

New Business

They talk the talk when it comes to trash and walk right up your driveway

By Nancy Johnson
Staff Writer

These two ladies not only talk trash, they tote trash! When Lesley Sebastian and Heidi Brinton describe how their new business came about, they laugh incessantly.

Sebastian, a Chadds Ford native, her husband and three young daughters had just returned to the area after an extended stint in California and then Georgia. She explains that in getting their new household set up she ran into one snag – trash service. Every local service she called would only pick the trash up at the curb. “We have a long sloping driveway and I just couldn’t picture myself hauling a large trash tote down to the bottom of the drive at the crack of dawn with a baby on my hip.” In Georgia the service Sebastian used came right to the door to collect the totes, dumped them into the truck and then replaced them at the door. “I couldn’t believe no one around here would provide that service. I begged several of the companies, even offered to pay them double their normal rate,” she chuckles.

Finally, after exhausting the list of refuse removal services and speaking lastly to a rather rude representative from one company, Sebastian had an idea. She walked into the next room and told her husband point blank, “I have a great idea; I am starting

a trash business that will come to your door.”

Of course, he thought she was kidding – at first. “He looked at me and said, ‘You don’t even clean your own house and you’re going to collect other people’s garbage?’ and honestly, he had a good point because I am a bit of a princess,” she laughs.

Not deterred, Sebastian immediately called her lifelong friend, Heidi Brinton, and relayed her brilliant idea. Brinton recalls her first response, “Are you nuts?” But she adds with a grin, “I was on board pretty quickly.”

Brinton could relate to her friend’s problem immediately as she has an even longer driveway. “My driveway is almost a half mile long which means I need to use my dad’s truck or a 4-wheeler to haul the can out to the curb the night before pickup. Then I have the problem of paper flying out of the recycling bin and animals getting into the trash overnight.”

The two began brainstorming, researching, and advertising. Within a month, Trash Talkin’ Ladies was making their first run with a dump truck they borrowed from a friend. The plan is to paint the truck, and all future trucks, hot pink. The women coordinate well in pink and green outfits. Even Tank, Sebastian’s massive Rottweiler/Labrador who accompanies them, wears pink and green scarves.

A postcard (hot pink) announc-

ing Trash Talkin’ Ladies’ “door to dump service” received an excellent response.

“Basically, all of our current 62 customers are senior citizens,” Sebastian notes. “And most are women.” This was not a surprise to Sebastian or Brinton, but it will help them in tailoring their marketing. “We’re planning to target the 55 and over communities soon.”

The two thoroughly enjoy themselves on their trash days – currently Tuesdays and Thursdays. “Lesley got stuck in the truck the first day, I had to pull her out,” laughs Brinton. Both have gotten used to getting pretty dirty and have almost

mastered the routine at the dump, where they are the only women customers.

Currently, Trash Talkin’ Ladies services Chester and Delaware Counties. If they meet their goal of 200 customers by spring, they plan to expand into New Castle County as well. “I want to have 10 pink trucks!” Sebastian claims. No longer a skeptic, her husband, Steve, added, “At that point, I’ll give up my day job and be their numbers guy!”

For complete information or to set up residential service, see www.trashtalkinladies.com or call 1-877-885-2343 or 610-444-4242.



Photo by Nancy Johnson

Lesley Sebastian and Heidi Brinton with faithful “trash hound,” Tank.

West Nottingham...

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have lived in the township for 27 years.

She traces her interest in politics to her grandfather, who served his hometown in West Virginia as a member of the school board. Vail already serves as the Republican Committeewoman for West Nottingham.

Vail’s concern about the need

for commercial growth stems in part from the large number of senior citizens who live in the township and struggle with paying their taxes.

“The costs keep going up and up and up. You have to let a little bit of business in,” Vail explained.

She worries about what services might eventually have to be cut if some business isn’t allowed in to the township. As a supervi-

sor, she said, she would make sure that the business growth that does occur would be in the appropriate places and wouldn’t interfere with the character or history of the township.

Vail counts doing family genealogies as one of her hobbies. That interest in the past is one of the reasons why she cares about preserving the township’s history.

“West Nottingham has a lot of history and I wouldn’t want to do

anything to hurt that,” she said.

Vail said that if she were elected supervisor, she would continue the pattern of service that she has already established as a tax collector.

“My philosophy in life is to treat everyone else the way that you want to be treated. That’s how I live my life, that’s how I would be as a supervisor,” she explained. “I’m here for the residents of West Nottingham.”

Special Valentine’s dinner

Church, 6 Pine St., Oxford, Pennsylvania.

If you are a widow or widower of any age you are invited to join us for dinner, no strings attached, just come and share a

meal with fellow widows and widowers.

The cost is \$15 per meal and tickets can be paid for at the door; however reservations must be made in advance by

February 9.

To sign up for this delicious meal and fellowship please call the church office at 610-932-9640 or Kay Atkinson at 717-529-6031.