

SONYA S. BETKER, TRUE ADVISOR, GBCI

Education

B.S., Business Management - Sustainability, University of Wisconsin - Stout, 2018

A.A.S., Real Estate Management- Commercial, Dakota County Technical College – Rosemount, Minnesota, 2005



Professional Licenses

TRUE Advisor, GBCI

SEA, GBCI

Specialty Certifications

40-Hour HAZWOPER Training

Professional Affiliations

International Society of Sustainability Professionals (ISSP) – Member

Solid Waste Association of North America (SWANA), Minnesota – Board Member

U.S. Green Building Council (USGBC) – Member

Recycling Association of Minnesota (RAM) – Member

Reuse Minnesota – Board Member

Zero Waste International Alliance (ZWIA) - Member

National Stewardship Alliance Foundation – Board Member

American Public Works Association (APWA)

Professional Experience

Ms. Betker is a Zero Waste Professional with two decades of experience successfully driving regional, national, and global sustainability and circular economy programs for public and private clients. She takes a whole systems approach to lead and develop strategic sustainability programs. Skilled at maximizing partnerships to implement efficient sustainability programs, Sonya has a proven track record driving sustainability vertical and building the business case to highlight potential revenue gains and cost savings with buy-in to sustainability. Much of her experience is in business management and brokering up until her transition to consulting at an environmental engineering firm in 2021. Creating connections between varying stakeholders is a constant throughout her career.

Zero Waste

Confidential Client, Riyadh, KSA, Waste Plan Aligning with TRUE Framework, Feasibility Studies.

Developed Zero Waste plan for the integration of emerging waste technologies in the design of a smart city utilizing the TRUE Zero Waste Framework. Projected community growth and impact to waste streams. Integrated phased development approaches and modular or scalable technological approaches and performed a waste management analysis to offer comprehensive review of emerging options for waste collection, transporting, and processing. Developed feasibility studies

around biochar, pyrolysis/gasification, co-digestion, material recovery facility, landfill, and pneumatic waste conveyance systems. Balanced economic, environmental, and social outcomes to ensure alignment with the clients' circular economy goals.

Dalton, Georgia, Operational Logistics. Reframed waste as a resource to maximize efficiency in businesses. Integrated right-sizing of waste management areas in facility planning to ensure safety and convenience for facility users.

Madison County, Illinois, Circularity Centers (Sustainability Campus) Design and Implementation. Utilized circular economy concepts to create processing campuses with varying components to utilize other components' waste streams. Offered foresight in planning and coordination of stakeholders to pursue grants and private funding sources to incorporate a range of emerging technology components in circular waste recovery.

Nassau Bahamas, Royal Caribbean, Waste Planning. Acted as certified advisor in TRUE zero waste planning and certification. In combination with SEA certification, aligned companies and projects with the 17 UN sustainable development goals to maximize positive project impacts. Provided insight to project teams to most efficiently manage waste collections and provide for optimal participation and user experience.

Nassau Bahamas, Carnival Cruise, Waste Planning. Acted as certified advisor in TRUE zero waste planning and certification. In combination with SEA certification, aligned companies and projects with the 17 UN sustainable development goals to maximize positive project impacts. Provided insight to project teams to most efficiently manage waste collections and provide for optimal participation and user experience.

Hennepin County, Minnesota, C&D Study. Managed a construction and demolition waste diversion study examining how material is reused and recycled from renovation and remodeling project sites throughout the County. The study also analyzed barriers around reuse and recycling, and opportunities for improvement, including policy and program recommendations. In addition, assisted the County in understanding motivators for the C&D industry. Also addressed areas where emerging technologies can further reduce C&D waste.

Sustainability

Portsmouth, New Hampshire, Biogreen 360. Lead the development of sustainability strategy/KPI's and execution of National programs. Created Sustainability vertical as well as training budget. Worked with diverse groups of retailers, wholesalers, and industrial groups to drive initiatives producing results. Managed a portfolio specific to zero waste goals of over 100 client account locations with a budget goal of a 40% reduction in waste spending. Collaborated with C-suite, client, and vendors to nurture relationships.

Minneapolis, Minnesota, Corporate Hippy DBA: Triple Bottom Line Strategy, Sustainability Subject Matter Expert. Identified potential client needs, and prepared and developed robust sustainability waste stream diversion plans for auto groups, major institutions, retailers, distribution centers, restaurants, and food processors. Identified regional partners, nurturing relationships and the opportunity and need for waste diversion. Worked with Solution Sales for Zero Waste Road-mapping. Administered pilot food waste program in major Midwest grocer, gained by identifying need and presenting solution. Created outreach partnership with local youth group and farmers for a youth community garden. Lead team to work across various enterprise partners to build environmental best practices relating to their positions.

