

2020 | Issue 3

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



Waking from a Nightmare:

*i-SIGMA Members' Perspectives
on Now and After!*

Surveys Gauge Member Sentiment Toward
Current Market

Communications Paves a Path Toward Recovery

A Closer Look at Virtual Shred School



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 i-SIGMA

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Meera Jagannathan -- January 29, 2020

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Claire Wilkinson -- Jan 14, 2020

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FROM THE EDITOR

Kelly Martínez

i-SIGMA Director of Marketing & Communications

Most people know that diamonds are formed from carbon after time under a high temperature and pressure. In fact, most precious gemstones are formed this way. It's only under the intense pressure that the crystals form such beauty.

Forgive me for being cliché, but isn't that life? And especially these past many months, it seems that this COVID-life has robbed us of many things, from conferences and social outings to the basics of attending school in person and going to the office daily, not to mention health and in some cases lives. The pressure to perform - to operate a business successfully within the pandemic concentrates the already normal pressures. But I don't want to overlook what this time has given.

These past many months of social distancing and closures has brought with it the unexpected silver lining and is producing a beauty that I am frankly excited about. On the individual front, there has been more time with immediate families and for household projects and self-care. On the business side, we've heard from many members who have taken this opportunity to conduct a serious analysis of business operations and how they can perform better than ever. Several members share some of their specific actions in the members' perspective article on page 14. It's truly exciting to know that so many will not only persevere but come out stronger than ever.

And building into that strength includes professional development. Often the daily tasks overshadow the critical need to build up employees and instead leaves them drained and static. This year's virtual education offerings have been at an all-time high, so that all member companies and their employees don't just weather the storm but blossom despite it. Learn more about the opportunities that are still actively available on pages 24 and 30.

While an end to this time is in sight, we realize its effects will be lingering. Either way, *i-SIGMA*, NAID, and PRISM International are here for members through this time and beyond. Big or small, you're all beautiful to us. And hopefully, the resources we provide, like the articles in this journal, make the pressures more than bearable.

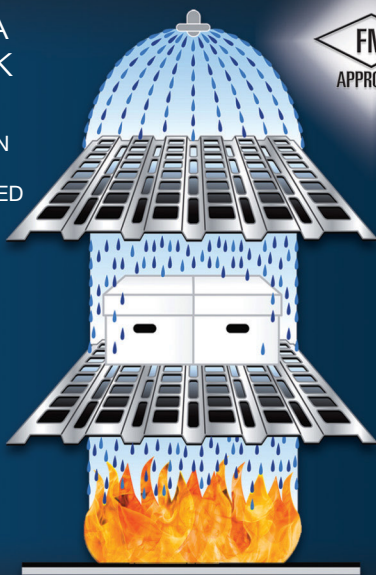
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PRESIDENT'S MESSAGE

iG Journal Readers,

Hoping this finds you all safe and healthy. These have been such trying times for all of us over the last several months. Resiliency, attitudes, and support of each other, our families, and our clients, has taken on fresh meaning and value. Keeping a focus on the future, how we adapt and move forward is key, and every one of us needs support and understanding to take on this task.

Over the last few months our team at i-SIGMA headquarters has done a remarkable job of providing value to our members. Many of us participated in the Road to Recovery webinar series and many, many more either watched it live or viewed the recordings later. I believe this has broad reach and touches on all kinds of topics that we and our teams need. If you have not taken the time to watch them yet, I encourage you to do so while you still can (they are available through November 5th). And while this series is going away shortly, our virtual Shred School is just around the corner. I encourage you to register for that today.

Typically, in the month of August your board of directors meets for one of its annual face to face meetings. Like so many things, this was cancelled until a later date, hopefully near the first of the year. In the meantime, we have many things on our plate to consider and work through.

Strategically, we are very invested in our membership and providing the values and help necessary for their success. Recent surveys from i-SIGMA suggest we are all doing our best and have a fairly positive outlook on the future. As our world continues to evolve during this time, i-SIGMA has many tools at your disposal to help your business. If you do not see what you need, please let us know.

Stay healthy friends.

A handwritten signature in black ink that reads "Pat DeVries". The signature is written in a cursive, flowing style.

Patrick DeVries, CSDS
i-SIGMA President

i N P

New Resources During COVID-19

Trade associations support their industries and members. i-SIGMA, taking this responsibility seriously, has worked tirelessly the past six months creating on-going resources for members to assist them in navigating their essential businesses during this evolving time of the COVID-19 pandemic. Visit www.isigmaonline.org to see the latest additions. And reach out to i-SIGMA directly if you have additional questions.

Here are some of the latest resources:

Victoria State Government Locks Down – i-SIGMA Supports Members

As Victoria, Australia went into a stage 4 lockdown, i-SIGMA released an official statement recognizing that information management, IT asset disposal, and secure data destruction are included in the “essential services” as outlined by the Victoria State Government to carry on during the COVID-19 pandemic and lockdown. Members in the area are encouraged to utilize this statement as evidence to support your business’s continued operations. Visit www.isigmaonline.org/resources-for-navigating-the-covid-19-pandemic/ to download the Victoria statement on essential services and the general statement on essential services.

Need a statement more specific to your area? Contact communications@isigmaonline.org today.

COVID-19 Exposure Notification Template

i-SIGMA was asked if we had a template for notifying customers of a potential COVID-19 exposure. While there is no legal obligation to notify another of possible contact, there is an ethical choice. For verbiage, we sought council from the Society for Human Resource Management (SHRM); they offer a free download for an employee notification on this same topic. Also, in our research, the CDC clearly states that essential workers may continue to operate following a potential exposure, so long as they remain asymptomatic. You can also receive anonymous exposure

Resources for Navigating the COVID-19 Pandemic & Economic Re-Opening

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notifications on your phone. Learn more about all of these:

Visit www.isigmaonline.org/resources-for-navigating-the-covid-19-pandemic/ to find the following resources:

- Template Notification of Potential Exposure to Customers
- Template Notification of Potential Exposure to Employees
- More From the CDC Following a Potential Exposure
- Learn About Anonymous COVID-19 Exposure Notifications for Your Phone

Someone Knows Everything: i-SIGMA’s “Ask the Professional” Gets Answers

There’s an old joke where a guy says that between him and his brother, they know everything. And, when he is summarily presented with a question he can’t answer, he simply says his brother knows the answer to that one.

That’s sort of the case with i-SIGMA’s “Ask the Professional” member benefit, but with a twist. When i-SIGMA doesn’t know the answer, we go to the best source to get it.

Be it a legal question, a compliance question, an accounting question, an employee health question... we’ll get



the answer from the best available source, whoever that is and whatever the expense.

There are only two catches. First, the question has to be related to the secure destruction, information governance, ITAD or RIM industry in some way. Second, both the question and the



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answer are published for all members to review (but not the name of requester).

So, don't be shy. If you have a question, chances are others do too. Everyone benefits from the answer.

Questions can be submitted to communications@isigmaonline.org.

i N P

Comments are in: New Certification Specifications Ready for Rollout

Recently, i-SIGMA has sought industry feedback on several proposed modifications to NAID AAA and PRISM Privacy+ Certification requirements.

"It was reassuring to learn members understood why the proposed modifications were necessary," said i-SIGMA CEO Bob Johnson. "I think the team did a great job of making the case. There was no push back."

On the need for the changes, Johnson said, "Our commitment to clients and service providers is that our certifications verify regulatory compliance as well as security. Going even one year without responding to regulatory modifications is not an option."

Breach Response Time Reduced: The timeframe which service providers must notify clients of any potential data breach has been reduced from 60-days to

immediately upon discovery. Again, this is not arbitrary but in keeping with global regulatory requirements. This change only affects NAID AAA Certification since it was already approved for PRISM Privacy+ Certification.

