

The Quarterly Journal of the International Secure
Information Governance & Management Association

2024 | Issue 2

i **IG**TM
JOURNAL



*Unlocking the Value of Your
Business: 5 Game-Changing
Trends for Growth*

New i-SIGMA Member Benefits

2024 Impact Award Winners

2024 Conference Recap

Survey Says: Industry Trends Explored

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Contents



FEATURES

- 12** Profiles in Service
i-SIGMA recognizes individuals whose dedication and integrity have helped lead to the association's success and create a better industry.
- 14** Unlocking the Value of Your Business
Embrace the winds of change and start thinking of ways to utilize and optimize all of the cutting-edge technology that today's world offers to give your business an edge.
- 20** New Member Benefits
Hear from i-SIGMA CEO on two new member benefits to help you cut costs and streamline your business services.
- 24** Impact Award Winners
We congratulate the winners of the 2024 i-SIGMA Impact Awards. Discover the winners and their award-winning products and services.
- 30** 2024 Conference Recap
Take a moment to look back on the successful 2024 i-SIGMA Annual Conference, held this April in Nashville, TN, USA.
- 34** Survey Says: Industry Trends Explored
In this 1 of 2 Part Series, discover the latest industry trends as we compile results from our recent industry research survey and compare the data to previous surveys for a more holistic outlook.

DEPARTMENTS

- 5** A Message From the Editor
- 6** Community News
- 8** President's Message
- 10** Association News
- 42** Member News
- 46** Advertisers Index
- 46** Upcoming Events

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INTERNATIONAL HEADQUARTERS

3030 N. 3rd Street., Suite 940
Phoenix, AZ 85012
602-788-6243
602-788-4144 (fax)

info@isigmaonline.org
www.isigmaonline.org

i-SIGMA Administrative Contacts

NATHAN CAMPBELL

Chief Executive Officer
Extension 2001

KELLY MARTINEZ, CSDS

Editor
Executive VP of Marketing & Operations
Extension 2008

JENNIE GIFT, CSDS, CRA

Vice President of Member Services
Extension 2009

W. PRICE BRANNON

Director of Certification

MAGGIE GEOLAT

Editor-in-Chief / Marketing Manager
Extension 2003

SARA BERNTGEN

Events Manager
Extension 2006

KAREN LYONS

Regulatory Compliance Manager
Extension 2011

SHAINA VAN KILSDONK

Certification Associate
Extension 2020

VICTORIA VALE

Certification Associate
Extension 2004

JENA ROBINSON

Business Support Manager
Extension 2010

VANESSA PEREZ

Member Services Associate
602-621-4541



i-SIGMA 2024 Board of Directors

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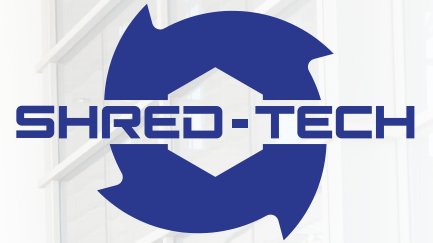
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FROM THE EDITOR

-Maggie

Maggie A. Geolat
i-SIGMA Marketing Manager

Now that it is summer, I guess you can say that we are back in the “normal” swing of things here at the i-SIGMA office after riding the post-2024 Conference wave. It has been exciting to get back to the office and hone in all of the wonderful new ideas and harness that incredible energy that was felt in Nashville. Has anyone else been experiencing this? Coming back into the office post-conference with so many new ideas, fresh concepts, and new networking connections that you can continue to foster and grow.

Starting off, many of you most likely saw the recent industry survey that we were conducting. This industry research survey helped us get a good pulse of the association and industry, and help us brainstorm ways in which we can best assist our members. The last time we conducted a survey to this degree was in 2016, so it is good to see how the world is turning in a post-COVID, 2024 world. You can see the full survey results and analysis on page 34.

And as for member benefits being implemented in real time, we are currently rolling out a member credit-card processing benefit, as well as a new fuel incentive program! I-SIGMA CEO Nathan Campbell goes into full details on these two new exciting programs on page 20.

Finally, discover new ways to help grow your business and re-shape your thought process by reading “Unlocking the Value of Your Business” on page 14. This article comes from the acclaimed conference session by Aaron Ryssemus. And in the spirit of reminiscing on the 2024 conference, you can see some of the key highlights and photos on page 30.

We hope that within these pages you are able to continue to ride that “post-conference creative wave”, and discover new ways to grow your business, take advantage of new member benefits, and analyze just what is happening within our industry and association.

Cheers!



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Keep up-to-date on Community News in the association's member-only Facebook Group, i-SIGMA Social, and by following i-SIGMA on LinkedIn.

This Earth Day, i-SIGMA Corporate Partner Member, BINS4 Shredding got outside for a clean up! They shared the following in our i-SIGMA social Facebook group, "BINS4 Shredding teamed up with our parent company Busch Systems and participated in our annual clean up during Earth Day 2024. We had over 60+ volunteers take to the streets to pick up trash and discarded items. Glad I had an i-SIGMA zip up to keep warm. Happy 2024 Earth Day everyone!"



For Mothers' Day, the City of Aspen, CO partnered with Service Provider Member Blue Star Recyclers (Denver, CO, USA) and local residents to prevent nearly 20,000 lbs. of electronics from winding up in the local landfill.

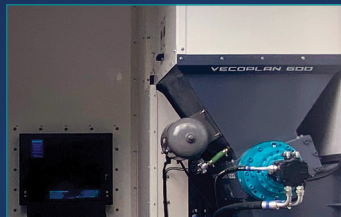


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PRESIDENT'S MESSAGE

Dear Members,

I am thrilled to address you for the first time as the President of i-SIGMA. The new board is energized and looking forward to an exciting year ahead, filled with innovative programs and initiatives to support our members and drive our industry forward.

The merchant services program is one of the most exciting new benefits we are launching. If you attended our 2024 conference in April at the Gaylord Opryland in Nashville, you might have heard Dave Durso from Clover, a Fiserv company, speak about the free savings this program offers. This initiative is designed to provide significant financial benefits to our members, and we are eager to see how it will positively impact your businesses.

Speaking of the conference, I hope you enjoyed the new content as much as I did. The sessions covered various timely topics including marketing, AI, operations, and diversification. Thanks to Nate and his team for curating such incredible content last year. If you missed the 2024 conference, mark your calendars for the 2025 conference at the Gaylord Texan in Grapevine, Texas, from April 6-8. It promises to be another event you won't want to miss.

I also want to highlight the outstanding presentations from Mike Michalowicz on "Profit First" and "The Pumpkin Plan." His insights provided valuable strategies for business growth and financial management.

In addition to the merchant services program, we are also excited to introduce a new fuel plan benefit for our members. This will be another valuable resource to help manage operational costs more effectively. For more details, I encourage you to read Nate Campbell's article in this edition of the IG Journal.

As we embark on this new chapter, the board and I are committed to delivering exceptional value to our members and supporting your success. Thank you for your continued trust and participation in i-SIGMA. Here's to a fantastic year ahead!

Warm regards,

Gina Lentine

i-SIGMA President, 2024-2025

NAID AAA and PRISM Privacy+ Certification Program



When it comes to service provider qualifications, choose the certification program with strength and integrity.

Audit Quality

On any day of the week, a NAID AAA or PRISM Privacy+ Certified company could be audited. A global network of accredited security consultants conduct biannual scheduled and random audits in the field and at all facilities. Free audit reports are available to clients.

Regulatory Alignment

The program requires written policies and procedures for each company to ensure incident response preparedness, employee training, and regulatory compliance.

Security Specifications

Accredited auditors review employee background screening and training, compliance with written procedures, access controls, operational security, destruction equipment, and confidentiality agreements.

Provide Audit Report

A customer may request an audit report to monitor the service provider and to ensure they meet the regulatory risk assessment requirements.

Free Compliance Monitoring

A customer may monitor compliance by subscribing to email notifications of the service provider's certification renewal, audit, or lapse.

Oversight

The Certification Review Board, the NAID AAA Certification Committee, and the PRISM Privacy+ Certification Committee oversee the program's integrity, both of which contain industry veterans and outside, accredited professionals.

Transparency

All documents and specifications are available to the public for free and online. Audit reports and monitoring services are also provided to clients at no charge. The association's financial records and board of director's meeting minutes are available online as well.

