

2020 | Issue 4

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



JOURNAL

*Impacts &  
Moving Forward:  
Outlook on 2021*



2020: The Year that Wasn't - i-SIGMA Takes a Look  
Back and Ahead

The Decade Ahead: Making the Choice to Innovate

The Tiered Storage Solution



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 PRISM

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## FROM THE EDITOR

**Kelly Martínez**

*i-SIGMA* Director of Marketing & Communications

*Author Nora Roberts once shared that the key to success is understanding that we are all juggling balls between work, home, and personal life. Some of these balls are glass and others are plastic – and let’s be real, there are not 4-5 balls, but more than 50. If you drop a plastic ball, it will bounce and there is no real harm done. If you drop a glass ball though, it will shatter. So, you need to understand which balls are which. The balls are not general concepts but specific ones, like “dinner together tonight,” “deadline on Project X,” and “crazy sock day.” To juggle all the glass balls successfully, some plastic ones will drop. Some of these may be from home and others for work.*

*Since I read this several months ago, I think about it a lot. It helps me gauge if I need to walk away from the computer to watch anime with my children, because that’s important to them right now. And if I need to walk back to my laptop after dinner because there are projects that really do warrant my attention sooner.*

*I think too, that with this past year turning the world upside down, we’ve all been forced to reassess our priorities and how they fit together. I believe if we are honest, we had mislabeled some of the plastic balls as glass and vice versa – even within business itself. What I hope we can take away from this year is the ability to be more honest and healthier with our labeling personally, professionally, and in business. That 2020 will not just have made us more resilient but wiser and stronger.*

*When I consider all the articles that went into this issue of the journal, which wraps up 2020 and heralds in 2021, their content is about so much more than just “a year in review”. Each piece reflects the heartbeat of *i-SIGMA*, NAID, and PRISM International members and offers insights on how to truly be more successful holistically – how to identify and juggle the glass balls.*

*I hope you enjoy this issue as much as we did in putting it together.*

*Here is to finding value in all the right things! I know the staff at *i-SIGMA* certainly values you.*

<https://www.workingmother.com/nora-roberts-juggling-kids-work-plastic-glass-balls>

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# PRESIDENT'S MESSAGE

Hi Everyone,

As one year closes and a new one begins, we continue to embark on great adventures. Our hope is that you will join us.

We all know that 2020 has been a tough year, full of unexpected trials. But i-SIGMA, NAID, and PRISM International – both the association itself and its member companies – have been able to meet everything thrown at us with resiliency.

As President serving during such a time as this, I am encouraged by what I see and hear. While the world remains a bit unpredictable, with COVID-19 continuing to re-shape the market, so many of us continue to operate with business fairly uninterrupted. This virus has reshaped a lot of our thinking – and in many ways our approach to selling and providing our services. But we know, our clients need us now more than ever. And we are up to meet the task!

As an industry, we have looked for the tools and support of our trade association this year. The value i-SIGMA continually provides bolsters us during these types of storms, so that we can see success today and tomorrow. I am proud for not just how we have weathered 2020, but the accomplishments we have seen in the midst of it. Even more so, it is with anticipation that I look forward to greeting 2021 and all the new things we will do TOGETHER to make our industry even stronger (see a list of planned initiatives on page 20).

The Board of Directors, many committees comprised of member representatives, and i-SIGMA staff all work behind the scenes to create essential tools that keep us educated and motivated and push the industry itself forward. I look back with pride on all we have accomplished this year and beyond and forward with anticipation on all the things yet to come.

Let's make the coming year one to remember – not for the trials, but for the triumphs! We are stronger together.



**Patrick DeVries, CSDS**  
i-SIGMA President

i N P

## Nominating Committee & Nominations Opening

At the October Board of Directors meeting, Immediate Past President Angie Singer-Keating presented her recommendations for the Nominating Committee. The Board approved these and requested the addition of one more representative from the RIM-side of the industry. The slate includes long-time member representatives:

- Margaret, Meier, CSDS of UltraShred Technologies (Jacksonville, FL)
- Dawn Connelly, Esq of All Points Mobile Shredding (Stuart, FL)
- Paul Leeber of Procurri Boston (Pembroke, MA)

While there are only a few seats that will be voted onto the Board this year, the committee is still taking their responsibility seriously. At the time of publication they were preparing the 2021



Campaign Guidelines, which describe the various ways the association will help candidates promote themselves and their message, as well as defines appropriate steps the candidates may take themselves to do the same.