Data Subject Response Policy

Required: Service providers must also add a policy and procedure for responding to Data Subject requests. As described in the comment form, Data Subjects now have the authority to request information from a Data Processor, such requests cannot be ignored. NAID AAA and PRISM Privacy+ Certified firms will be given advice on a range of possible responses. The important thing for service providers to note is that failure to respond to such requests in some way is not an option under emerging regulations.

Two other proposed modifications require service providers to have a policy and procedure for controlling photographic capabilities in and around client media and a method to verify service vehicle locations when in possession of client media. Again, i-SIGMA members will be informed of a wide range of practical implementation models.

None of the proposed requirements impose an additional economic burden on service providers.

Effective and Enforcement Dates

NAID AAA and PRISM Privacy+ Certified firms will receive detailed guidance regarding compliance, including detail options. Certified locations will be expected to implement the prescribed changes by October 1, however, until the end of the year, non-compliance will be remedied by further guidance.

At this point in time, i-SIGMA conducts both scheduled and unannounced onsite certification audits, requiring mutual consent for scheduled audits. During the outbreak, unannounced surveillance of both facility operations and service vehicles has been increased.

i N P

Board Approves Membership Committee Appointees

The Board of Directors has approved the appointments of the following three industry veterans to the i-SIGMA Membership Committee:

- Paul Kearns, Kefron Group Limited, Dublin, Ireland
- Christopher Jones, Secure Records Solutions, Thomasville, GA, United States
- Giovanna Spadoni, OMTRA SRL, Milan, Italy

The committee, which is chaired by i-SIGMA President-Elect Brock Miller of Shred Northwest, is responsible for the approval of new memberships and



member benefits, as well as advising the Board of Directors on membership qualification issues.

“i-SIGMA is here to advance the interests of any business that provides data destruction and information management services,” said Miller. “It’s our job to get everyone in the tent and pulling in the same direction.”

According to Miller, the new committee members signal the organization’s growing international relevance.

“Service providers around the world need the same resources that have led to i-SIGMA’s success in North America,” said Miller. “I know Giovanna, Paul, and Christopher share that philosophy, and I am very lucky to have their experience and passion focused on that goal.”

i N P

Board Approves Measure to Add Committee Member Representatives

The Board of Directors approved measures to increase the amount of member representatives stipulated for two committees to better ensure a quorum at future meetings.

Both the Certification Review Board (CRB) and the Complaint Resolution Council (CRC) at times have been unable to form the necessary quorum to conduct meetings, resulting in delays.



According to Sara Berntgen, i-SIGMA Membership & Committee Administrator, “The new guidelines increase the membership of both committees, making the formation of a quorum more likely, while also increasing the number of peers reviewing certification compliance matters or complaints, as the case may be.”

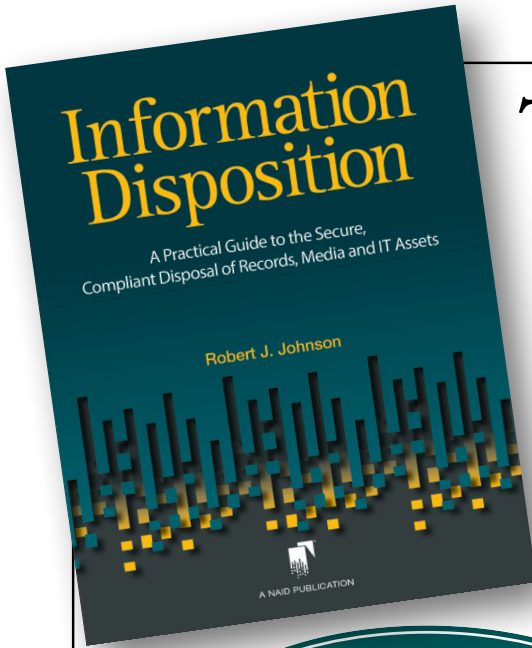
The CRB guidelines changed from a total of seven (7) representatives to thirteen (13). “The NAID Certification Review Board will be comprised of thirteen (13) people, including the chairperson. Three (3) of the NAID Certification Review Board members must represent NAID Active Member-companies which are currently NAID AAA Certified and have been so for at least one year prior to their appointment. One (1) of these five (5) Active Member-company seats must be filled by a representative from a NAID Certified maximum NAID dues paying member. Two (2) accredited RIM or Data Security Experts not affiliated with

any i-SIGMA member company; Five (5) reps from i-SIGMA Certified member companies.”

The CRC guidelines stipulated seven (7) but no more than nine (9) representatives; this has been increased by two (2). “The Complaint Resolution Council shall consist of at least nine (9) but not more than eleven (11) members. The i-SIGMA Board will make every effort to have both NAID and PRISM representatives on Council. All members of the i-SIGMA Complaint Resolution Council must be considered a member-in-good standing for a minimum of one (1) year prior to joining the Council.”

Any questions regarding committees can be directed to sberntgen@isigmaonline.org





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WAKING FROM A NIGHTMARE:

*i-SIGMA Members'
Perspectives
on Now and After!*

By Bob Johnson





When reports began to surface of a virus in China in December and January, no one thought much of it. Viruses have popped up in that part of the world every five or six years and the impact seemed negligible and localized.

As late as February, when reports of cruise ships being quarantined and the first “community spread” case developed in California, still not many foresaw the full impact COVID-19 would have on the economy.

We all know what happened next. Borders close. Italy, Japan, New York City, and Spain were overwhelmed. The news warned respirator and ICU shortages were a prelude to a global healthcare meltdown. And then, on a single day in the middle of March, Tom Hanks and his wife, Rita Wilson, reported they had contracted the virus, the NBA cancelled its season, and, maybe less auspicious, the i-SIGMA Board of Directors cancelled the association’s 2020 conference. Most of the developed world was shutting down with now familiar “stay-at-home” orders.

It was also in March that i-SIGMA members felt the initial impact. While some clients postponed or cancelled service, clients in healthcare desperately needed it. Applications for government assistance were hastily filed. Layoffs and furloughs were implemented. Personal Protective Equipment (PPE) and new health and safety measures were (again hastily) added to protect employees and clients.

A month later, the first i-SIGMA monthly COVID-Impact Member Sentiment Survey revealed service providers believed 1) revenue would fall dramatically, many predicting no sales, and 2) the impact would be limited to three or four months.¹

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As we know now, and as subsequent member surveys have shown, both were wrong. Revenues, though significantly lower, did not shrink as much as originally feared, and though the worst is over, the duration is likely to last well into 2021 (See survey results to-date on page 20).

News from the Front

It is against this backdrop, wherein i-SIGMA recently reached out to eight seasoned industry veterans to get their real-time, up-to-date impressions of what's happened, what they're experiencing now at the time of publication, and what they expect in the future.

How has the Shutdown Impacted Customer Interactions?

Donna Cooper, Senior VP and COO for Citadel Information Management, shared with i-SIGMA that their company created a COVID page on their website, which included COVID protocols (e.g. use of masks, temperatures taken, disinfecting trucks and containers, etc.), as well as posted all communications received from i-SIGMA regarding their Essential Services status.



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- Shafer Gabrel
Data Shredding Services of Texas, Inc.

Cooper told i-SIGMA their business implemented and continues with the practice of confirming customers are open, and, where clients stopped services, implemented a program to track dates when they resumed, so they can watch for trends in industry verticals.

Cooper also says they took steps to ensure continued efficiency and make needed changes. “Because on the temporary closure of approx. 30% of our customer base we were able to streamline routes, allowing us to release several drivers whose work habits were not up to Citadel standards.

Most of the others we interviewed implemented similar measures.

Christopher Jones of Secure Records Solutions added that his firm emphasized their “no-touch” shred service for clients to reduce contact between his staff and theirs. He also shared that his team goes to extra lengths to clean materials used in client facilities as well as their own workspaces several times each day.