Program Acceptance

Over 2000 operations on six continents are NAID AAA or PRISM Privacy+ Certified, including mobile, plant-based, paper, and computer destruction services. NAID AAA or PRISM Privacy+ Certification is required by hundreds of government offices and thousands of private contracts.

Program Recognition

NAID AAA and PRISM Privacy+ Certification are acknowledged by many accreditation programs, such as those offered by the International Association of IT Asset Managers, the Institute of Certified Records Managers, and e-Stewards.

For more information, contact the Certification Department at 602-788-6243 or certification@isigmaonline.org.

Meet the Newest CSDS Professionals



Two industry professionals joined the ranks of their peers at the 2024 i-SIGMA Conference & Expo by officially earning their Certified Secure Destruction Specialist® (CSDS®) credentials. The CSDS Program promotes and acknowledges an individual's competency in a range of subject areas related to the secure destruction of data.

The following persons studied for and then passed the exam, consisting of essay and multiple-choice questions based on the book, *Information Disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets* as a study guide. The exam took place this April in Nashville, TN, USA during the 2024 i-SIGMA Conference. i-SIGMA congratulates each of these individuals on now officially becoming a Certified Secure Destruction Specialist (CSDS):

- Alexis Henry, CSDS of Access (Woburn, Massachusetts, USA)
- Jacob Cope, CSDS of Sun City Shredding (El Paso, TX, USA)

i-SIGMA is proud to acknowledge our new specialists and recognizes the effort put in by everyone to accomplish this feat. Passing this exam truly establishes an individual's competency in a wide range of industry issues and empowers them to better serve their customers. We look forward to what each of these individuals will bring to the industry in the future.

Board Makes Key Appointments to Fill Vacancies

This April, the i-SIGMA Board of Directors had vacancies in its director roles due to conflicts. After convening, i-SIGMA Board President, Gina Lentine has made the key appointments, which were approved by the Board in the 17 April meeting. We congratulate the following members on filling these roles and know they will do great things for the association!

Directors



Amado Cabrera
Iron Mountain
Fort Lauderdale, FL, United States



Paul Prokic
GI Asset Management Pty Ltd
Yatala, Queensland



Thomas J. Seibert
VRC Companies, LLC-Tampa
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SAVE THE DATE

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Profiles in Service

From time to time, the International Secure Information Governance & Management Association (i-SIGMA) spotlights professionals whose dedication and integrity have led to the organization's success... and a better industry.

In this issue of the iG Journal, we have featured one such professional . . .

A Profile in Service:

Tony Perrotta



Professional Journey

Tony Perrotta founded Greentec in 1995 with a vision to build the company's future on a circular economy where customers and the planet are secure and free of waste.

A graduate of the University of Waterloo and Dawson College, while also certified in ISO 14001 Environmental Management System, R2v3 Responsible Recycling and NAID AAA, Perrotta is passionate about bringing his dream of a thriving, healthy planet to life.

Perrotta is fueled by the belief that data privacy and the circular economy are paramount in creating a better future for people on our planet.

Time with i-SIGMA

In June 2019, Tony was voted onto the i-SIGMA board. From the beginning it became clear to him that there was no other organization representing the information lifecycle management industry like i-SIGMA.

Tony is honored to be a part of the i-SIGMA team and feels privileged to be included in their wonderful work. Recognizing their significant standards contributions to the field of secure information lifecycle management, their professionalism and expertise ensures responsible operation and regulation compliance.

He recognizes i-SIGMA's resilience and adaptability to change, experiencing significant transformation during the Pandemic and the announcement of their new CEO.

Comments on Association Involvement

Since getting involved with i-SIGMA Tony has been a part of overseeing the expansion of the ITAD side of the business. Using his knowledge and expertise with ITAD, Tony has been an integral part of Board of Directors representing Canadian members to provide input on the strategic direction of i-SIGMA.

He has worked on behalf of i-SIGMA to speak to Canadian government officials overseeing privacy legislation and regulation. Making sure they keep it mandatory for organizations and individuals to properly manage end-of-life data and technology assets in a secure and environmentally responsible way.

Advice to Clients

Tony advises clients to prioritize meticulousness when selecting an ITAD service provider. Emphasizing that your selected choice must outline and display their proper NAID AAA certifications and commitment to continual compliance.

He also recommends aligning with a service provider that is renowned for their commitment to the high security standards and exceptional ethical compliance that i-SIGMA enforces.

Advice to Fellow Members

To fellow members, Tony advises that they maintain NAID AAA certification and continue to attend the i-SIGMA conferences to keep up to date with what's new and how the industry is evolving. These conferences provide a unique opportunity to acquire important knowledge about information technology life cycle management and our responsibilities in records and information management and secure data destruction.

He also suggests joining the board of directors to further networking opportunities while also honing in on your own professional development. Being on the i-SIGMA board of directors is an opportunity for accessing knowledge and making an influential impact in the industry.

Tony also recommends giving feedback and providing personal insights to further improve the effectiveness of i-SIGMA's secure data destruction and records and information management.

“Tony is a busy man, but never too busy to provide wise and keen insights into his areas of expertise. Having his support has been invaluable.”

- Kelly A. Martínez, CSDS
i-SIGMA EVP of Marketing & Operations

Unlocking the Value of Your Business:

5 Game-Changing Trends for Growth

By Aaron Ryssemus



In the world of records and information management, the adage “if it ain’t broke, don’t fix it” often echoes through boardrooms and strategy sessions. However, in today’s rapidly evolving business landscape, clinging to this mindset is akin to navigating a storm with an outdated map. The winds of change are relentless, and those who refuse to adapt risk being swept away into obscurity. To truly unlock the value of your business, it’s imperative to embrace these winds, harness their energy, and set sail towards a horizon brimming with growth and opportunity.

The business world is a dynamic ecosystem, constantly in flux. To remain competitive, we must not only anticipate change but actively seek it to win. The RIM industry is no exception. It is now time to discard the outdated maps and embrace the five game-changing trends that are poised to redefine our industry’s future.

Thriving in an Era of Rapid Change

The business world is not merely evolving; it's undergoing a metamorphosis, a profound transformation driven by technological advancements, shifting consumer behaviors, and unforeseen global events. Companies that cling to the status quo risk becoming relics of a bygone era, much like Blockbuster, which failed to recognize the seismic shift from physical rentals to streaming services. In contrast, companies like Netflix, Apple, and Amazon have thrived by embracing change and relentlessly innovating.

Netflix disrupted the entertainment industry by transitioning from DVD rentals to streaming and then venturing into original content production. Apple revolutionized the mobile industry with the iPhone, creating a new ecosystem of apps and services. Amazon, initially an online bookstore, has expanded into e-commerce, cloud computing, and even grocery stores.

These industry titans exemplify the critical role of innovation in business survival and growth. Adaptability is not just an advantage; it's a necessity. We must embrace this ethos of adaptability and proactively seek out the trends that will shape our future.

“The critical role of innovation cannot be overstated. Adaptability is not just an advantage; it’s a necessity.”



Artificial Intelligence and Machine Learning

Artificial intelligence (AI) and machine learning (ML) are no longer confined to the realm of science fiction. They are now indispensable tools that are reshaping industries across the globe. AI and ML are not just about automation; they are about augmenting human capabilities, unlocking new insights, and driving unprecedented efficiency.

Salesforce Einstein, for example, leverages AI to deliver predictive analytics, empowering businesses to make data-driven decisions that enhance operational efficiency and customer satisfaction. In the healthcare sector, IBM Watson

Health is utilizing AI to diagnose diseases and personalize treatment plans, potentially revolutionizing patient care. Meanwhile, OpenAI's ChatGPT is demonstrating the power of natural language processing in customer service, content creation, and even software development.

“Investing in AI-powered tools that align with your business needs is essential for driving efficiency and innovation.”

The potential applications of AI and ML in the RIM (Records and Information Management) lifecycle are vast. AI-powered tools can automate repetitive tasks, freeing up valuable human resources for more strategic initiatives. ML algorithms can analyze vast amounts of data to identify patterns and trends, enabling us and our customers to make informed decisions about pricing, resource allocation, and customer service.

In the future, AI will continue to reshape our industry. Imagine AI-powered systems that can automatically classify and index documents, extract key information from unstructured data, and even generate summaries of complex legal documents. These advancements will not only streamline operations but also enhance the value proposition for RIM services.

To harness the power of AI and ML, we must invest in the right tools and technologies. This involves not only acquiring AI-powered software but also cultivating a data-driven culture within the organization. Employees must be trained to work alongside AI systems, and data governance processes must be established to ensure the ethical and responsible use of AI.

