



NEWFOUNDLAND AND LABRADOR

NOVA RECYCLING LIMITED

CHARLES FLIGHT has seen quite a bit of the country over the years. Somewhere during his travels, he had an inspired business idea that demanded attention. It wasn't the easiest idea to put into motion, but thanks to his enthusiasm, determination and hard work, the idea has created 75 jobs so far.

It all seemed simple enough at the time – establish a recycling business in a market where none existed. The business potential looked good as the service would help to improve the quality of life in the province. Also, a better quality of life has a significant positive effect on many other businesses and industries.

"I was working in Fort McMurray, Alberta, as a mine supervisor," recalls Charles explaining how the idea was born, "and one of the most remarkable things I noticed was that there was almost no litter along the roads there." (Alberta has been actively recycling since the early 1970s.) Realizing the growing importance of a clean environment – particularly for tourism and quality of life issues – and seeing how quickly the industry was growing in Alberta, Charles headed back home to Newfoundland.

Charles knew he was at the leading edge of one of the most important issues and opportunities of the future... environmental protection. This didn't mean things would be easy. Dealing with recycling and environmental management is a timely cause today, but it wasn't the first thing on people's minds in the 1980s. When he started, the Province of Newfoundland didn't have any recycling policies at all. It took nearly five years to gain the support he needed.

Nova Recycling Limited was launched in 1988, with the goal of



Barnett and Mackay

helping to keep the environment healthy for future generations. The company coordinates the recycling and reuse of consumer products and packaging such as cardboard, paper, magazines, school books as well as a variety of beverage containers (tins, glass and plastics).

normal job," he offers freely, "but it's something I have to do until the business can stand on its own. It's a challenge... I knew it would take years to build."

Educating people about the importance of protecting and preserving the

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Building slowly but steadily, Charles now employs twice the number of employees he did in 1993. He currently operates three processing plants: one in St. John's to handle the eastern end of the province; one in Grand Falls covering the central region; and one in Stephenville serving the west coast. He considers expansion and future growth on a daily basis.

One thing he knows for sure is that entrepreneurship takes hard work. "I work twice the hours I would at a

environment remains one of the most important parts of his business. He continues to address schools groups, public meetings and anyone else who invites him to speak about the importance of recycling and caring for our planet.

Charles is quick with advice for those thinking of self-employment. "If you have doubts, think seriously about whether you should even start a business. If you do, be patient... it's going to take a lot of really hard work and time. You can't expect an overnight success."

Charles Flight

WHERE TO REACH CHARLES FLIGHT

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