Some, like Cory Tomczyk of IROW, have allowed customers to go on a “COVID hold” but continue to charge them an equipment rental fee for collection containers. Like Cooper, Tomczyk also stressed the importance of client coordination and the need to “re-evaluated routes and schedules to maintain efficiency.”

Among his company’s response measures, Shafer Gabrel, CEO of Data Shredding Services of Texas, recognized that with many of their clients’ employees still working from home, there would be an increasing opportunity there. “We began offering the ‘Seal and Shred’ bags to our clients as an alternative





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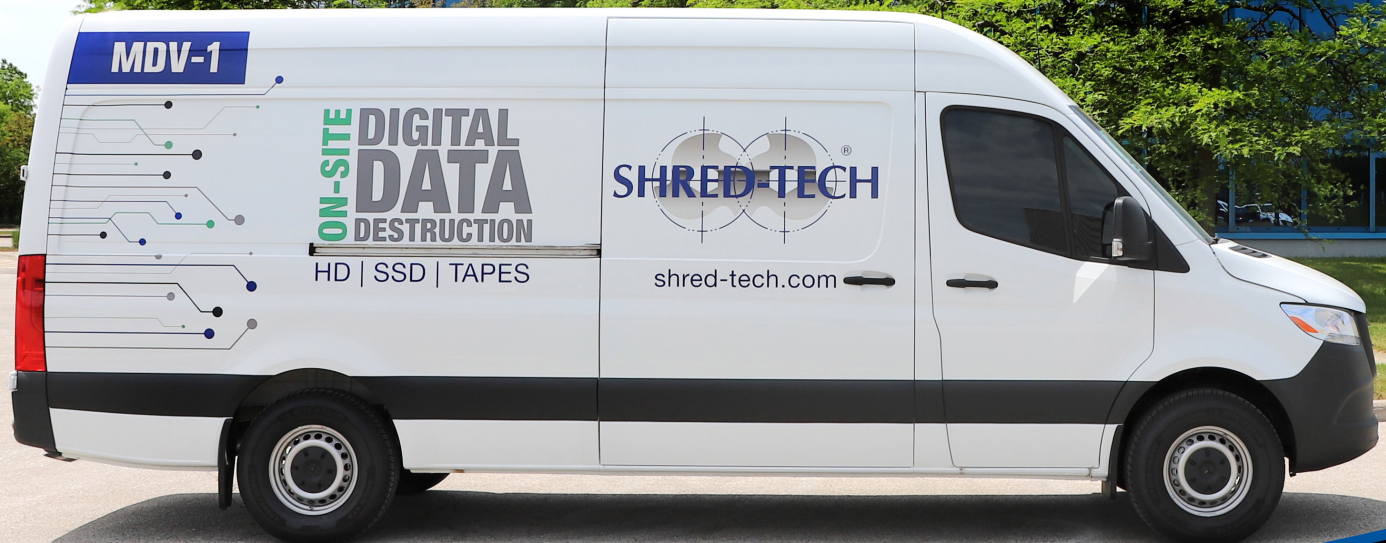
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method in protecting private information with employees who were working remotely. This in turn generated a small yet additional revenue stream for our business while providing a valuable service to our clients.

Gabrel went on to share he believes the necessity to serve the information protection needs of remote employees will continue long after this is over.

Tom Schreyer, CSDS of Affordable Shred told i-SIGMA the current situation has increasing need for drivers to be sensitive about clients' concerns regarding who is coming into their office. “Drivers have to be proactive and learn of any prescreening process, special needs, or procedures. They can no longer slither in and out mostly unnoticed anymore.”

“I believe a prudent business owner needs to have a minimum of two months operating expenses set aside for the unthinkable.”

- Brian Connolly
All Points Mobile Shredding

Schreyer also said he reminds drivers regularly to be patient with clients that might be a little more difficult under the current situation. He also tells his driver they need to understand routes when pickups are slowed, and added that routes are often changed on the fly.

Have You Learned any Lessons from the Shutdown?

According to Brian Connolly of All Points Mobile Shredding, one of the main takeaways from the shutdown has been being reminded that even when times are good, “Hope for the best but always be prepared for the worst!”

“Although it would be hard to plan for an unexpected pandemic such as this,” Connolly told us, “I believe a prudent business owner needs to have a minimum of two months operating expenses set aside for the unthinkable. Personally, because of the shutdown, we are now striving to have six months' operating funds in reserve.”

Connolly also shared how the shutdown has taught him the value of staying connected with his colleagues. “The most important thing we did was to get as much information as possible from

the right sources and to stay connected with other business owners, specifically document shredding owners around the country. We also used best practices to discover how and where to find PPE while supplies were short and what to do if an employee refused to come to work or tested positive, and more.”

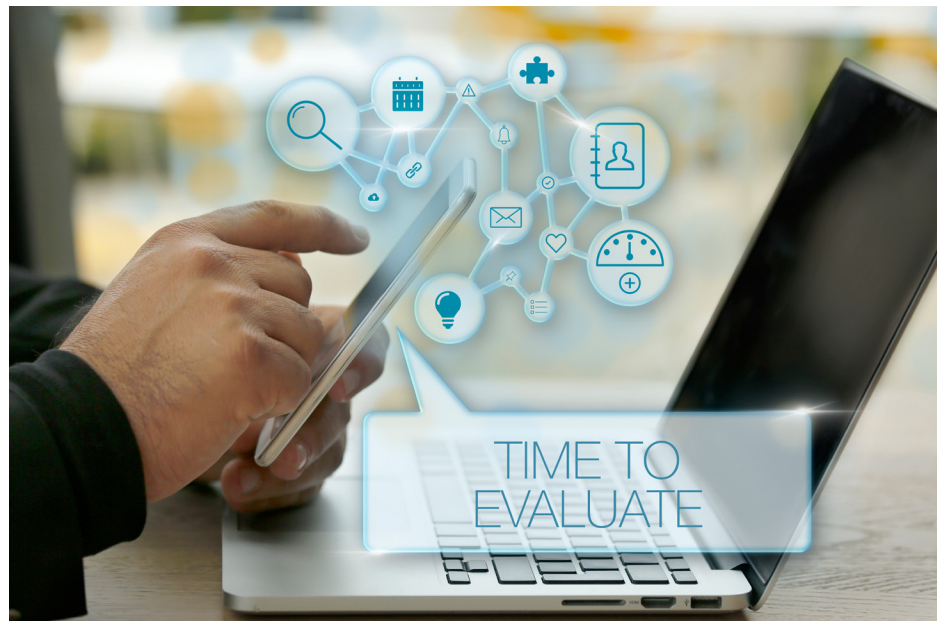
Included under the heading of “Be Prepared,” Jim Beran of Gilmore Services stressed the importance of critical business relationships. “Having a good relationship with a trusted banker is key.” Then he added, “Relationships with landlords, suppliers, and attorneys are critical when a crisis hits and really should be nurtured in advance.”

Beran continued with the reminder the shutdown is not a time to retreat. “The shutdown is not a vacation,” he said.

“We learned that we could run leaner than we were.”

- Cory Tomczyk
IROW

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“We have invested in new technology, cleaned up our billing and collection process, and are working on a rebranding from the core. We have partnered with a strategic brand management, research, and transformation firm to help us in this process of discovery and strategic planning for our future.”

Many also reported learning they could do more with less. As Tomczyk put it, “We learned that we could run leaner than we were. By being forced to take a harder look at the labor in the plant, we did not replace an employee who left.”

For Schreyer, the lesson is that when it comes to communications, more is better and even welcome. “Customers and people are more open to communication in general,” he told us. “We are very

“We are not going back to the ‘old normal’ post COVID.”