16 →





Cybersecurity and Data Protection

As our industry becomes increasingly digitized, the importance of cybersecurity cannot be overstated. Our businesses are entrusted with sensitive information, and a single data breach can have catastrophic consequences for both the company and its clients.

Cloudflare, Zscaler, and Apple are just a few examples of companies that have made significant investments in cybersecurity. Cloudflare protects websites from malicious attacks, Zscaler provides cloud-based security services, and Apple's privacy labels empower consumers to make informed decisions about data sharing.

“Focus on essential cybersecurity investments to safeguard your business and customer data.”

In our industry, cybersecurity is not merely a technical issue; it's a business imperative. A robust cybersecurity program is essential for building trust with clients, protecting sensitive information, and ensuring compliance with ever-evolving regulations.

Looking ahead, emerging technologies like quantum cryptography and decentralized identity systems promise to revolutionize cybersecurity. Quantum cryptography offers the potential for unbreakable encryption, while decentralized identity systems can give individuals greater control over their personal data.

This means staying abreast of the latest cybersecurity trends and investing in innovative solutions. This includes not only implementing technical safeguards but also educating employees about cybersecurity risks and fostering a culture of security awareness.



Remote Work and Digital Nomadism

The COVID-19 pandemic accelerated the adoption of remote work, and this trend shows no signs of abating. In fact, many employees now expect the flexibility to work from anywhere, and companies that fail to adapt risk losing top talent.

GitLab, Zapier, and Basecamp are pioneers in the remote work movement. These companies have demonstrated that remote teams can be just as productive, if not more so, than traditional office-based teams. They have also shown that remote work can foster a more diverse and inclusive workforce.

“Investing in collaboration tools and flexible work policies is essential for fostering a productive remote work environment.”

Remote work presents both challenges and opportunities. On the one hand, it requires novel approaches to communication, collaboration, and performance management. On the other hand, it can lead to cost savings, increased employee satisfaction, and access to a wider talent pool.

To succeed in the remote work era, we must invest in collaboration tools, establish clear communication protocols, and create a culture that supports remote workers. They must also be mindful of the potential for burnout and isolation and take steps to mitigate these risks.

Looking ahead, virtual reality (VR) workspaces and global internet accessibility are poised to reshape the remote work landscape. VR could enable immersive collaboration experiences, while widespread internet access could open up remote work opportunities in even the most remote corners of the globe.

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E-commerce and Digital Transformation

The rise of e-commerce has transformed the way consumers shop, and this trend is also impacting the B2B sector. Businesses are increasingly turning to online platforms to procure goods and services, so it is critical to our own future that we adapt to this new reality.

Shopify, Nike, and Domino's are just a few examples of companies that have successfully embraced digital transformation. Shopify empowers small businesses to create online stores, Nike uses digital channels to engage with customers, and Domino's has revolutionized the pizza ordering experience with its digital platforms.

“Enhancing your online presence through SEO (Search Engine Optimization) and social media engagement is essential for staying competitive in a digital-first world.”

Digital transformation is not an option; it's a necessity. Companies must develop online platforms that are easy to use, secure, and compliant with relevant regulations. They must also invest in digital marketing to reach new customers and build brand awareness.



B2B Online Marketplaces

B2B online marketplaces are revolutionizing the way businesses connect and transact. These platforms provide unprecedented access to suppliers, customers, and market intelligence.

Amazon Business, Uber Eats, and Airbnb are prime examples of B2B marketplaces that have helped traditional companies engage current customers. Amazon Business offers a vast selection of commercial products, Uber Eats connects restaurants with customers, and Airbnb provides a platform for hosts and travelers to connect.

“Leveraging B2B marketplaces that align with your industry and target market can significantly scale your operations and increase revenue.”

In the RIM industry, B2B marketplaces offer each participant and all of us collectively, a unique opportunity to expand reach, reduce costs, and gain valuable insights into customer behavior. By participating in these marketplaces, we can tap into new markets, streamline procurement processes, and build stronger relationships with customers.

The future of B2B marketplaces is being shaped by technologies like AI and augmented reality (AR). AI-powered matchmaking can connect buyers and sellers more efficiently, while AR can provide immersive product demonstrations and virtual tours of facilities.

To succeed in the B2B marketplace landscape, RIM companies must carefully select the right platforms, optimize their product listings, and actively engage with potential customers. They must also be prepared to adapt to the evolving features and functionalities of these marketplaces.

Conclusion

The “if it ain’t broke, don’t fix it” mentality may work in many areas of business, but when it comes to a company’s approach to its technology it’s a recipe for stagnation in today’s fast-paced business environment. Our industry is at a crossroads, and the path forward is clear: embrace change, invest in technology, and adapt to new ways of working.

The five trends outlined in this article are not merely passing fads; they are tectonic shifts that are reshaping our industry. By embracing these trends, we can not only survive but thrive in the years to come.

As I am often heard saying to my staff, “We innovate on behalf of our customers.” and we are dedicated to helping our customers grow their businesses during this time of change and opportunity.



ABOUT THE AUTHOR



Aaron Ryssemus, CEO of O’Neil Software

He can be reached at
aaron@annex.com

Aaron Ryssemus is a dynamic entrepreneur and visionary leader, serving as the CEO of O’Neil Software, a global leader in records and information management solutions. Under his guidance, O’Neil Software has expanded its innovative offerings and set new standards in managing chain of custody and records lifecycle management by delivering unparalleled operating and financial efficiencies to records centers worldwide.

As Founder and CEO of Annex.com, Aaron is extending O’Neil’s 40-year innovation legacy by enabling secure storage providers to leverage an e-commerce marketplace for growth and deliver real-time, cross-records center data management to their customers.



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Maximize Profitability: i-SIGMA Unveils New Cost-Saving Member Benefits

By Nathan Campbell

PROFIT



Feeling the pinch of rising costs? In today's competitive business landscape, every dollar saved translates to a significant advantage. i-SIGMA understands this challenge, especially for our niche industry in information governance. That's why we're constantly innovating to empower our members not just to survive but to thrive. Our commitment goes beyond simply supporting your business today – it's also about equipping you with the tools and resources to navigate tomorrow's opportunities and challenges.

This focus on member success is reflected in everything i-SIGMA does. We listen. We adapt. We actively seek input to ensure our offerings align with your core needs: growth, efficiency, and profitability. Remember the revamped annual conference topics you requested? That's a direct result of your feedback in action.

And we're not stopping there. Today, we're excited to unveil two brand new member benefits specifically designed to boost your operational efficiency and deliver substantial cost savings.

Here's what's new:

- **Enhanced Merchant Services:** We've heard your frustrations with current merchant service fees. Our new program tackles this head-on, offering significant cost reductions.
- **Fuel Incentive Program:** Gas prices draining your profits? Our innovative fuel incentive program is here to help. Put real money back in your pocket with this exciting new initiative.

Both these programs are laser-focused on one key objective: maximizing your profitability. Let's dive deeper and explore the specifics of each program...

FiServ Member Benefits: Streamline Operations, Enhance Security, and Reduce Costs

- **Cutting-Edge Technology:** FiServ provides access to innovative financial technology that can streamline processes and improve security. Members can benefit from advanced payment solutions, fraud detection systems, and comprehensive financial management tools designed to optimize efficiency and accuracy.
- **Cost Savings:** One of the most significant advantages of the FiServ partnership is the potential for substantial cost savings. By leveraging FiServ's exclusive rates and tailored financial services, members can reduce their financial processing costs, freeing up capital for reinvestment into core business activities.



- **Enhanced Security:** In today's world, data security is paramount. FiServ's robust security measures offer peace of mind. Members benefit from state-of-the-art encryption, secure transaction processing, and continuous monitoring to safeguard sensitive financial data.
- **Expert Support:** FiServ provides dedicated support to help members navigate the complexities of financial management. This can help ensure members are using FiServ's products and services to their full potential.

Ready to get started? <https://isigmaonline.org/membership/member-benefits/fiserv-credit-card-processing/>.

i-SIGMA Fuel Incentive Program: Drive Down Costs, Boost Your Bottom Line

Transportation costs are a significant expense for many of our members, particularly those involved in secure document destruction and information management services. To help alleviate this burden, we are introducing the Thrive Fuel Incentive Program by TTG, designed to reduce these costs and keep more of your hard earned dollars.