Chestnut Ridge, New York, BioHiTech Global, Director of Sustainability. Lead development of sustainability roadmaps and organic waste stream diversions for major institutions, retailers, distribution centers, grocers, prisons, hospital systems, and food processors. Analyzed client needs, identified regional vendors and partners, and maintained calculations for regulatory reporting and clients. Managed third party vendors and supported 20 national trainers, while monitoring and coaching more than 500 client locations worldwide. Helped clients divert more than 200 tons per year since the start of role in 2018; helped one single client toward an organic diversion of 302K pounds, and another to save \$179K in organic waste costs. Acted as key point of contact and Subject Matter Expert for after-sales management, creating tiered level training programs for each water treatment client to better understand the effluent of a digester and use of diversion, targeting 0-40% savings in client waste costs. Educated municipalities with populations from 13K to 8.6M on effluence composition. Delivered \$179K in savings to one client with 18 locations. Strengthened executive relationships and mid to lower-level relationships with Fortune 500. Represented BioHiTech at industry and government meetings.

The Colony, Texas, Quest Resource Management Group, Sustainability Manager, National Accounts. Created environmental services programs for a \$138.5M environmental service broker, assisting retail, office, and multifamily owners to achieve zero waste and improve revenue from waste diversions. Assisted sales of organic de-packaging diversion programs, developing action plans for clients. Co-led client development and management, working closely with the vice president, interfacing with clients focused on triple bottom line programs. Managed national portfolio of sustainability that delivered a 30% year-over-year improvement for clients. Developed a robust national training program for retail/grocery clients regarding the proper protocol per municipality for diversion – resulting in an increased diversion of 40%. Reduced monthly waste costs for a client through the development of a unique retail diversion program to fit location with hauler and porter service, decreasing monthly waste costs for single location by \$6.5K. Audited HAZ waste facilities to ensure location adherence to proper hazardous waste protocol. Created retail tenant pricing and analysis for portfolio service costs. Closed partnership agreement with retail group portfolio of 37 mall locations throughout the South. Managed national waste stream audits, analyzing current waste stream diversions.

Business Development, Vendor Relationships. Acted as primary client liaison for Quest; developed collections procedures, pricing, and negotiating contracts to land new business and renew contracts with established clients. Ensured service quality consistently exceeded client expectations, strengthening company value to the client base. Created a vendor database and established valuable external partnerships to ensure efficient, cohesive collection procedures for retail clients. Managed a portfolio specific to zero waste goals of over 100 client account locations with a budget goal of a 40% reduction in waste spending. Increased client base, leading vertical sales, interfacing with corporate leadership of commercial property groups, securing contracts with additional mall locations throughout the country; i.e., building a relationship with one client led to adding 35 other malls. Developed collections/diversion protocols for tenants with 30-60-90-day plans, communicating forecasts and cost-saving projections decreased delinquencies in one quarter by 70%.

Alpharetta, Georgia, International Environmental Management (IEM) Resources, Great Lakes Regional Manager. Managed waste and recycling programs for fortune 500 retail clients, as well as mall ownerships. Directed client relationships with national shopping center-owner groups, leading analysis, recommendations, and management of ways to contain waste stream costs and drive efficiencies to optimize solid waste and recycling services. Managed a five-member team with responsibility for a multi-state portfolio of shopping centers and a \$1.8M annual budget. Developed diversion programs unique to each market region to increase the bottom line, identifying savings for clients between 30% - 40%. Developed a new diversion plan via a unique partnership for removal of

pre-consumer food waste. Worked with State Department of Natural Resources to ensure all materials were captured according to various municipalities' local, county, and state laws and widen public diversion opportunities.

Publications and Presentations

Betker, S., "The Future Relationship of Sustainability with Traditional Waste and Recycling," APWA Reporter, March 2024.

Betker, S., Named as "MSW Women of Waste," MSW Management, June 2023.

Betker, S., "Insights from Hennepin County C&D Waste Diversion Study," Reuse 22 Conference, 2022.

Betker, S., "True Zero Waste 101," Conference on the Environment, 2022.

Betker, S., "Circularity Centers – Reframing Waste as a Resource," RAM/SWANA Conference, 2023.

Betker, S., "Circularity Centers – How Municipalities can Lead the Transformation into the Circular Economy", APWX Conference, 2023.

Betker, S., "Reframing Waste as a Resource in a Circular Economy," AWA Webinar, 2024.