

Keep Magnolia Clean



Jane Curtis Gazit

Keep Magnolia Clean was launched in 2011 by mountain resident and entrepreneur, Jane Curtis Gazit, with the goal of providing the only full-service recycling, composting and trash service to mountain residents. She also offers organic, free-range eggs year-round. She loves living on Magnolia Road with her family and says it's been wonderful coexisting with wildlife, having friendly neighbors and enjoying the solitude.

Jane spoke with neighbors about trash/recycling companies that serviced the area. She realized there were services not being offered so she continued to learn more by conducting a survey to gauge interest. Nearly 85% of respondents said they would support a local recycling, composting and trash business. To customers like that she offers a choice of collection days; weekly or biweekly service, composting is included, and she is cheaper than many of her competitors. She collects all recyclables, including glass and works with eco-cycle facilities in Boulder and Nederland to process items. Bear-proof composting and organic, free-range eggs are two specialties unique to Keep Magnolia Clean. When customers begin service, they receive a free 3-gallon, hinged compost bucket. Compost is picked up along with recycling and trash. Each spring, customers receive a pail of ready-to-garden compost for trees, flower beds or vegetable gardens. The testimonials customers provide for her eggs are outstanding. Jane's neighbors have small children who pick up eggs and play with the goats. Her neighbor tells her every time they take eggs out of the refrigerator, her son asks, "Are these Jane's eggs?"

Given Jane's desire to work with her customers, they set the price for small-to-medium size special pickups. It's her way of working with the community and building trusting relationships. Living in the mountains, you quickly learn that your neighbors are fair-minded people and work together helping each other. With that spirit, Jane chose to let customers pay what they think is a fair price for special pick-ups, i.e., scrap metal, hazardous waste, slash. This is one more aspect of her business that differentiates her from her competitors.

Family members and friends have contributed in important ways to Jane's success. Her parents' business is still going strong after 46 years due in part to their focus on listening to, and meeting customers' needs. Keep Magnolia Clean is a natural extension of Jane's background in community health; she holds a Master of Public Health degree. As a very reasonably priced full-service recycling, composting and trash service, Keep Magnolia Clean serves residents in unincorporated Boulder County, parts of Gilpin and Jefferson Counties. You can reach Keep Magnolia Clean at 303.565.0452 or www.KeepMagnoliaClean.com. Stay tuned to see if there is sufficient demand to add a service – the use of goats for weed control.