- Jim Beran
Gilmore Services

i-SIGMA Survey Analysis Monthly Comparison of the Outlook

WHICH BEST REFLECTS THE DECREASE IN YOUR REVENUE DUE TO THE COVID-19 LOCKDOWN?					
RESPONSE	APRIL	MAY	JUNE	JULY	AUGUST
10% or Less	8.9%	13.2%	21.7%	34.5%	32.2%
10% to 20%	21.1%	16.5%	19.2%	25.4%	35.4%
21% to 40%	26.7%	34.7%	32.0%	30.9%	22.5%
41% to 60%	22.0%	21.4%	16.6%	5.4%	6.4%
61% to 80%	9.8%	9.9%	6.4%	3.6%	3.2%
81% to 99%	9.3%	<1%	2.5%	0%	0%
100%	0%	2.4%	1.2%	0%	0%

WHICH BEST DESCRIBES YOUR CURRENT OUTLOOK OVER THE NEXT 3 MONTHS?					
RESPONSE	APRIL	MAY	JUNE	JULY	AUGUST
I Believe the Situation Will Begin to Improve	69.4%	74.3%	80.7%	45.4%	43.5%
I Believe Things Will Stay the Same	20.1%	19.8%	15.3%	36.3%	41.9%
I Believe the Situation Will Worsen	9.3%	5.7%	3.8%	18.1%	14.5%

blessed as an essential industry and should ramp up our empathy for our struggling customers helping them as much as possible.”

Where are we on the Path to Recovery and How Long Before Things are Near Normal?

On the question of duration, several owners felt it would depend on the election.

Others, like Jones, are hunkering down. “We aren’t expecting major changes to the current state of affairs in the next 12-18 months,” said Jones. “Because of our approach to market communication, we have a longer backlog of work than we did before the crisis. Our biggest challenge right now is finding qualified team members. I’d like to think that pressure eases up sooner than later.

Gabrel is another who sees this lasting a while, and, like many, believe some changes are here to stay.

He shared, “Many of our larger corporations have indicated that the majority of their staff will be working remotely from home through the end of the year and do not intent to return to their physical offices until January 2021. I do not see things getting back to normal for at least another 6-12 months at the minimum. This estimate could

be much longer if we see a major spike in COVID-19 cases as students begin heading back to classes later this month.” He added, “At this time, I believe we are still very early in the pathway to recovery; and that things will begin to return to normal once the COVID-19 virus flattens and begins to actually curve down in the U.S.



of the COVID-19 Impact on Businesses in the IG Industry

AS THE SHUTDOWN HAS CONTINUED, HAS YOUR FIRM HAD TO LAY-OFF EMPLOYEES IT INITIALLY RETAINED?				
RESPONSE	MAY	JUNE	JULY	AUGUST
We Have Maintained Full Employment	59.5%	57.6%	58.1%	62.9%
We Made Initial Layoffs in First Weeks but None Since	22.3%	26.9%	12.7%	6.4%
We Laid Off No Employees in the First Weeks but Eventually Had To	6.6%	3.8%	1.8%	4.8%
We Laid Off Employees Initially but Have Been Able to Add Some Back	9.0%	11.5%	10.9%	14.5%
We Laid Off Employees Initially but are Now Back to Full Employment	0%	0%	16.3%	9.6%

WHICH BEST DESCRIBES WHAT YOU THINK IS YOUR FIRM’S CHANCE OF ULTIMATELY SURVIVING THE IMPACT OF THE COVID-19 SHUTDOWN?					
RESPONSE	APRIL	MAY	JUNE	JULY	AUGUST
Very Confident of Survival	58.6%	69.4%	80.7%	70.9%	74.1%
Confident of Survival	33.8%	28.0%	17.9%	27.2%	16.1%
Unsure of Survival	6.5%	2.4%	1.2%	1.8%	9.6%
Unlikely to Survive	<1%	0%	0%	0%	0%

Schreyer likens the current situation to an amusement park ride, saying, “We are on a dark roller coaster ride now. The new school year will pull us backwards in early fall. Parents will rightfully overreact to young children and teacher illnesses and this will create a media buzz darkening the economic outlook temporarily. Do not expect near normal before 2021 when spring fever hits.”

Others, including Beran, believes change is here to stay. “Our industry will never recover to what it was prior to COVID,” he told us. “Working remotely is changing employees’ behavior. Working in the office, employees print documents as it is easy, accessible, and they are not paying for the printer, ink, and paper. Working remotely employees simply don’t print documents. If and when employees return to the office, it will be fewer employees; they will not revert back to the old behavior of printing documents, therefore the volume of documents to be shredded will continue to decrease even further. Paper demand in North American markets had already been falling by 5% per year last, prior to COVID. We are not going back to the ‘old normal’ post COVID.”

Are There any Silver Linings to This and/or are You Generally Optimistic About 2020?

Though optimism varied, most owners felt they would emerge healthier.

Connolly put it best, “The shutdown forced us to evaluate our business as a whole from the top down. We discovered we were over-staffed in some areas and under-staffed in others. We found out who our team players were and that some of our team had skills we had not yet identified. We also evaluated all of our expenses and cut any goods or services we did not need. We saw a decline in revenue and lost some clients, but we have also gained and continue to gain new clients daily. I am optimistic for the rest of 2020 and think 2021 will be a great year. If we take all we learned and continue to apply the changes we’ve implemented going forward, we will come out of this stronger than we were before.”

Others see silver-linings that are more personal. For Schreyer it’s a renewed sense of gratitude. “Our customers appreciate us more,” he told us. “The fact is we are still serving customers through the pandemic. Our staff appreciate their ongoing employment more than before.”

“The effects of the shutdown on the industry and on i-SIGMA members is dependent on how we react to it.”

– Bob Johnson
i-SIGMA

I am absolutely optimistic about 2021. Pent up shredding needs that have been put off will call in late 4Q and early 1Q. These jobs can be rolled into new routine customers.

And for Jones, the silver-lining is about family. “No one is happier than my wife and daughter,” he confided. I spent a lot of time in front of clients and prospects pre-COVID. Now that clients don’t expect in-person meetings, I’ve gotten back 40% of my work week to focus on making calls instead of driving. Now, I’m home for breakfast and dinner on a daily basis. I’m well motivated by a growing family and can’t help but be optimistic!”

“I spent a lot of time in front of clients and prospects pre-COVID. Now that clients don’t expect in-person meetings, I’ve gotten back 40% of my work week to focus on making calls instead of driving.”

- Christopher Jones
Secure Records Solutions



Only Time Will Tell

For all the time spent thinking about it, no one knows what the future holds. Nevertheless, several themes are consistent:

- Change is inevitable and the current shutdown is speeding up that process.
- It is much better to be ready for a crisis than to react from a position of weakness.
- The entrepreneurial spirit is indomitable.
- This will pass.

Maybe the most consistent theme, however, is that the effects of the shutdown on the industry and on i-SIGMA members is dependent on how we react to it. Everyone reading this knows that crisis and opportunity go hand in hand. The only question now is what we will make of it.

ABOUT THE AUTHOR



Bob Johnson is the CEO of i-SIGMA.

He can be reached at rjohnson@isigmaonline.org.



References:

¹ <https://nationalassociationforinfor.app.box.com/s/r6ydpjtj6ea8xttq8ac1ckoxkpm2jnepa>

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Paving a Path Toward Recovery

By Maggie Geolat

When the clock struck midnight on January 1, 2020, nobody expected that this year would be one of the most challenging yet. Countries, businesses, and families were faced with new decisions that had never been imagined before. As this year progressed and the 2020 NAID & PRISM International Conference & Expo had to be cancelled, i-SIGMA quickly realized that something needed to be done for all our members treading in these new waters. Thus, the 2020 Road to Recovery Webinar series was born, as a way for companies, coworkers, and colleagues to come together to support, learn, and share ideas with one another. This series included expert content, provided by i-SIGMA free of charge to support the industry.


“Road to Recovery” may mean something different to everyone. You could simply be trying to find new ways to sell your products and services, or trading water to make sure your business just stays afloat.

i-SIGMA made sure to offer a mix of sessions that were as evergreen as they were timely for the current state of business. And key individuals from our industry stepped up to provide a truly insightful educational series.