In December, the 2021 Nominating Forms along with the 2021 Campaign Guidelines and the Candidate Information Form will be available. Member representatives are encouraged to participate in the nomination process.

Elections for the 2021-2022 i-SIGMA Board of Directors are planned to be held electronically early next year.

i N P

## i-SIGMA's Virtual ARMA Presentation Signals Opportunity for Proactive Outreach

i-SIGMA CEO Bob Johnson was one of several speakers at a virtual conference held October 21 by the Western Michigan Chapter of ARMA, where he spoke on the emerging relevance of NAID AAA Certification as an element of Data Controller vendor selection due diligence.



“It says a lot about these professionals that they continue to provide their members with timely education in the midst of the pandemic,” said Johnson. “Of course, with industry veteran and former i-SIGMA Board member Andrew Ysasi of VRC (Grand Rapids, MI) as the architect of the program, I am not surprised.”

Johnson also said he is excited that influential associations are now more open to virtual presentations during the shutdown, and that it likely is the key to greater i-SIGMA outreach.

“Local chapters of buying group associations are now relying on virtual presentations for the monthly meetings,” says Johnson. “This trend allows i-SIGMA to provide its perspective and expertise to these local groups without having to worry about the cost and time.”

Members who are part of the local chapters of ARMA International, ASIS International, state AHIMA, or IAPP networking groups, who would like to arrange similar events on a range of industry topics, are encouraged to contact i-SIGMA Director of Marketing and Communications Kelly Martinez at [kmartinez@isigmaonline.org](mailto:kmartinez@isigmaonline.org).

i N P

## 2021 NAID & PRISM International Conference Moves to a Virtual Event

The health and safety of i-SIGMA members and the communities they serve continues to be a top priority for the association.

It is with their best interest in mind that the i-SIGMA Board of Directors has decided to move the 2021 NAID & PRISM International Conference from a live event, originally scheduled for March 18-21 in Las Vegas, into a virtual one. i-SIGMA looks forward to hosting a full Conference for the industry through an

online platform this spring. Details are being worked on presently and will be released soon.

“The decision was not made lightly and came about after a recommendation from the Executive Committee and Annual Conference Committee,” according to i-SIGMA Director of Marketing & Communications, Kelly Martinez. “The Committee is excited to help plan a robust and quality event for members, even if the format is a bit different this year.”

It is important to note, the electronic election of the 2021 i-SIGMA Board of Directors will go forward as planned.

As the association moves the 2021 NAID & PRISM International Conference to a virtual event, i-SIGMA is committed to

offering the same robust programing, opportunities to dive deep into topics and content that is currently impacting our industry, impactful networking, and the ability to see the latest industry innovations in products and services from industry suppliers. An online format gives the unique opportunity for useful and insightful collaboration with members and industry leaders from around the globe, straight from the comfort and safety of your home office.

If you have questions, please contact [events@isigmaonline.org](mailto:events@isigmaonline.org).

