also responsible for training and managing sales personnel, coordination of product distribution, and direct sales. Other responsibilities have included public relations, product field testing, market research, product manufacturing, distribution troubleshooting and inventory management. Other related experience in marketing of packaged compost and related products, production/development of products containing compost (through mixing and blending), recycled paper and wood, as well as a line of erosion control products.

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

- United States Composting Council – past Board Member, Vice President and Secretary
- Co-Chairperson of the United States Composting Council's Market Development Committee - past
- Water Environment Federation
- Industry Liaison to the Association of American Plant Food Control Officials
- American Society of Landscape Architects

OTHER INFORMATION/EXPERIENCE

Conducted instructional/educational programs and seminars for trade associations and companies representing landscape architects, landscapers and nurserymen, turf professionals, schools and universities, and Departments of Transportation. Has held executive posts in various green industry and composting trade associations.

Has authored and presented over 400 articles and presentations on organic recycled product manufacturing, marketing, quality and utilization.

Completed multiple compost operator training courses early in his career, then acted as an instructor in several others; including in California, Louisiana, North Carolina, Pennsylvania, Texas, Virginia, etc., as well as those through the U.S. Composting Council and its State affiliates.

Serves as an Industry Liaison to the Association of American Plant Food Control Officials (AAPFCO), representing the U.S. Composting Council for over 25 years.

Developed the Seal of Testing Assurance Program through a grant received by the U.S. Composting Council, then managed the program for 10 years.

Published 'The Practical Guide to Compost Marketing and Sales' (2003), second edition was released in 2010.

Written several state and national compost usage specifications and trained 1,000's of landscape architects and engineers throughout North American in compost usage.

AWARDS

1992 – Delaware Valley College of Science and Agriculture – Special Award for Dedicated Service

2003 – U.S. Composting Council – Hi Kellogg Award for Outstanding Service to the Composting Industry

2010 – U.S. Composting Council - Clean Water Award

2019 – Named by BioCycle as an Organics Recycling “TrailBlazer”

2023 - Presidential Distinguished Service Award from the Association of American Plant Food Control Officials

2023 - US Composting Council - Jerome Goldstein Lifetime Achievement Award