This 10-part webinar series offered many keys for success, and each session held new ideas that spoke deeply to members within our industry. Let us take a deeper look at the first webinar alone, to better distill the types of excellent takeaways which were evident throughout every session of the event.

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Thank You to All Those Who Contributed to the Success of This Webinar Series

Panelists and Presenters

Tom Adams, Flourish Press Inc. & Webvitality

Brent Berry, Ingram Micro

Greg Bullard, IG2

Brian Connelly, All Points Mobile Shredding

Pat DeVries, CSDS, DeVries Business Solutions

Kevin Dillon, ERI

Dan Fawcett, Morgan Records Management, LLC

Tom Fetters, Iron Mountain

Sean Fredericks, Red Bags

Jeff Green, Allshred Services, Inc.

Selin Hoboy, Stericycle, Inc.

Bob Johnson, i-SIGMA

Jade Lee, Supply-Chain Services, Inc.

Bob Miller, K-2 Partners

Brock Miller, CSDS, Shred Northwest

Neil Peters-Michaud, Cascade Asset Management

Jeff Rueckel, Daniels Health

Tom Schreyer, CSDS, Affordable Shred

John Shegerian, ERI

Angie Singer-Keating, Reclamere, Inc.

Giovanna Spadoni, OMTRA SRL

Greg Stangle, IG2

Richard Steed, Pacific Records Management

Kurt Thies, Access

Moderators

Don Adriaansen, CSDS, MBA, TITAN Mobile Shredding, LLC

Dawn Connelly, Esq., All Points Medical Waste

Joseph P. Harford, Ph.D., CSDS, Reclamere, Inc.

Bob Johnson, i-SIGMA

Kelly Martínez, i-SIGMA

2020 Road to Recovery

WEBINAR SERIES



Access the most relevant content facing secure data destruction and records management professionals in today's market, during this 10-part webinar series featuring key presenters and panelists from the industry.

i-SIGMA offers these timely webinars Free of Charge as part of our ongoing effort to support the industry.

The live webinars are now complete. Register now to gain access to the webinar recordings, only available through 5 November 2020.

For CSDS each webinar is worth 2 CEUs.

- Webinar 1** – Communicating During a Crisis: The Impact on Client Retention & Growth
- Webinar 2** – Selling Business Continuity and Brand Management Services
- Webinar 3** – What Industry M&A and Valuations Look Like Post COVID-19
- Webinar 4** – Is It Time to Roll Out a Service? (and What Would Those Services be?)
- Webinar 5** – The Sales Process in the New Normal
- Webinar 6** – Electronics Recycling: Success in B2B Arena Post COVID-19
- Webinar 7** – When The S#@t Hits the Fan: Planning for Investigations and Accusations
- Webinar 8** – Medical Waste Today: Will COVID-19 Have A Lasting Impact
- Webinar 9** – Insurance & Contracts: The New Relevancy
- Webinar 10** – When the Dust Clears: What Things May Look Like in 3 Years

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www.isigmaonline.org/events/webinars/



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Communicating During A Crisis

“Communicating During a Crisis: The Impact on Client Retention and Growth” covered the essential need organizations have, now more than ever, to provide responsive and effective communications to customers. The three panelists for this session stepped up to the plate to provide insight on how acting fast and thoughtfully could be the difference between thriving and surviving in the re-emerging marketplace.

During the webinar, there were several takeaways that laid the framework for how companies can grasp the concept of effectively “communicating during a crisis”. For example, in the first few weeks of shutdowns, all panelists stated that they were very assertive vs. reactive in communications. They knew that shredding routes may not have been at the forefront of their customers’ minds, and therefore used email templates provided by i-SIGMA as well as other resources to proactively reach out to customers, informing them of their companies’ latest protocols and how they are considered an essential business.

Session moderator, Kelly Martínez from i-SIGMA, then asked Tom Adams, Executive Coach & Advisor as well as owner of Flourish Press Inc. and Webvitality, what listening really looks like in a crisis like this. According to Adams, “It is all about transactional listening vs. strategic listening. Transactional listening is something like ‘I need to cancel my accounts’. Strategic listening is both outbound and inbound but is

really listening to the bigger picture. From a strategic perspective there is listening to the transactional nature of the conversation, but then elevating it to a strategic perspective and saying, ‘what are the collective trends I am seeing within my client base?’ When you think strategically about what you are hearing, you can process it and think about what you will do next.”

Martínez then asked Richard Steed of Pacific Records Management, “Have you found that storage customers require different reassurances or messaging than shred-only customers?”

Steed was quick to reply, “When it comes to records, communication is critical. With shredding, sometimes customers want and expect a day or two delay in communication, but with records, our clients expect us to be responsive and available. When a client requests a record, they want it timely, as they are usually getting pressure from above. They may be working from home, but they need us to get that file. Additionally, we are still called regularly with questions, people wondering if our



Photo credit: Chris Woods on Freemages



Photo credit: Ryan Mendoza on Unsplash

drivers are still wearing masks and the safety protocols that we are taking. Our ability to be flexible, accommodating, responsive, and empathetic is the best approach in being able to work with our customers right now.”

When the panel was asked about new business, and whether it is appropriate to start communicating with prospective customers, Tom Schreyer, CSDS of Affordable Shred chimed in to say, “Absolutely. And it is time to get creative, as I am not going to walk through a prospective customers door right now. On the other hand, phones are currently not ringing off the hook, and businesses are not getting as bombarded in this

moment with typical sales messaging. Because of this, you would be surprised as to how receptive companies are once you get ahold of them. Additionally, we took advantage of the moment to pull our own direct mail list, went old school, and sent out a series of snail mail sales promotions to try to acquire new business.”

Finally, when asked about some of the things that have remained relatively normal during this time, Adams chimed in with the response, “Entrepreneurial spirit. I love working with entrepreneurs and the never-ending energy and optimism that they tend to have around crisis. I love working with entrepreneurs because they are always willing to just figure things out.” When asked about the current atmosphere and steps they are taking, Adams added, “The current movement is towards re-integration, re-stabilization, and re-commitment to our clients. The fundamental question is how can we make this current life easier for them?”



Continuing Down the Road to Recovery

While each webinar in the series provides excellent educational content from well-spoken leaders in the industry, the knowledge just sits there if you are not actively engaging in the content. The i-SIGMA live sessions may be over, however, it is critical that you take the time to listen to each webinar so you can receive important takeaways to help your business during these trying times. This series of recordings will be available until the 5th of November to those that register. To learn more about each individual session in the series and to register for access to the free recordings, head to www.isigmaonline.org/events/webinars.



ABOUT THE AUTHOR



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Virtually the Best Shreducatation®

Shred School 2020 Virtual Boot Camp

By Kelly Martínez



Shred School is the premier sales training program for secure data destruction professionals. It's session after session, chalked full of actionable advice that looks at the market and interactions from various different angles.

One of the reasons I personally love Shred School so much is for its intensive nature. And that is not lost in this year's virtual boot camp. Every afternoon for two weeks straight, attendees will focus on how to do the job better, in a goal oriented, practical fashion. It's a safe space to ask questions and up your game to an entirely new level.

And while the traditional Shred School has a small classroom intimacy that allows for stellar networking, I assure you that this year's event will keep you engaged too. You'll not just be reminded of best practices but challenged on how you implement new tools to improve client interactions tomorrow, next month, and next year (don't worry, we'll send you reminders to help you meet the goals you establish!).

Shred School has always been a stellar event, but one of the things I am actually looking forward to with this year's virtual format is the lack of travel. Hear me out... We all know that COVID-19 has turned interactions upside down. Sometimes, we fail to see the benefits it has afforded us.