How the Program Works

1. **Exclusive Discounts:** Through our strategic partnerships with leading fuel providers, i-SIGMA members can access exclusive discounts on fuel purchases. These discounts are negotiated specifically for our members, ensuring that you receive the best possible rates. The savings with the Thrive program currently average \$.48 per gallon and are as high as \$1.68 per gallon, depending on your location.
2. **Convenient Access:** The Thrive Fuel Incentive Program is designed for ease of use. The TTG card is accepted at over 95% of fuel stations and has deep diesel discounts at over 1,300 locations throughout the US. Members can simply use the TTG fuel card at participating fuel stations to automatically receive their discounts. This seamless process ensures that you save money every time you refuel.
3. **Comprehensive Reporting:** Managing fuel expenses is made easier with detailed reporting tools. Members can track fuel consumption, monitor spending, and identify opportunities for further savings through the program's comprehensive reporting features.

4. Environmental Impact: In addition to cost savings, the Thrive Fuel Incentive Program also promotes sustainable practices. By optimizing fuel usage and reducing waste, members can contribute to environmental conservation efforts while enhancing their operational efficiency.

Get your Free Fuel Assessment from David Sedlacek by contacting: david@transporttacticsgroup.com.

This is worth your minimal effort. The savings are real.

Conclusion

The introduction of the FiServ Member Benefit and the Fuel Incentive Program marks a significant milestone in our ongoing efforts to enhance the value

of i-SIGMA membership. By providing access to cutting-edge financial technology and substantial fuel savings, we are empowering our members to operate more efficiently, reduce costs, and stay ahead in a competitive market. We encourage all members to explore these new benefits and take full advantage of the opportunities they present. Together, we can achieve extraordinary results and drive the future of information governance and secure data management.

For more information on how to activate these benefits and integrate them into your business, please visit our website or contact our member services team. We are here to support you every step of the way.

If you have other categories where you would like i-SIGMA to work on our members behalf.

Please send email to businessservices@isigmaonline.org



ABOUT THE AUTHOR



Nathan Campbell is the CEO of i-SIGMA.

Reach him at:

ncampbell@isigmaonline.org



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Robert J. Johnson

A NAID PUBLICATION

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Information Disposition contains everything one needs to know, including policies and templates, to create a state-of-the-art, compliant and secure information destruction program. This book also serves as the official study guide for the Certified Secure Destruction Specialist® (CSDS) Accreditation Program.

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The logo features the text 'i-SIGMA Impact Awards' in a gold, serif font, centered within a large, glowing gold circle. The background is a dark blue gradient with bokeh light effects and a subtle grid pattern.

i-SIGMA[®] Impact Awards

This April, during the 2024 i-SIGMA Annual Conference and Expo, i-SIGMA announced the winners of the 2024 Impact Awards.

i-SIGMA is proud to announce the winners of the 2024 Impact Awards initiative. The i-SIGMA Impact Awards were created to better showcase and acknowledge the new and innovative products and services offered within the information governance industry. For its inaugural year, i-SIGMA is proud to have received multiple submissions, creating healthy competition in the following categories:

- **Information Disposition Impact Award**
- **Operations Impact Award**
- **Records Information Management Impact Award**
- **Information Governance Impact Award**



Information Disposition Impact Award Winner

Shred-Tech

The Information Disposition Impact Award was awarded to Shred-Tech (Cambridge, ON) for their product, the St-5/St-8 Dual Chamber HD/SSD Data Destruction Shredders.

St-5/St-8 Dual Chamber HD/SSD Data Destruction Shredders

Shredding paper might not be enough, and you're trying to get a leg up on your competition in a new way. If that's the case, then including Shred-Tech's ST-5 Dual Chamber Data Destruction Shredder could be the ticket to your success. The data destruction shredder adds a new revenue stream to your business by offering shredding services for hard drives and solid-state drives. Want to take it a step further? The next generation ST-8 Dual Chamber mobile solution creates the opportunity for processors to scale quickly based on increased and growing demands.





Operational Impact Award Winner

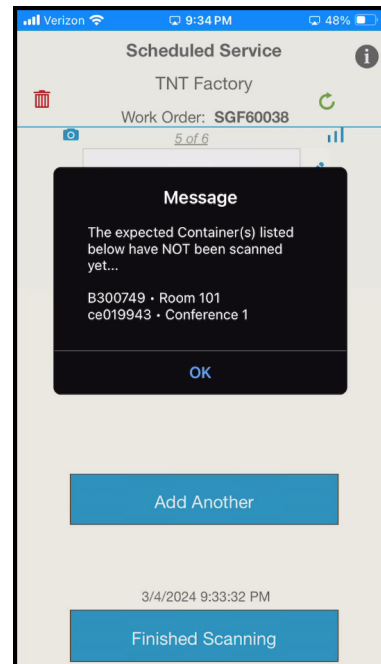
ShredMetrics, LLC

The Operational Impact award was awarded to ShredMetrics, LLC (Long Beach, NY, USA) for their software, Q-Shred – Now With 100% Inventory Validation.

Q-Shred – Now With 100% Inventory Validation

Q-Shred 100% Inventory Control means no more missed bins – ever! This software enhancement enforces that every bin is accounted for, eliminated missed service, double service, or lost bins. It also means fully automated Certificates of Destruction and Invoices that are in your customer’s hands before your truck has left their parking lot. based on increased and growing demands.

ShredMetrics, LLC





Records Information Management Impact Award Winner

O'Neil Software

The Records Information Management Impact Award was awarded to O'Neil Software (Irvine, CA, USA) for their software, O'Neil Stratus 7.2 – Hosted

O'Neil Stratus 7.2 – Hosted

O'Neil Stratus 7/2 – Hosted is a cloud-based operating platform that securely amplifies records and information management center financial and operational performance.





Information Governance Impact Award Winner

Bins4 Shredding

The Information Governance Impact Award was awarded to Bins4 Shredding (Barrie, Ontario) for their product, 4-Wheel Caster Kit

4-Wheel Caster Kit

Revolutionize your shredding operations with our latest innovation! Designed with input from industry experts, our product delivers unparalleled durability, safety, and efficiency. Say goodbye to compromised integrity and hello to superior stability and ease of service. Upgrade your equipment today and experience the difference!

- Pre-installed on new carts for quicker deployment
- Ability to retrofit existing bins in the field
- Product can be shipped via courier
- Manufactured in North America
- Easy to install or remove



The logo features the text 'i-SIGMA' in a bold, serif font with a registered trademark symbol, followed by 'Impact Awards' in a larger, elegant serif font. The text is centered within a glowing golden circular frame that has a bright light flare at its base. The background is dark blue with golden bokeh lights and lens flare effects.

i-SIGMA[®] Impact Awards

All Impact Award winners and nominees were featured and displayed in the expo hall at the 2024 i-SIGMA Annual Conference and Expo, which was held the 3-5 April 2024 in Nashville, TN, USA.





i-SIGMA 2024 Conference Recap



This conference season was all about “Striking the Right Chord” and this was exactly the type of enthusiasm you could feel from all attendees, exhibitors, speakers, and sponsors who joined us this April in Nashville, TN, USA. You could feel the pulse of excitement of collaboration, education, networking, and business and professional growth. Between our Topgolf Networking Event, Executive Leadership Luncheon, lively Keynote Mike Michalowicz, strong panelists and speakers, and ending with our infamous Truck Lot Party, this conference was one for the books. Take a look at some of the event highlights...



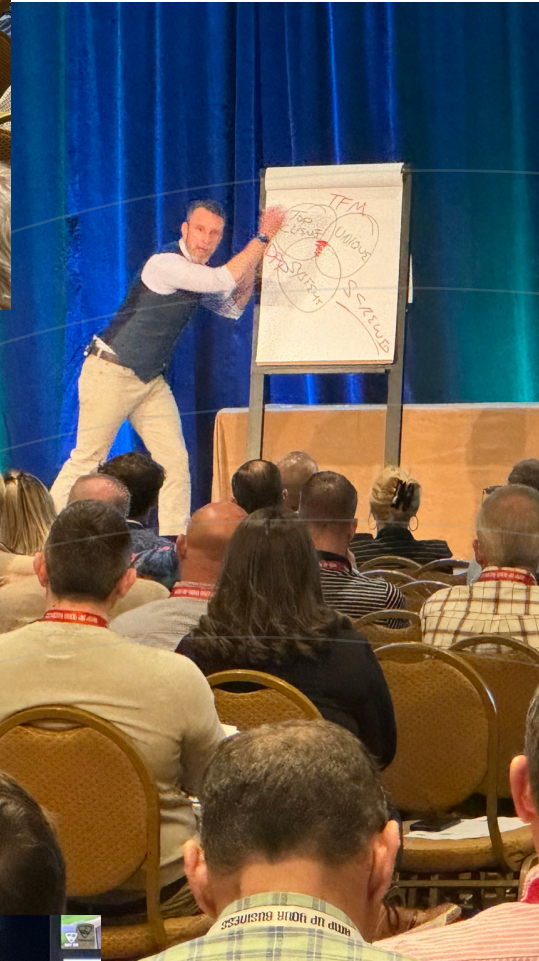
The energy of networking was present during both evening receptions in the expo hall. Pictured here is the i-SIGMA membership committee.