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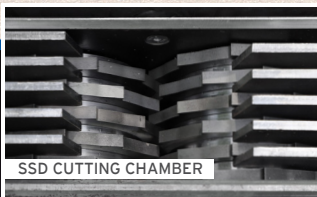
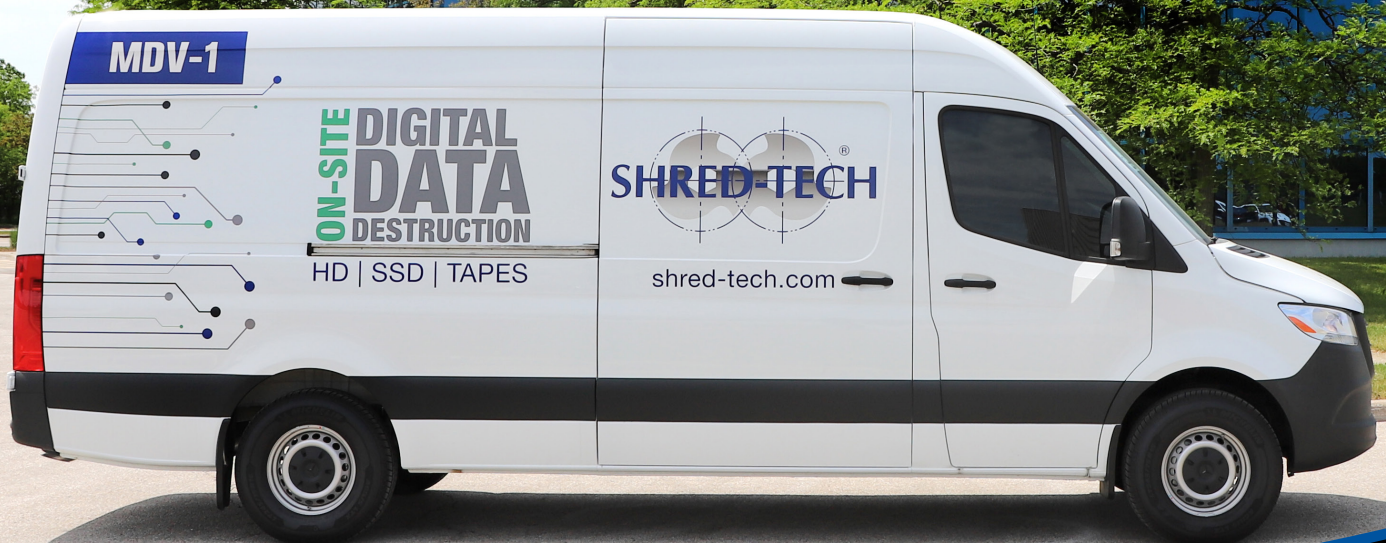
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## Board Appoints Industry Veteran to Chair Complaint Resolution Council

The i-SIGMA Board of Directors has approved the appointment of Bowman Richards, CSDS Richards & Richards, LLC (Nashville, TN) as Chair of the Complaint Resolution Council (CRC). Prior to the appointment Richards served as a member of the CRC for several years.



Commenting on the appointment, i-SIGMA President Pat DeVries, CSDS of DeVries Information Management

(Spokane, WA), spoke of the importance of the council and its leadership.

“The CRC is tasked with one of the toughest jobs in the organization,” said DeVries. “By its very nature, the council is working with members who are addressing complaints and are generally unhappy about it. Bowman’s past experience on the CRC means he already knows his way around politics and pitfalls associated with complaint resolution.”

Richards replaces outgoing CRC Chair Cory Tomczyk of Wisconsin-based IROW, who held the position for more than five years.

“Bowman has some big shoes to fill,” said i-SIGMA CEO Bob Johnson. “Cory did an amazing job guiding the CRC through some very delicate situations. The good news is that Bowman has had the benefit

of working with Cory throughout that period, and Cory will remain a member of council for some time as Bowman takes the helm.”

By charter, the i-SIGMA CRC is responsible to enforce the association’s Code of Ethics, handle complaints of wrongdoing within the industry, and protect the association’s trademarks if misused.

## i N P

## Board Approves Revised Committee Guidelines

During a strategic planning session of the Board of Directors earlier in 2020, the then Board Presidents, Angie Singer Keating and Christopher Jones, had requested an audit of the association committees to determine which would be kept and which may need to be retired. During the assessment that followed it was found that while some committees were assuredly doing good work for the association and worth maintaining, they did not all have updated and clear guidelines for operation. Furthermore, upon the alignment of the PRISM Privacy+ Certification program with the NAID AAA Certification program and audit process this spring, the Board later determined that the NAID AAA Certification Support Committee should be re-branded to reflect this alignment.

As such, during a recent Board of Directors meeting, two committees, the Annual Conference Committee (ACC)

chaired by Keith Eriksen, CSDS of Reed Records Management (Wooster, OH) and Communications & Marketing Committee (CMC) chaired by Tom Schreyer, CSDS, of Affordable Shred and Storage (Buffalo, IL) presented updated guidelines which the Board approved unanimously.

According to i-SIGMA Director of Marketing & Communications, Kelly Martinez, “while the changes were not huge, they will help the committees focus as both made adjustments to their guidelines for clarity in purpose, construct, and officially adding the ability for electronic voting.”

