

ROSE MOCK ALLIED SCRAP PROCESSORS (LAKELAND, FLA.)

How did you enter the recycling business? I grew up in the business. My dad and mom started the company in 1957, and mom always had us with her at work when we were young. I worked in the warehouse grading material, baling it, and driving forklifts. I also operated the loader in the yard. My father wouldn't let me learn the cable cranes because he said they were a "man's job." At 15, I started working in the office and learned to buy metal over the scale. At first, I was timid talking with customers, but I quickly learned to enjoy interacting with them. After completing high school, I attended and graduated from the University of Florida with an accounting degree. My parents wouldn't let me just come back to the family business. They wanted me to work somewhere else first to experience what business was like outside the scrap industry. I ended up selling office machines for about three years, then I returned to the family business. Over the years, I've learned all aspects of the company's operations and served in various positions. Currently, I'm president, with principal duties as chief financial officer, trader, and team player in operations with my brother and partner, Frank Giglia.



Did you ever plan or want to pursue a different career? No, and to be honest, I can't imagine any other career being more fun and challenging than what I do now.

What do you like most about the recycling industry? It's dynamic—you never know what's going to enter the yard or what the markets will bring your way. Every day is a new adventure. Also, technology has enabled our industry to become specialized, efficient, and effective.

What do you like least about the industry? Metal theft and the laws we have because of it.

What is the biggest challenge facing your company? Margins. Competition always has been tough, and keeping margins where you need them to be to succeed is a math problem that's constantly in a state of change.

How would you sum up your business philosophy? Always maintain our integrity. Treat our customers and employees with respect, honesty, and equality, just as we would want to be treated.

What are the keys to success in the recycling industry? Open-mindedness and being able to adjust to the constant changes in markets, product mixes, mergers, and metal theft legislation.

What lessons have you learned about business in your career? You must be passionate about what you do. It's important to *want* to go to work and enjoy the difference you make in the world by being a productive person. I've learned that all businesses have the same core problems: personnel, insurance, government regulations, and taxes. We all need to find our voice and be active in our communities to let the governing bodies know the intended and unintended consequences of their decisions.

What has been the weirdest or funniest experience in your career? In the late 1980s, when custom vans with carpets and beds were popular, there was a company that made conversion vans near our facility. This company sold us the sides of the vans it cut out

to install the big windows. One day the company's driver pulled into our yard hauling a trailer with a Chrysler four-door car. After the customer weighed in, he started driving off the scale, but his car's entire bumper came off with trailer hitch intact. The driver didn't even know it had come off. He kept driving into the yard, and his trailer was still on the scale. It still cracks me up today.

What are some of your greatest personal achievements? Marrying Buddy, my husband and the love of my life; having a great partnership with my brother, Frank; and building a successful business.

Which of your traits do you like the most? Honesty. You have to be honest about your thoughts and decisions. No one should have to figure out what you're really saying or implying. People who know me will say I tell the truth, and they respect that about me.



One on One

Is there anything about yourself you'd like to improve? I'm constantly trying to work on my patience and grace. When I start getting impatient, I need to remember to step back, breathe, and admire the scenery. I also need to work on my social tactfulness and clumsiness. Both fall under grace in my definition.

Tell me something about yourself that would surprise people. I don't think there's anything about me that would surprise anyone.

How do you personally gauge success? When I can get up in the morning and be excited to start my day, and when my life is filled with people I love.

You've been a great supporter of and participant in ISRI over the years. Why do you think that's so important? To improve yourself and grow your business you must network, share information, make friendships—and ISRI provides the environment to do that. Building relationships, personal and professional, is what life is all about. You have to work at those relationships to build trust. You then can ask colleagues for advice to help you make better decisions and learn from others' mistakes and successes. You have to show up to build those relationships, and that's where ISRI comes in.

Favorite movie? *What's Up, Doc?* with Barbra Streisand and Ryan O'Neal.

Favorite food? Kettle potato chips, any flavor.

Favorite drinks? Captain Morgan rum and Diet Pepsi with lime. In winter I enjoy a Manhattan, straight up.

Favorite country in the world? The United States of America. I've been fortunate to travel from coast to coast, and I've seen how our country is incredibly diverse everywhere you go. I love being a citizen of the United States and am thankful every day that I was blessed to be born here.

Favorite TV show? *NCIS*.

Hobbies? Fishing, fishing, and fishing. Fishing calms me and brings me peace. Buddy and I really enjoy in-shore saltwater fishing, though we sometimes do freshwater fishing. Mostly we fish off our dock in the lake behind our house, but occasionally we take out our boat in fresh water. We spend most of our Sundays on the water together. Buddy also taught me to fly-fish. We've taken fly-fishing trips to Vermont, Yellowstone National Park, North Carolina, and northern Georgia. I'm so focused on that tiny fly that I forget I'm in the middle of an amazing river surrounded by beautiful forest and nature.

What are your passions? My husband and my work.

What's your guilty pleasure? I don't have any guilt over things that bring me pleasure.

What makes you mad? Politics, mainly. It amazes me how self-serving we've allowed our governing bodies to become. Also, I get mad at people who think we taxpayers need to support them forever while they consume from society instead of contributing to it, and I get mad at the government that allows that practice to continue in perpetuity.

What constitutes a perfect day for you? A personal perfect day is doing anything with my husband. A professional perfect day is when everyone shows up, nothing breaks down, and we're busy with customers.

If you had three wishes, what would you ask for (besides additional wishes)? Wishing doesn't make things happen.

Is there anything you still want to accomplish in your career? I want to continue growing in all aspects of my life—spiritually, mentally, emotionally—and, as I do that, I believe the world will continue to open up for me.

Any words of wisdom for the next scrap generation? Your word is your bond. You earn integrity; it isn't given to you. Don't do anything to damage your reputation because you may not get it back. Learn to embrace the constant changes life brings your way. 