This year we had multiple session tracks and a wide variety of speakers and panelists to accommodate a variety of interests.





As is to be expected, the “Shred Boys” had a packed room for their Shred Idol Session.



Keynote Speaker Mike Michalowicz gave two wonderful presentations. One was exclusively for the Executive Leadership Luncheon where he discussed his “Profit First” Methodology, and then for the keynote session where he discussed the concepts from his “Pumpkin Plan” book.



Between swings, it was great seeing everyone mingle and reconnect at our Topgolf event!



Music City was a blast! Can't wait to see everyone next year in Dallas!



2024 i-SIGMA Award Winners Announced

i-SIGMA announced the recipients of multiple awards, including the Service Provider Member Representative and Corporate Partner Member Representative of the Year Awards and the Robert Johnson Lifetime Achievement Award during the membership luncheon at the conference. Rod Ivey of RecordXpress (Coquitlam, BC) was awarded with the Service Provider Member Representative of the Year Award. Cory Laves of Bins4 Shredding (Barrie, ON) was awarded with the Corporate Partner Member Representative of the Year Award.

Cory Laves has served on the i-SIGMA Conference Committee for several years. Cory attends Shred School every year and is an active participant and contributor to the classroom conversations. He communicates with clients and other corporate partners about i-SIGMA and our events; promoting through his own social media and emails about i-SIGMA. He is always ready to jump in and help when needed, including providing industry images, insights for articles, volunteering, or assisting in furthering the industry as a whole.

Historically, the association has on occasion bestowed the President’s Award upon individuals who have achieved substantial contributions of outstanding significance in their life. Last year, the President’s Award was re-named as the “Robert Johnson Lifetime Achievement Award.” It is a representation for all the hardworking professionals in the information destruction industry who have a critical role in adhering to the standards governed by i-SIGMA to protect the confidentiality and privacy of our members’ clients.

The second recipient of the Robert Johnson Lifetime Achievement Award was awarded to R. Stephen Richards of Richards & Richards (Nashville, TN, USA) for his stellar leadership and continual contributions to i-SIGMA and the industry.

R. Stephen Richards has been instrumental in the association’s success over the years. Richards created a Crisis Committee under the Association of Records Centers (ARC), which eventually became PRISM International and then i-SIGMA. This committee was made up of those who had been through a disaster already, and members could contact them immediately upon a fire, tornado, roof failure, etc. The committee assisted those going through the crisis with practical advice. In addition to this, Richards has served as President for the NAID Board of Directors and was active under both PRISM International and NAID, serving on committees for both legacy associations. Due to his help with the successful merger of the associations, Richards was recognized in 2019 with a special award for his help with the merger of NAID and PRISM International.

i-SIGMA would like to congratulate all the award winners. We cannot wait to see what they do this year!



Survey Says: Industry Trends

Part 1 of 2



i-SIGMA recently surveyed its membership to gain a better understanding of the information governance industry today, from the marketplace to operations, as well as member satisfaction. What follows is Part 1 of 2 where the association breaks down the results.

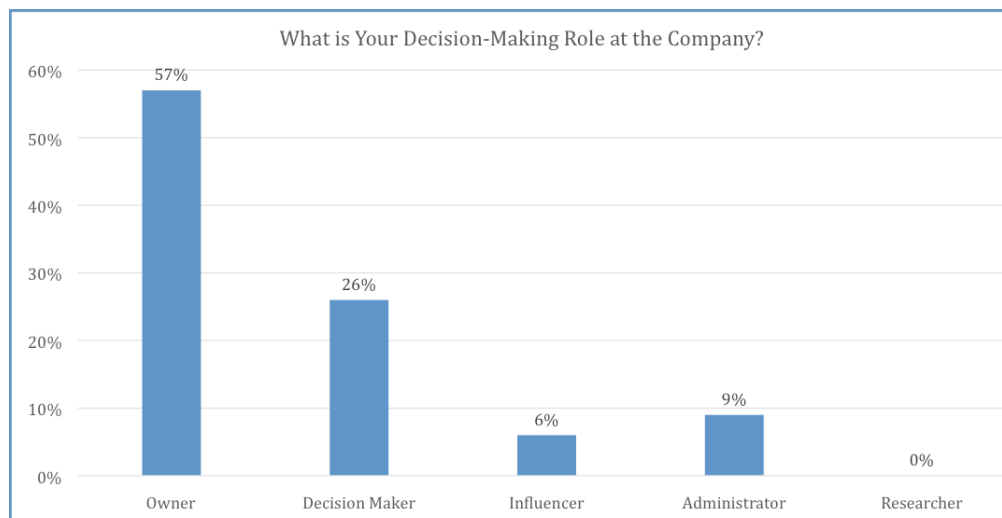
As with many surveys, its intent is to show trends and give a pulse for where the association and industry stand today, noting that all data is representative and not holistic. We utilized this data along with surveys the association conducted in the past to help create additional color on trends.

Understanding Who

The first series of questions in the 2024 Industry Research Survey were aimed at understanding who was completing it. This helps frame the remaining results and align what we know about our survey responders with what we think about the complexion of the industry.

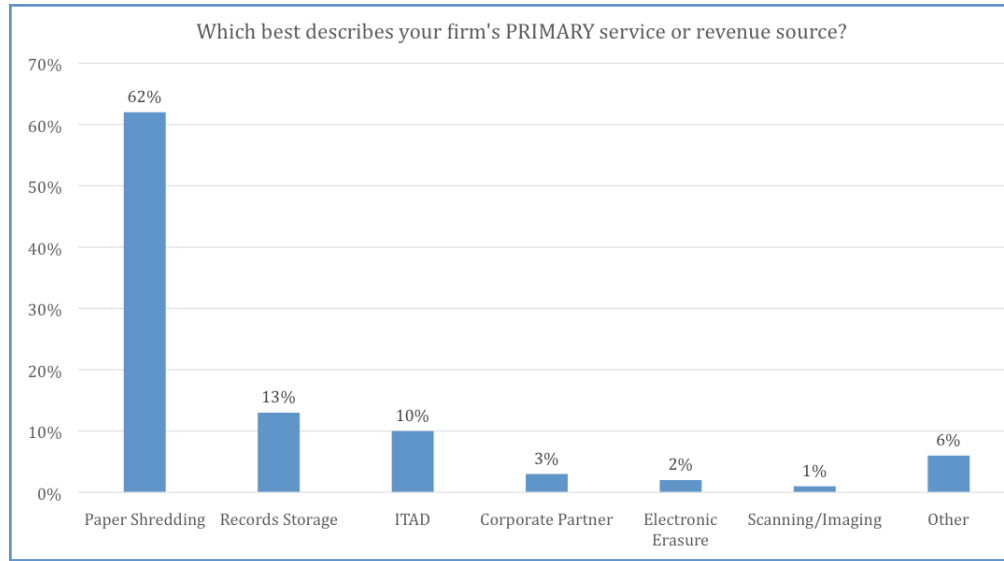
Decision-Making Role

Nearly 60% of those actually completing the survey were the business owners themselves, with more than a quarter being organizational decision makers.



