Joshua Fookes President Bee Green Recycling & Supply 725 Julie Ann Way Oakland, CA 94621

To all our valued Customers,

I wanted to write to inform you about some changes effective this new year! You may have already noticed our new name and logo on our receipts, invoices, and statements. I want to formally announce the changes and the reason for the changes so that you are in the loop on these exciting new developments for our company!



As you may know, we are family owned company founded by myself and my wife Deborah Fookes in 2009 as Commercial Waste & Recycling, LLC ("CWR"). Originally located at 725 Independent Road, Oakland, CA 94621 with the goal of helping our customers succeed in recycling their green waste and construction and demolition debris, this once small operation has become the largest transfer station permitted in the City of Oakland!

In 2012 we founded Asphalt Shingle Recyclers, LLC ("ASR") located at 5900 Coliseum Way, Oakland, CA 94621. This company was founded specifically to process inert debris and asphalt shingles. Later in 2012, we began Oakland Firewood & Landscape Supply a dba of CWR, but located adjacent to ASR at 5900 Coliseum Way. This part of our business serves to help our customers succeed in their landscape projects.



## **BEE**GREEN

RECYCLING & SUPPLY

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**www.BeeGreen.green** 510-636-0852 phone 510-636-0880 fax As CWR continued to grow we expanded by developing a new green waste processing yard at 740 Julie Ann Way, with access through ASR at 5900 Coliseum Way. The thought was, we could have the scale house at ASR also process green waste tickets for the new yard. This helps save time at our much busier C&D processing yard at 725 Independent Road.



After the development of the different aspects of our businesses, each having their own unique identity, it was often confusing for customers when they would be sent from one yard to another, and those yards not have any continuity between them. Sometimes a customer would call CWR for a quote, and then turn around and call ASR for a quote, only to have the same person answer the phone! We had 4 different business names operating under two different legal LLC identities, and it was easy to confuse even ourselves if we didn't look at the phone number that was being answered! Couple that with the fact that some customers have called Commercial Waste & Recycling just to ask permission to bring their personal home remodel material to our facility. They weren't sure because of the word "Commercial" in our name.

So, with all the different yards, and some of the confusing names in use, it became apparent that it was time for a rebrand. Therefore, effective January 1, 2017 Asphalt Shingle Recyclers, LLC has merged with Commercial Waste & Recycling, LLC. There is now only a single LLC entity. CWR filed a fictitious business name statement with Alameda County and now operates using the dba "Bee Green Recycling & Supply".

I want to personally thank you for being a part of our company's growth over these past 8 years. As we enter our 9<sup>th</sup> year of business here in the East Bay, we hope you embrace our merger and rebrand efforts. Do not be alarmed at the new signs, and name. We are still owned by the same people that founded the



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**www.BeeGreen.green** 510-636-0852 phone 510-636-0880 fax company. We still have many of the great folks working for us who began with us 8 years ago all here to "help you succeed!"

I've enclosed a postcard with a map of our neighborhood which illustrates the proximity of our yards to one another. We recycle construction & demolition debris at 725 Independent Road. Inert debris such as concrete, asphalt, dirt, and asphalt shingles are recycled at 5900 Coliseum Way. Green waste and clean wood debris is recycled at 740 Julie Ann Way, accessible by entry through 5900 Coliseum Way. And don't forget to check out our new showroom for our landscape supply yard located at 725 Julie Ann Way. We have set up it up with a variety of landscape products and tools to help you succeed in all your landscape projects!





## Showroom located at 725 Julie Ann Way, Oakland

We will be making changes to our web sites and solidifying the rebrand across all our media platforms in the coming months. The main thing I want to leave you with is that we are the same people you have grown to know and trust. We have the same great services that are getting even better as we grow and expand into our newly acquired properties. And now, when you call you will greeted warmly with "Bee Green Recycling & Supply"

Our business exists because of you. Your business is truly valued and I want to address any questions or concerns you may have. Please feel free to contact me if you have any questions about the merger or rebrand. I can be reached at our main phone during regular business hours, or any time on my personal cell 530-351-2508.

Helping you succeed!

Joshua J. Fookes President



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