All things considered Shred School is more affordable than ever this year. The registration price has been lowered, there are no associated travel costs, and while there has always been a group discount, this year there is an additional discount for companies sending five or more employees. What a great time for the entire team to receive training!

Also, because there is only one online event this year (vs. in multiple cities) we have been able to invite some amazing guest speakers who otherwise would be unable to attend. We know that you'll find their special sessions extra insightful.

For the first time in a long time, we are offering a special pre-event for those new to the industry. These special add-on sessions are a great introduction for new employees and those looking to start-up a business. It's a great way to give them the foundation they need.

“Shred School is great for fun, education, and future opportunities. I have attended Shred School before and have had just as many take-aways, if not more, the second time around. I will definitely attend again. Anyone in the shredding industry that wants to see their company grow should attend.”

**– Josh Hartwell, Information Protection Services Inc
Shred Boss LLC, 2019 Attendee**

“This was my first Shred School. I learned a lot and enjoyed it!”

**– Leigh Boyles, Land Shark Shredding
2019 Attendee**

“Extremely useful workshop. Plan on continuing to attend in future.”

**– Thomas Light, Certified Document Security
2019 Attendee**

“I found it to be complete and very informative. Great experience.”

**– George Vasquez, Paper Cuts, Inc.
2019 Attendee**

And, because the event is virtual, we can easily record every session. Enabling attendees to review the content should they be unable to attend one session or even a few weeks down the road as a refresher. These recordings will be exclusively accessible to registrants for 120 days after the event.

I am excited for the opportunities this year's Shred School presents, and I hope that you'll join us for an incredible time together. #shredscool



"I didn't think that I would get much out of this. I was wrong. I am the driver for our company and never realized how much I could do to help our brand."

**– Robert Wiersema, Abraham's On-Site Shredding Service
2018 Attendee**

"An excellent learning experience. My only regret is that I did not attend earlier!"

**– John Nealon, M1 Document Solutions LTD
2019 Attendee**

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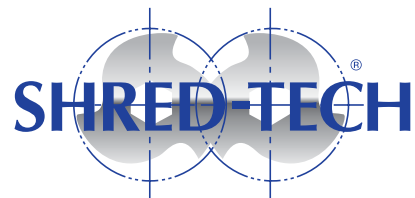
ABOUT THE AUTHOR



Kelly Martínez is the Director of Marketing & Communication for i-SIGMA.

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*list is current as of date of printing. For the latest list, visit www.shredschool.org.

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WEEK 1

MONDAY, OCTOBER 19

Pre-Event Add-On:

Special Double-Session for Newcomers

(please note there is an additional fee for these morning events):

New to the secure data destruction industry? Join i-SIGMA for these special pre-event sessions that provide the introduction and foundation you will need to succeed.

11am EDT

New - An Introduction to Selling Information Destruction

Co-presented by: Bob Johnson, i-SIGMA & Ray Barry, Shred America and Dean of Shred School

This session gives those new to the industry the baseline they need. Attendees will be presented with:

- The history of the Information destruction industry
- Important industry knowledge worth knowing
- How to identify prospective clients
- How to identify key players



12pm EDT

New - What You Need to Get Started & When

Panelists:

Jay Burns, Crown Information Management
John Daly, CSDS, Royal Document Destruction, Inc
Paul Swenson, Citadel Information Management

Moderated by Bob Johnson, i-SIGMA

It seems like there are a lot of tools available and it might be difficult to know where to start. This session will go over the various hardware you will want to be aware of for your clients and consider as staples for your information disposition business, including:

- The differences between a plant-based vs. mobile operation
- Various types of equipment (e.g. collection containers, conveyors, balers, and more)
- When is the right time to invest the various opportunities
- How to get connected with a recycler and what to know about your recycling mix



TUESDAY, OCTOBER 20

2pm EDT

1) How Smart Companies beat Competitors Online

Presented by Daryl Woytowicz, NetGain SEO

There's not much value in a website if customers can't find it in their moment of need. This session explores how to increase visibility and generate shredding leads through digital marketing. It will also uncover strategies to beat competitors in local searches and dominate Google's map stack. This enlightening discussion includes the latest trends in online marketing and how to stand out in a mobile-first marketplace. For those wanting to take their marketing even further, this session covers the best pay-per-click techniques to attract purge and route customers.

3pm EDT

2) Effectively Handling Web Leads and Call ins to Close more Sales

Presented by Ray Barry, Shred America and Dean of Shred School

When prospective clients call or inquire about services through websites, they are usually ready to buy! They are also very misinformed and lack knowledge regarding what differentiates competitors. This is an excellent opportunity to make sure prospective clients become well-informed buyers. How call-ins and web leads are handled and the questions these referrals/ leads are asked will have a DIRECT impact on the amount of business closed. Companies who do not ask the right questions in this situation usually wonder why their opportunities always come down to price. In this session, attendees will learn how to handle these opportunities effectively and take away the right questions to ask with Barry's "incoming call/ lead form" to close more sales! (Roleplay alert: there may or may not be roleplaying in this session).

The Main Event

2pm EDT

1) Welcome to Shred School 2020

Co-presented by Ray Barry, Shred America and Dean of Shred School; Bob Johnson, i-SIGMA; Kelly Martinez, i-SIGMA

Join us for the kickoff to 2020's special edition of Shred School! This session will be full of introductions and give an overview of what you can expect for the next two weeks. You'll receive session previews and we'll discuss how to get the most out of what you learn during this two-week bootcamp by focusing on two-three things at a time. We'll also dive into current industry trends for 2020-2021 and what you need to know to stay ahead. Welcome to Shred School 2020! This is the beginning of amazing new opportunities!



3pm EDT

2) Top 10 Mistakes Information Destruction Companies Make

Presented by Ray Barry, Shred America and Dean of Shred School

Receive a comprehensive overview of the records and information management (RIM) and secure destruction services marketplaces. The session outlines the historic landscape of information destruction and the top ten mistakes to avoid in the industry. Attendees will leave this session with a thorough understanding of the interrelationships between the factors and players that influence the secure destruction world and the potential pitfalls for industry veterans and newcomers.





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2-4pm, Monday-Thursday, October 19-29



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WEDNESDAY, OCTOBER 21

2pm EDT

1) Routing Effectively for Profitability

The founder of one of the most successful secure destruction companies in the world and the current Vice President of Sales and Marketing for one of the world's most highly-regarded shredder manufacturers will explain how to improve and maximize routes and increase efficiency and capacity. After attending this session, attendees will no longer have to wonder how much profit they are making; they will learn how to calculate true operating and service costs as well as proven strategies to prevent money-losing deals.

3pm EDT

2) New - Why Regulatory Compliance & Due Diligence are at the Heart of Sales & Profit*Presented by Bob Johnson, i-SIGMA*

Increasingly strong data protection regulations have been the important drivers of industry growth over the past decade, but they remain among the most misunderstood and misrepresented areas. As a result, many secure destruction service providers are missing out on opportunities to capitalize on them. Similarly, Contracts and insurance are most often thought of as necessary evils. Filled with complicated language and legal terms, few would think they are among the best sales tools a service provider can use – provided they know how to talk about them intelligently. In this session, attendees will learn how to change the discussion from price to service provider qualifications and ways to help clients achieve compliance. Competition is left in the dust once a customer understands that a real secure destruction professional can explain how and why regulatory compliance, due diligence, contracts, and insurance are at the heart of providing real data destruction protection.

THURSDAY, OCTOBER 22

2pm EDT

1) NEW - Social Distance Selling in a Post COVID-19 World*Presented by Ray Barry, Shred America and Dean of Shred School*

Clients and Prospects respond to “How” you sell more so than “what” you sell, especially in a Post-COVID business landscape. How we go about the sales process and the tools we utilize just changed in a heartbeat! No more knocking on cold doors expecting to speak to a decision maker. Face to face meetings have all pretty much ended or are extremely rare. What is the best way to reach decision makers now? How do we network effectively now? How do you create a buying atmosphere from a Zoom meeting? We need a new process to capture the sales activity that is still happening in our industry. In this session, you will learn some of these critical strategies.