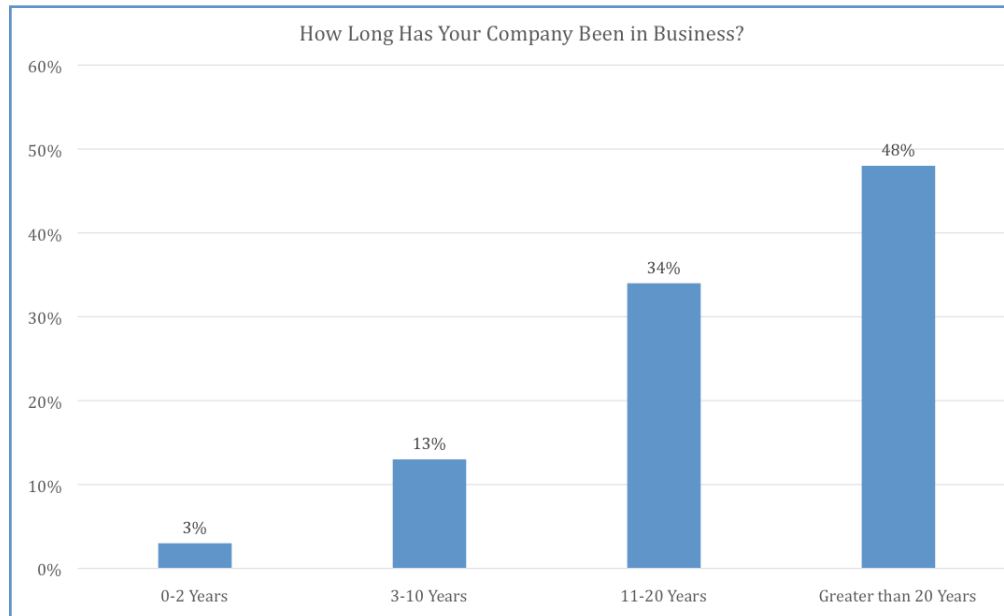
Primary Services

Considering i-SIGMA's roots with NAID and PRISM International, it is likely no surprise that the ratio of secure data destruction companies continues to be dramatically higher, with over 60% of the organizations offering this as their primary service, and 13% offering traditional records storage. With the partnership of e-Stewards and NAID AAA Certification, the third largest service offering by members (at least those who responded), is now ITAD. While this data makes sense to the complexion of the association, taking a closer look, readers can contemplate where additional business revenue stream opportunities may lay.



Business Maturity

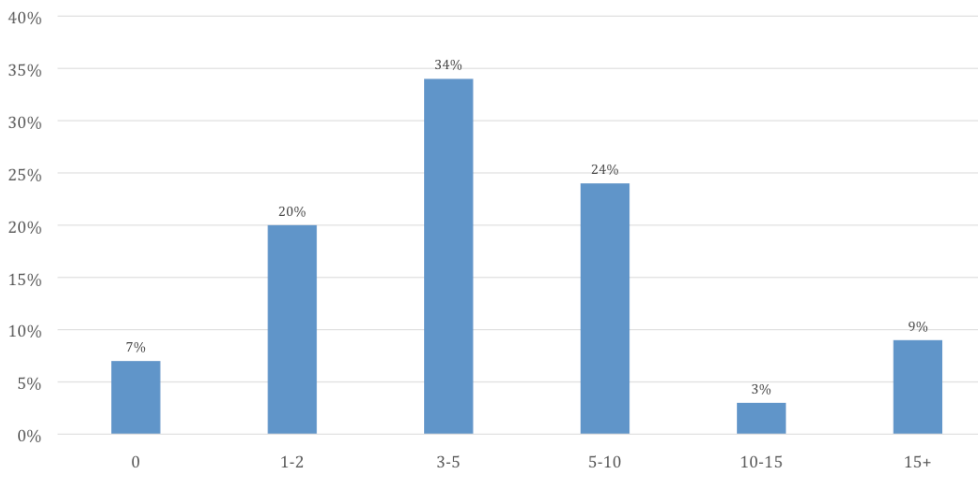
No one would be surprised that those just breaking into the industry make up the smallest respondents at 3%. Conversely, it is notable that the majority, nearly 50%, have been operating for more than 20 years and more than 80% have been doing so for more than 10 years. It seems not that long ago that this business was somewhat new and there was a need to convince clients of the value of secure data management. That concept and the maturity of the players has developed over the decades. The conversations are different, and the competition is wiser. It's important to be well versed on regulatory requirements and best practices if your organization wants to win the next RFP or even retain the client you've had for ages.



36 →



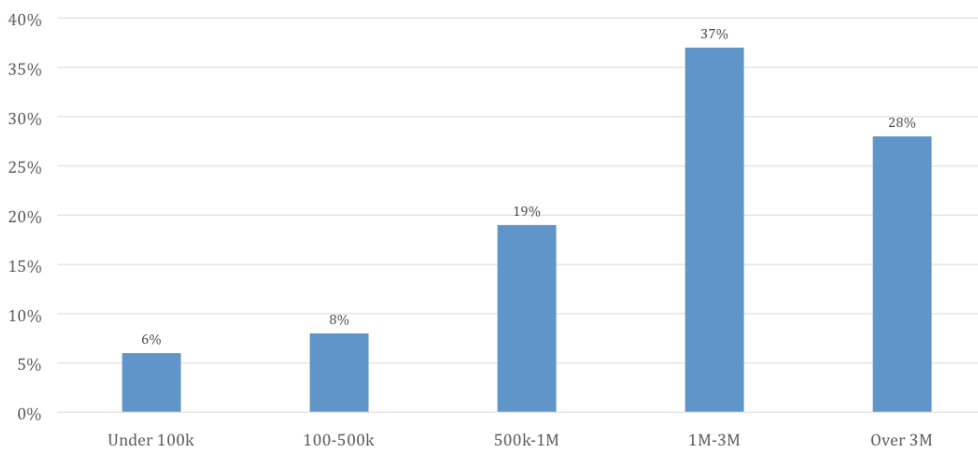
How many trucks/vehicles does your company have?



Fleet Size

With most businesses being more than 10 years old, many of these companies seem to have found the sweet spot for their fleet between 3-5 vehicles. However, 24% prefer more trucks opting for the 5-10 range while 20% prefer less in the 1-2 range. The more trucks and drivers your operation sends out, the more potential business and revenue your firm can return. However, vehicle maintenance can be a major operational headache and keeping trucks on the road can take a large toll financial toll.

What is your organization's annual revenue?



Annual Revenue

As the industry has matured, so has the potential for businesses to be lucrative. 65% of respondents report an annual revenue greater than 1M and 28% greater than 3M.

Perspective

All member companies were invited to take the 2024 Industry Research Survey, but only one representative from each member organization could complete the survey so as not to dilute the results. While we saw a 33% response rate, the survey was quite lengthy and found a 9% completion rate. As stated, its intent is to show trends and give a pulse for where the association and industry stand today, noting that all data is representative and not holistic. We utilized this data along with surveys the association conducted in the past to help create additional color on trends.

In 2016 i-SIGMA conducted a large membership survey, and then conducted a multitude of quick industry pulse surveys surrounding COVID in 2020 and 2021. Now in the Post-COVID world of 2024, there are many things that are different, and that which is the same. By conducting this survey i-SIGMA seeks to determine how inflation and overall industry perspectives have shifted, as well as how i-SIGMA can best equip members based on these findings.

While the full surveys are not the same YOY, many questions are identical. The survey results from the 2024 Industry Research Survey, 2020 Labor Trends Survey, and the 2016 Industry Research Survey provide a comprehensive overview of the evolving developments and operational challenges within the industry over the past eight years.

i-SIGMA Has Launched a New Portal for Members!



1. Setup & Login

When you visit isigmaonline.org, you will see the “Member Portal” button in the top right corner. Click on this and you will see a new login page. Click “Set Up Account” and follow the steps to get your account set-up and synced.

MEMBER PORTAL



2. Update Info

When you are on the new portal, look around and make sure your companies current information is up to date. This includes employees, company address, phone number, etc.

