

## WHO'S WHO | in Green

### KEVIN G. GERSHOWITZ

*Gershow Recycling*

Kevin Gershowitz is president of Gershow Recycling, which purchases scrap metal and paper products and manufactures them into high-quality scrap products for recycling.

Gershow Recycling is one of the region's oldest and most successful environmental companies. The company recognized early



on that Long Island had a growing solid waste problem that they could help address through recycling. An early initiative of the company was to go to the region's landfills

to literally mine thousands of tons of cars that had been entombed.

Gershow recycles scrap metal, including aluminum, brass, copper, steel, cast iron, appliances, motor vehicles and paper. The company purchases metal that would otherwise end up in local landfills. Gershow then converts scrap metal into high-quality scrap products for re-use by manufacturers.

"The companies that Gershow sells its products to understand that using scrap metal for the manufacture of new products helps to preserve natural resources and saves companies time and money that they might have used to mine those same resources," Gershowitz said. "With companies facing tough economic times and rising costs, making products from scrap metal provides a cost-effective means of manufacturing. In addition, companies that bring in scrap metal to a recycling facility will keep those materials out of landfills and will also receive cash for their scrap, which means an additional source of revenue."

After graduating from Ithaca College, Gershowitz went to work at Gershow, a family-owned company started by his father, Sam Gershowitz, in 1964.

Since joining Gershow Recycling, Gershowitz has held various positions in the company, working his way up to his present position as president. In this capacity, he oversees day-to-day operations along with his twin brother, Elliot, and a team of long-time managers.

As a founding member of the Long Island Scrap Metal Industry Theft Advisory Group, Gershowitz supported Suffolk County's law that requires scrap metal recyclers to record all transactions electronically before scrap metal is processed.

Under his leadership, the company has continued to expand despite challenges pre-

sented by the economy. In 2007, Gershow Recycling opened a new facility in Huntington Station. This was followed by the opening of Freeport facility in 2010. Later that year, the company reached an agreement with the Long Island Power Authority for the creation of a LIPA substation at its Medford facility, which will allow the company to replace its plant's diesel engines with electric and eliminate greenhouse emissions.

Gershowitz is a member of several business and charitable organizations, including the Long Island Association, in which he is a board member. The company also maintains an annual scholarship program supporting graduating high school students from local school districts.

Gershow Recycling has seven locations throughout the New York metropolitan area, including: Medford, Bay Shore, Lindenhurst, Huntington Station, Freeport, New Hyde Park and Brooklyn. The company continues to modernize its equipment and its recycling processes to maximize the amount of metal that is recycled and kept from going into landfills.