3pm EDT

2) Messaging that Matters*Presented by Kelly Martinez, i-SIGMA*

It's not what you say but how you say it... well, actually it's both. Secure data destruction is important business. So, how does a service provider get potential clients to really listen? i-SIGMA Director of Marketing & Communications Kelly Martinez has been strategically and tactically messaging through various mediums for nearly two decades. At this year's Shred School, Martinez helps attendees distill the talking points that will resonate and then teaches how to effectively get that message across to lead to better conversions.

WEEK 2

MONDAY, OCTOBER 26

2pm EDT

1) NEW - Electronic Data Destruction: Identifying Sales Opportunities & the Destruction Options

Presented by Joseph P. Harford, Ph.D., CSDS, Reclamere, Inc.

The opportunities to provide secure destruction of electronic media continue to expand. This not only means more profit, but the ability to better serve clients. It also means sustainable growth well into the future. Presented by one of the most respected electronic data protection authorities in the industry, this session will provide the basic information needed to talk to clients about their needs, to identify opportunities to help them, and on how to choose from among the many proven business models.

3pm EDT

2) NEW - Special Presentation - Unleashing the Backlog of Unnecessarily Stored Records

Presented by John C. Montaña, Esq., Montaña & Associates, An Access Company

When the U.S. economy was humming along, it is estimated that it consumed 7 to 9 million of tons of business communications paper per year. We all know that number has been impacted by the shutdown, and most realize the trend is it will continue to decrease slowly over the coming decade. There are as many as 10 times that amount of records stored in warehouses, self-storage, and back offices, and that most of this multi-year supply of records will need destruction in the next few years. This means there is a potential boon waiting for service providers able to show customers how unnecessarily stored records (and IT equipment) constitute a serious liability. In this session, one of the most highly regarded information management legal authorities will make the case, and provide the information service providers need to unlock this potential tidal wave of profits.



TUESDAY, OCTOBER 27

2pm EDT

1) NEW - What Would Scott Do?

Panelists:

Dag Adamson, DataWipe

Willie Geiser, Allshred Services

Renee Keener, American Document Securities, Inc.

Moderator: Ray Barry, Shred America and Dean of Shred School

Before his untimely passing late last year, Scott Fasken, CSDS stood as the embodiment of success through personal relationships and networking. Using a few basic principles, Scott built a thriving 6-truck mobile operation in a sparsely populated expanse of western Colorado. More importantly, he made connections with family, colleagues and clients which formed the foundation of a full and rewarding life. In this session, a panel of those who knew Scott well, will distill the lessons that anyone can translate into success and fulfillment.

3pm EDT

2) NEW - Managing Outcomes & Expectations with Prospective Clients

Presented by Ray Barry, Shred America and Dean of Shred School

In many cases, objections occur at the end of the sales process because a good enough job wasn't done in the beginning, communicating effectively with the prospect, mutually agreeing on how to move forward in the discussion or even if it made sense to keep talking! In this interactive session, attendees will learn a better way to manage outcomes, expectations, and biggest fears with the prospect in a more professional way. The class will then devise a strategy to proactively mitigate objections by having a strong "Up-front contract" with the prospective client. This session alone should help attendees close more business and SHRED the competition.



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WEDNESDAY, OCTOBER 28

2pm EDT

1) NEW – How to Grow and Profit by Becoming a Compliance Partner

Panelists:

Don Adriaansen, CSDS, MBA, Titan Mobile Shredding

Tom Dumez, CHP, CSDS, Prime Compliance

Steve Green, CSR Privacy Solutions

Moderator: Bob Johnson, i-SIGMA

To put it bluntly, as long as a business operates like a commodity, it will be subject to the low margins and fickle customer loyalty that go along with it. The worst part – or maybe the best part – is that there is no reason for it. It doesn't require money, nor that the service provider be a national brand name. The current regulatory environment is providing innumerable ways for data destruction and RIM service providers to meaningfully differentiate themselves. In this session, service providers and industry veterans who have succeeded in separating themselves from the pack will discuss what it takes.

3pm EDT

2) NEW - Your SWOT Analysis

Presented by Ray Barry, Shred America and Dean of Shred School

How often has your organization done a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)? How often do you as a sales professional do a SWOT analysis? Having a sales professional involved in this exercise can be vital to a company's growth. When the Dean of Shred School, Ray Barry, did his for 2019, COVID-19 was not listed anywhere as a "threat"! I guess we learned our lesson. In this interactive workshop session, we will work on doing your own SWOT Analysis from a sales standpoint to help any person responsible for business development sell more in a competitive market.

THURSDAY, OCTOBER 29

2pm EDT

1) NEW - Special Presentation - Improved Sales through Effective Negotiations

Presented by Michael Klug AM. LL.B, FAICD, International Negotiation & ADR Specialist

Most people already realize sales is a negotiation. That's the good news. Unfortunately, studies have also shown most people think they're good at negotiators. That's the bad news. They are not. According to the noted negotiations consultant Michael Klug, good negotiating often runs counter to our intuition: people



tend to shoot themselves in the foot without even knowing it. In this session, Mr. Klug will share what science and practice have shown to be the most effective elements of negotiations, with a focus on sales and customer interactions. It just so happens that the lessons learned in this session can apply to so much more.

3pm EDT

2) Creating an Effective Action Plan

Presented by Ray Barry, Shred America and Dean of Shred School

The knowledge gained and the tools provided in Shred School give an excellent foundation, but true success can only be realized by becoming a student of the industry. This session will discuss how attendees can level up their professional game. Class participants will then work on putting what they have learned during Shred School into a workable and manageable action plan. Each participant will leave with a direction and a PLAN to put into place to achieve optimal results over the coming weeks, months, and year.



i COMMUNITY NEWS

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



See what members enjoy doing to get a bit of fresh air, including Cory Tomczyk of IROW, who enjoys bending wrenches on classic cars!



Christopher Jones of Secure Records Solutions in Thomasville GA welcomed a second daughter, Summer McKenzie Jones earlier this month. She arrived with blue eyes and a full head of brown hair. Christopher's father and business partner Powell Jones couldn't be prouder - the future of their family's business is bright.



Recently, Jill Fasken of Colorado Document Security shared some nostalgic images of the 2012 NAID board retreat that took place in Ouray, Colorado. Boy, does time fly!



Buyer's Guide

2020 EDITION

A Message from the CEO:

As always, the association is proud to present the Annual Buyer's Guide. This directory of the secure data destruction and records and information management industry's top product and service suppliers is a go-to resource for anyone in the business. Remember, these companies are investing in our industry and are dedicated to supporting the success of your business.

As this new year and decade are upon us and purchasing decisions arise, I encourage you to utilize the 2020 Buyer's Guide as a resource in your research. And then to support these vendors who support the industry.

Sincerely,

Bob Johnson

Chief Executive Officer

View the 2020 Buyer's Guide Today at bit.ly/31NWQEX

Buyer's Guide Products & Services Categories Include:

Balers, Baling Wire & Tying Systems 10 Cabinets & Consoles, Security

Carts & Collection Containers

CCTV, Surveillance, Security & Alarm Systems

Collection Containers: Office

Collection Containers: Residential

Consultants: Certification/Compliance

Consultants: Operations

Conveyors, Sorters & Handling Equipment

Data & Records Management Services

Data Security/Data Privacy

Destruction Equipment: Electronic Media

Destruction Equipment: Mobile

Destruction Equipment: Plant-Based

Destruction Equipment: Repair & Parts

Destruction Services: Electronics & Products

Drug Screening & Training Programs

Dust Collection & Compliance

Employee Training Services

Financial Services

Hard Drive Repair

Imaging: Software/Equipment

Insurance Providers

Legal, Business Valuation & Brokerage

Marketing & Promotional Services

Mergers & Acquisitions

Records Storage Equipment

Recyclers: Non-Paper

Recyclers: Paper Mills & Brokerage Firms

Shelving/Racking

Software: RIM/Data Destruction Management



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New 2020
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*Make sound business
decisions - support vendors
who support the industry.*

N

Blancco's New Solution, Intelligent Business Routing, Enables ITADS to Accelerate Business Processes

Blancco Technology Group (LON: BLTG), the industry standard in data erasure and mobile device diagnostics, recently launched its strategic solution for ITAD business process management.