Similarly, the NAID AAA Certification Support Committee officially moved to become the i-SIGMA Certification Support Committee (CSC) chaired by Margaret Meyer, CSDS, of UltraShred Technologies Inc. (Jacksonville, FL) and new guidelines were created to outline the purpose and running for this revised committee.

Martinez shared, “The CSC will now include support for all certifications offered by the association moving forward.” She went on to add, “This is an exciting shift and I know that it will mean great things for members interested in certification.”

View the revised Annual Conference Committee Guidelines:

<https://bit.ly/3ovGE6u>

View the revised Communications & Marketing Committee Guidelines:

<https://bit.ly/2HA5roE>

View the new i-SIGMA Certification Support Committee Guidelines:

<https://bit.ly/3kq7w5k>

## i N P

## Board Approves Annual Budget

The i-SIGMA Board of Directors approved a \$2.2 million operating budget for the association's 2020/21 fiscal year.

According to i-SIGMA President Pat DeVries, CSDS of DeVries Information Management (Spokane, WA) the present economic required the board to anticipate many unknowns.

"After decades of steady growth and solid financial performance," said DeVries, "we had to trim both revenue and expense expectations. Financial stewardship is an imperative, but we also have to make sure we continue to execute our mission."

To that end, the approved budget includes several programs to expand the associations relevance and value to members.

According to i-SIGMA CEO Bob Johnson most of the association's resources will be aimed at member education, client awareness and the advancement of the association's certification programs.

As for the association's ability to whether the current economic conditions, Johnson says past financial management as put the organization in a good position.

"Luckily, past boards have made sure to fund the association's prudent reserves," says Johnson. "As a result, consumers and members can be confidence we'll continue with initiatives and programs that advance secure RIM and data destruction services for decades to come."

## i N P

## i-SIGMA Reacting to Regulatory Issues Heating Up in Canada

There is a lot happening on the regulatory front in Canada right now.

In June, Quebec's Bill 64 proposed dramatic data protection and privacy rights along the lines of the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

Then, in July, British Columbia announced a formal review of the province's Personal Information Protection Act (PIPA). i-SIGMA submitted its official comment on the review.

At the same time, Ontario announced it is considering a provincial privacy and data protection law that will supersede the country's Personal Information and Electronic Document Act (PIPEDA).

More recently, likely as a reaction to these provincial initiatives, i-SIGMA learned the Canadian federal government is considering legislation to reform PIPEDA. According to sources, they are hoping the national initiative will halt the provincial attempts, which it is feared will create significant confusion and potentially differing standards on privacy.

Under PIPEDA, Canadian provinces are subject to the national law unless they establish their own regulation of equal or higher strength. This flurry of activity is thought to be indicative of the continuing global movement to regulations requiring much higher transparency of Data Controllers while affording citizens more control over their personal information.