MY CONTACT PROFILE



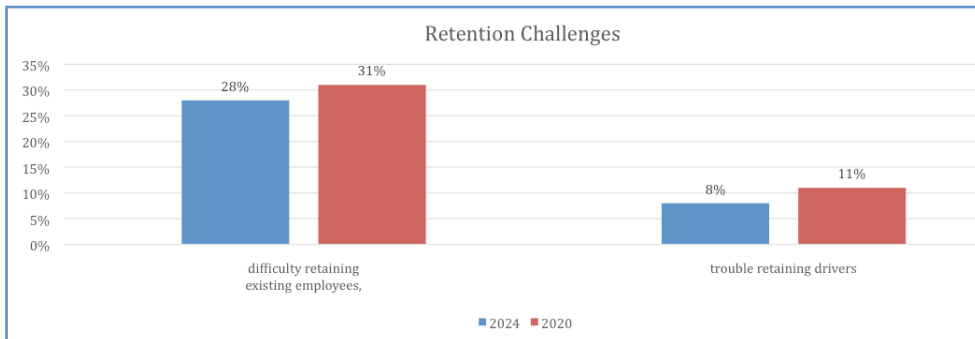
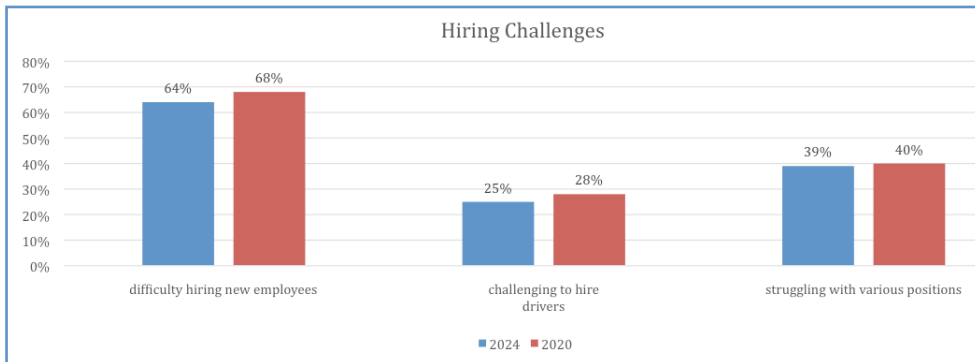
3. Utilize Your Portal!

1. Register for i-SIGMA Events
2. Pay Your Membership Dues
3. Find Members Only Sample Contracts and Documents
4. Apply and Renew i-SIGMA NAID AAA and PRISM Privacy+ Certifications

Labor Challenges

Part of the focus of the survey was to gather a stronger understanding of labor trends within the information governance industry today. i-SIGMA was able to compare these to where businesses said they were before and after COVID. It's important to note that in 2016, when i-SIGMA conducted the previous major

member survey, questions surrounding labor issues were not a focus. This indicates a different and more stable economic condition, where competition was a higher concern and there was more stability within the workforce at that time.



Hiring Trends and Employee Retention

2024 Industry Research Survey

- **Hiring Challenges:** 64% of businesses faced difficulty hiring new employees, with 25% finding it particularly challenging to hire drivers and 39% struggling with various positions.
- **Retention Challenges:** 28% reported difficulty retaining existing employees, with 8% having trouble specifically with drivers.

2020 Labor Trends Survey

- **Hiring Challenges:** 68% of businesses reported difficulty hiring, with 28% struggling with drivers and 40% with various positions.
- **Retention Challenges:** 31% had retention issues, 11% specifically with drivers.

In 2021, there were a plethora of articles on post-pandemic hiring and turnover. What I don't think many folks imagined was that three years later, in May of 2024, US News would state, "Across geographies, industries and company sizes, one topic has received near universal agreement among employers: It's really hard to find qualified workers."¹

Since the dreaded days of lockdown, hiring and retention challenges have only slipped slightly worse for the iG industry as well.



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The i-SIGMA Buyers' Guide is a handy directory of information destruction product and service suppliers.

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Impacts on Client Services

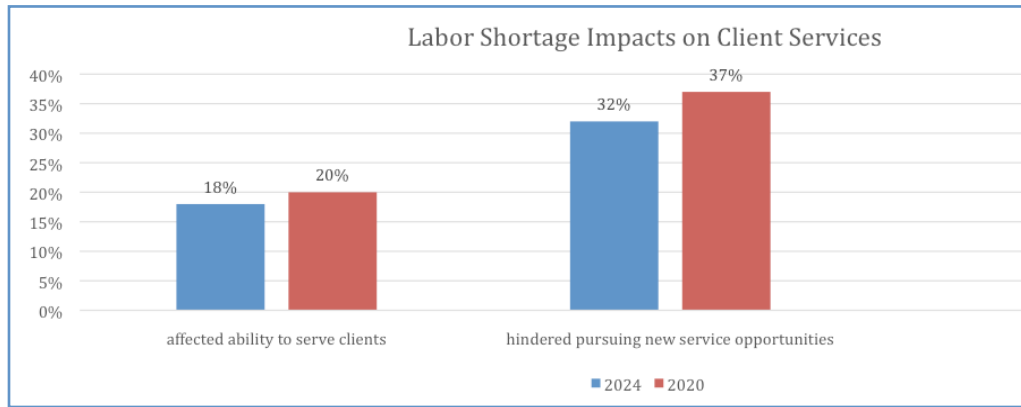
2024 Industry Research Survey

- **Client Service Impact:** 18% said difficulty in hiring/retention affected their ability to serve clients, while 32% noted it hindered pursuing new service opportunities.

2020 Labor Trends Survey

- **Client Service Impact:** 20% reported it affected client service, and 37% said it limited new service opportunities.

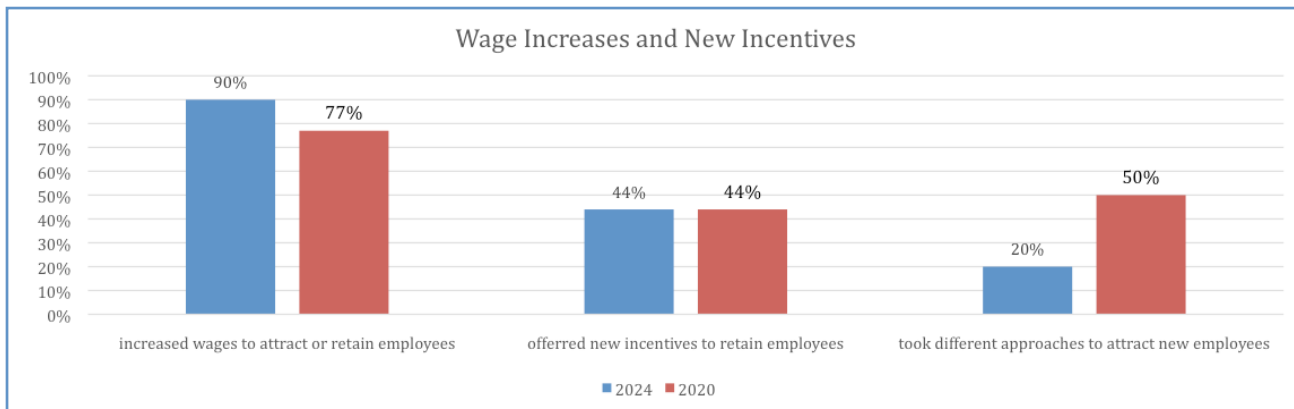
The majority of members are not overtly impacted by the labor shortage to the point that it is impacting their ability to service clients; however, it does seem to be affecting the ability to take on additional workload to a greater extent. For one-third of members, even if new recurring business presented itself, they may not have the bandwidth to take it on.



Wage Increases and New Incentives

2024 Industry Research Survey

- **Wage Increases:** Nearly 90% of businesses increased wages to attract or retain employees, with 40% increasing by approximately 10% and 15% by 20% or more.
- **New Incentives:** 44% offered new incentives to retain employees.
- **Different Approaches:** Only 20% of businesses took different approaches to attract new employees, indicating a reliance on traditional hiring methods.



2020 Labor Trends Survey

- **Wage Increases:** 77% increased wages, with 39% increasing by around 10% and 13% by 20% or more.
- **New Incentives:** 44% provided new incentives to retain employees, the same as the 2024 survey.
- **Different Approaches:** 50% adopted new strategies to attract employees, reflecting a shift towards more innovative recruitment methods.

As every industry grapples with labor issues, we asked our members how they specifically were mitigating it. Since the end of the pandemic, increasing wages continues to see traction while creative approaches to attracting talent have subsided. US News also recommends focusing on training those with solid soft skills (trainable good attitudes vs. pre-qualified no-shows), providing flexible schedules where possible, and continuing to invest in and develop tenured employees.

And Yet... Business is Booming

2024 Industry Research Survey

- **Top Business Challenges:** Elevated inflation (68%) and labor market/ talent shortages (50%) were the most significant challenges.
- **Top Revenue Changes:** 77% reported an increase in revenue over the past two years, indicating growth despite challenges.

2020 Labor Trends Survey

- **Top Business Challenges:** Similar challenges with labor market issues being prominent, but also highlighted were the impacts of COVID-19 and changing market dynamics.
- **Top Revenue Changes:** Revenue trends were similar, showing overall growth despite labor challenges.