Intelligent Business Routing (IBR) takes asset diagnostics and secure data erasure automation to the next level, harnessing Blancco-patented workflow technologies across IT asset disposal operations. The result is a robust, yet simple-to-use subscription service that dramatically decreases the time required for ITADs to move decommissioned drives and devices from receipt to resale.

"Blancco has established automated back-of-house workflows before, but for mobile device processing," said Russ Ernst, EVP Products & Technology. "Building on that success, IBR integrates both automation and integration to increase efficiency and reduce the hands-on labor needed to process data storage devices and drives."

Using an intuitive, drag-and-drop interface, ITAD managers can specify commands to form simple or complex

workflows that direct assets through the appropriate erasure, validation and reporting stages, minimizing the need for operator involvement and accelerating processing time.

For the data erasure state alone, initial pilot results show a 10 to 20 percent time savings compared to executing data erasure without IBR.

ITADs can also automatically route devices through different processes based on almost any number of factors. This greatly accelerates the speed at which ITADs can separate marketable devices from those best reserved for reusable parts or recyclable components. Easily programmed instructions can initiate specific processes for premium products versus lesser-value items. These automated and repeatable commands eliminate the vast majority of ad hoc decisions for each project and shorten the time from receiving a device to recouping its value.

In short, Intelligent Business Routing streamlines and accelerates ITAD business processes by automating tracking, grading, sanitizing, reimaging and reporting for IT assets.

The upcoming "Blancco Bytes: Intelligent Business Routing Webinar Series" takes a deep dive into three of the core functions of IBR:

1. "Sail Through Sanitization Stalls with Intelligent Erasure Fallback" demonstrates how to easily customize workflows so that if a primary erasure standard doesn't apply, a backup standard kicks in, allowing more devices to be sanitized more quickly.
2. "Speed Up Asset Sorting with Automated Cut-Line Decision Making" explains how IBR streamlines sorting by device type, hardware configuration, storage capacity and more to quickly categorize assets.
3. "Dynamically Deploy Diagnostics Tests for Maximum Resale Opportunities" focuses on how IBR directs each asset through the right diagnostics tests, based on customizable rules, to get ITADs the most value from device resale, parts reuse, or component recycling.

blancco

BLANCCO BYTES:
Intelligent Business
Routing Webinar
Series

Intelligent Business Routing (IBR) can expedite your device processing time, even beyond erasure – learn how in this series of three 30-minute webinars

Watch Live



Vecoplan Increases Focus on Paper Market

Vecoplan, LLC has invested in its facility and staff to increase focus on the paper and document shredding markets.

At its Archdale headquarters, the manufacturing and assembly facility was expanded by 7,000 square feet in later 2019 and early 2020 to increase production capacity for the mobile shredding market. "After making available a truck product with a 'pierce-&-tear' shredder, the uptick in sales meant we needed more space for production. Our single-shaft-rotor shredder is still available and continues to be available to those that need versatility and high security shredding. With the combined sales volume of the two products, we needed to add the square footage to support our customer pipeline," explains COO Len Beusse.



The facility expansion comprises of a production line to accommodate up to five trucks, one for each stage of assembly. "Whether we have one customer order for five trucks, or five orders for one truck, our order-to-delivery time has been shortened significantly. The discrete workflow system is a hybrid between batch and repetitive, and can favor one or the other processes depending on the customization required. This is optimal for serving our customers," notes plant manager Mike Dawkins.

In addition to facility expansion, the company has also hired two new sales people. Keith Coker is based in the Dallas area and covers the central regions of the US and Canada. He joins Vecoplan after spending several years at a large national document shredding



KEITH COKER

services provider. His involvement in running approximately 60 routes per day gained him intimate knowledge of mobile shredding operations.

In the west, Sean Eliot, based in Southern California, brings ten years of recycling industry experience to Vecoplan customers. He specializes in turnkey size reduction solutions, focusing on affordability and practicality. Eliot also focuses on increasing productivity and subsequent profitability for the paper market. He covers the Western US and Canada for mobile and plant-based paper shred markets.



SEAN ELIOT

North Carolina-based Vecoplan, LLC, is a subsidiary of Vecoplan AG located in Germany. The company is a leader in the manufacture of industrial and mobile shredding systems for size reduction of virtually any material, selling into plastics, wood, biomass, recycling, and waste, and waste-to-energy markets.



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J&K Secure Shredding, LLC of Chester, PA, USA
PC's for People of Kansas City, MO, USA
Ewaste Recovery Systems of Rancho Cordova, CA, USA
VeriTrust of Houston, TX, USA



New NAID Members

AAA DocuShred, LLC of Mesa, AZ, USA
Phoenix Solutions of Affton, MO, USA
Chun Yang International (Hong Kong) Company Limited of Hong Kong
National Document Shredding Service of NSW, Australia
Living Green Technology of Auburn, WA, USA
M.F. Docu-Shred of Liberal, KS, USA
Adcon Environmental, LLC of Frederiksted, U.S. Virgin Islands
Comprenew of Grand Rapids, MI, USA
Kuusakoski of Plainfield, IL, USA
Portis, Inc of Madison, TN, USA
Technology Recyclers of Indianapolis, IN, USA



New PRISM International Members

Reliable Document Storage & Shredding of Lake Charles, LA, USA
OI-Tech, Inc of Sandston, VA, USA



New i-SIGMA Associate Members

HITS Scanning Solutions of St. Louis, MO, USA



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UPCOMING EVENTS

2020 Virtual Shred School

www.shredschool.org

October 19-29
Monday - Thursday
2pm - 4pm

NAID & PRISM International Annual Conference & Expo

Save the Date

March 17-21
Las Vegas, NV, USA

For more details about i-SIGMA events, visit
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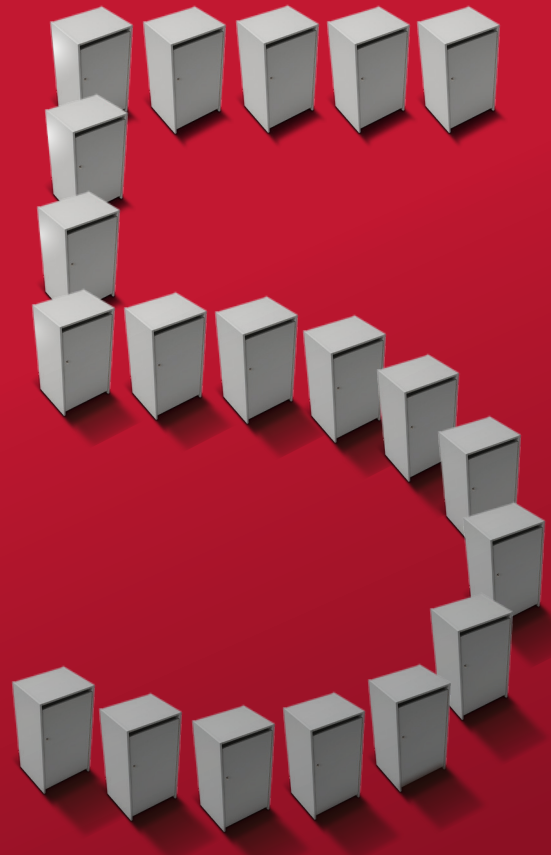
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