



Recycle Rite

The concept for Recycle Rite was birthed in an UNI Entrepreneur meeting. As a committee member of the Sam's Club Environmental and Sustainability Challenge, the group was discussing recycling cardboard for a local business in downtown Waterloo. Brian experienced an "ah-ha" moment - there was no curbside recycling provider in Cedar Falls. As a result, Recycle Rite launched in December 2010. After researching recycling programs in major municipalities, Brian chose to use the single-stream recycling method. This method allows the customer to place all recyclable items conveniently in one container. Collecting operations began the second week of January 2011 and the company has robustly grown since inception and currently has more than 300 weekly customers in Cedar Falls.

Brian Hoyer

Brian Hoyer is a Cedar Falls native. He currently is a junior economics major at the University of Northern Iowa. He also owns Hoyer Senior Services which provides care for seniors and their homes. In his spare time, Brian volunteers as a 7th grade football coach at Holmes Junior High.