While a tough economy and labor issues continue to be among the top business challenges members reported growth coming out of COVID three years ago, and that's equally true today with 77% of members indicating growth despite similar challenges.

Over the years, the industry has seen an increasing difficulty in hiring and retaining employees, leading to higher wages and new incentives to attract and retain talent. Businesses have started adopting different approaches to recruitment, although the uptake is slow.

Economic challenges such as inflation and labor shortages have become more pronounced, impacting businesses' abilities to serve clients and pursue new opportunities. Despite these challenges, many businesses have reported revenue growth, indicating resilience and adaptation within the industry.

i-SIGMA will take a closer look at industry challenges, like those touched on above, and how the association can continue to assist members in overcoming these in Part 2 of the 2024 Industry Research Survey Results which will be published in Issue 3 of the 2024 iG Journal. Look for this issue in September.

¹ Kommareddi, Madhuri. 2024. Attracting and Retaining Employees in a Post-Pandemic Workforce. 24/06/2024. (<https://www.usnews.com/careers/articles/how-employers-can-attract-and-retain-new-employees-in-a-post-pandemic-landscape>)



American Baler Announces Bellevue, OH Facility Expansion



American Baler Company, an i-SIGMA Corporate Partner Member and manufacturer of balers since 1945, is excited to announce an ambitious expansion project at its Bellevue, Ohio facility. The project will commence on April 22, 2024, and is expected to be completed by the fall of 2025. Coinciding with American Baler's 80th anniversary, the expansion project will increase the manufacturing footprint by 20% through the addition of a strategic wing to the existing facility.

The expansion will not only increase the physical size of the facility but also improve American Baler's ability to serve its employees and customers with innovation, safety, quality, and efficiency improvements. It will increase available capacity for fabrication, production, and assembly with an eye on the reduction of equipment and parts lead times. The project will be carried out in three phases. The initial phase will include site and utility preparation, construction of the new addition, and installation of overhead cranes. Subsequent phases will include the installation of state-of-the-art steel processing equipment along with workflow enhancements to optimize material movement throughout the plant.

General Manager Nathan Kuhl is looking forward to turning this expansion project from a concept into reality. He states, "Project planning began nearly 18 months ago, and I am grateful that

Avis Industrial has the confidence to continue investment in our Bellevue Ohio facility, operation, and staff".

D.J. VanDeusen, president of Recycling & Waste Equipment Division of Avis Industrial, added "This expansion project is a testament to the accomplishments of the entire American Baler team and the demonstrated loyalty of its customers to rely on American Baler for their recycling equipment needs."

As American Baler Company steps into its 80th year, it remains as committed as ever to its mission of producing the highest quality products in its class and offering unmatched customer service. The expansion of the Bellevue facility is a testament to this commitment and its ongoing pledge to call Bellevue home.



For more information, visit www.americanbaler.com.

Established in 1945, American Baler Company is one of the oldest and most respected baler manufacturers in the world. American Baler Company is a proud member of the Recycling & Waste Equipment Division of Avis Industrial which includes American Baler, Harris Equipment, and International Baler.

Shred Experts, LLC Certified by the Women's Business Enterprise National Council



Shred Experts, LLC, an i-SIGMA Service Provider Member Company specializing in document, hard-drive, and non-paper media destruction, is proud to announce national certification as a Women's Business Enterprise by the Great Lakes Women's Business Council, a regional certifying partner of the Women's Business Enterprise National Council (WBENC). WBENC Certification is the gold standard for women-owned business certification in the United States.

"Shred Experts is proud to add this accreditation to our company in our twenty first year of business. As a proud female business owner over the past twenty-one years, I look forward to the ability to connect with other women who are raising the bar for women in business, and laying the foundation for future female business owners, and women in leadership. -Rosien Watkins, Owner"

The WBENC standard of certification implemented by the Great Lakes Women's Business Council is a meticulous process, including an in-depth review of the business and a site inspection. The certification process is designed to confirm the business is at least 51 % owned, operated, and controlled by a woman or women, and that the business has appropriate structure and strategic business planning and implementation in place.

By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs, which in turn empowers women as leaders and brings about a more diverse, balanced, and sustainable economy.

WBENC Certification combined with professional development and engagement in the WBENC network provides unsurpassed opportunities year-round, both virtually and in-person, for women-owned businesses to grow and expand their business and innovation through events, programming, and connections with major corporations and other WBECs.

To learn more about Shred Experts, LLC, please visit www.ShredExperts.com.

About WBENC:

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 18,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 500 Corporate Members, most of which are Fortune 500. Thousands of corporations representing America's most prestigious brands, as well as many states, cities, and other entities, look for and accept WBENC Certification. Through the Women Owned initiative, WBENC also is a leader in supporting consumer-oriented female entrepreneurs and those who do business with them by raising awareness for why, where and how to buy Women Owned. For more information, visit www.wbenc.org and www.buywomenowned.com.

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New i-SIGMA Service Provider Members

Achieve Enterprise Services of Yuma, AZ, USA
Archive Data Solutions LLC - Westerville, OH
Da Fon – Taichung City 406, Taiwan
Gem Lifecycle Solutions in Dallas, TX, USA
Independent Recycling Company, LLC of Exeter, PA, USA
Marin Sanitary Service of San Rafael, CA, USA



New i-SIGMA Corporate Partners

Greenloop Consulting (Shanghai) Co., Ltd in Taiwan



New NAID AAA Certified Members

Corodata Shredding of Richmond, CA, USA
Eterra Recycling, LLC - TX of San Antonio, TX, USA
Garten Services, Inc. of Salem, OR, USA
Independent Recycling Company, LLC of Exeter, PA, USA
Ingram Micro of Sao Paulo, Brazil
Integrated Recycling Technologies, Inc. (IRT) of Saint Cloud, MN, USA
PPM Recycling of Houston, TX, USA
Secure Erase, LLC of Boise, ID, USA
Secure ITAD Services, Inc. of Houston, TX, USA
Shred Salt Lake of Midvale, UT, USA
Shred Source of Sun Valley, CA, USA
Sorting and Recycling Company for Environmental Services of Eastern Province, Saudi Arabia
Super Save Shredding of Edmonton, AB
Time Shred Services of Hillside, NJ, USA
Universal Paper Shredding Services, LLC of San Antonio, TX, USA
United Electronic Recycling, LLC of Coppell, TX, USA
VRC Companies, LLC of Phoenix, AZ, USA
Zeno Office Solutions of Midland, TX, USA



New Certified Secure Destruction Specialists (CSDS)

Alexis Henry, CSDS of Access (Woburn, Massachusetts, USA)
Jacob Cope, CSDS of Sun City Shredding (El Paso, TX, USA)



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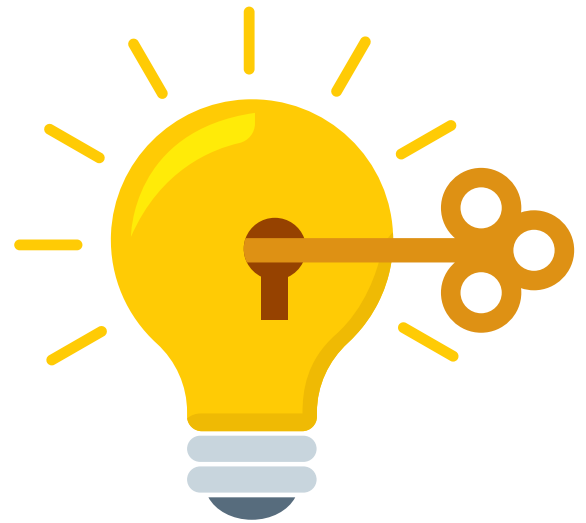
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Advertiser Index

Allegheny Shredders	●●●	www.alleghenyshredders.com	Inside Front Cover
Alpine Shredders Limited	●●●	www.alpineshredders.com	5
American Baler	●●●	www.americanbaler.com	45
Bins4 Shredding	●●●	www.bins4shredding.com	22
Downstream Data Coverage	●●●	www.downstreamdata.com	Inside Back Cover
Jake, Connor & Crew	●●●	www.jakeconnorandcrew.com	3
Keith Walking Floor	●●●	www.keithwalkingfloor.com	45
Shred-Tech	●●●	www.shred-tech.com	4
Vecoplan, LLC	●●●	www.vecoplanllc.com	7

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6-8 April 2025
Gaylord Texan
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