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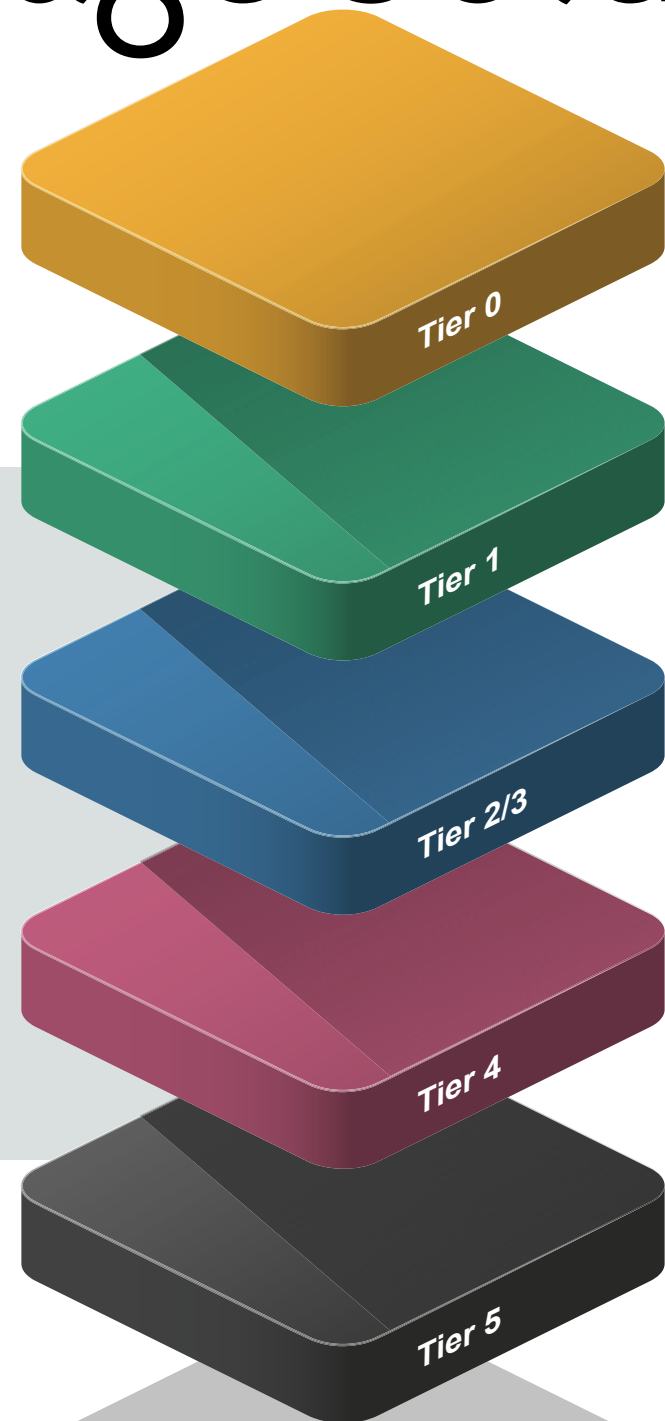
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# The Tiered Storage Solution

By Maggie Geolat

*How often do you help your clients assess their methods of data storage? As technology continues to advance with each month that passes, it is important to review the different types of storage methodologies, and the best course of action to take when it comes to managing your clients' data.*



While for some organizations a three-tiered storage model is sufficient, many organizations maintain four to five tiers of storage equipment.

A better way to look at tiered storage is through the following diagram:

## The Tiered Storage Solution

First and foremost, what is tiered storage, and does it make sense for your clients? Tiered storage is referred to as the progression or devaluation of data across different tiers of storage devices and media. The most important or frequently-accessed data is stored on the fastest, and most expensive media and the least important on the slowest, cheapest media. The minimal storage tiered system has two tiers — one for frequently accessed data and one for archive. The more tiers that are available, the more choices administrators have over the placement of specific data classes and the more efficient storage resources can be utilized.<sup>1</sup>

Storage tiering is not just about offering different storage technologies. A key aspect of a storage tiering architecture is how to classify data into levels of importance and assign it to the proper storage tiers. Over time, data classification can change — for example, as data ages, it may need to be moved into lower tiers or archive storage. Data classification must be ongoing and must be smart enough to enable rapid classification of large volumes of data.

## An Investment Worth Analyzing

A good portion of an Information Technology budget may be related to storage. By efficiently using storage tiering as outlined above, your clients can work with you to effectively save costs, backup data, and utilize each storage class to its best use.

Type	Storage Media	Used For
Tier 0	Tier 0 includes SSD, RAM, PCIe Flash	You can use Tier 0 for high performance workloads.
Tier 1	Tier 1 includes fast disks, all-flash storage, hybrid flash storage	You can use Tier 1 for mission-critical or highly sensitive data.
Tier 2/3	Tier 2 and Tier 3 include Slow-spinning HDD, disk-based backup appliance, cloud storage, tape	You can use Tier 2 and Tier 3 for backups of mission critical data, which requires high reliability but not instant retrieval from backup.
Tier 4	Tier 4 include SATA drives	You can use Tier 4 for warm data, data used for periodic reporting.
Tier 5	Tier 5 includes tape storage, cloud storage archive tiers (e.g. Amazon Glacier)	You can use Tier 5 for cold data which is rarely or never accessed.

## A Four-Class Tiered Data Model

When assessing which data your clients should place in which storage tier, the “hot vs. cold” model is useful but is not always descriptive enough for companies that are working with many different types of data. The following system of four data classes is more applicable to many businesses:

1. **Mission-critical data** — data required for high-performance applications, where delays can cause damage to the organization.
2. **Hot data** — data in constant use by the business, performance is important but needs to be balanced with cost.
3. **Warm data** — data that may be required by organizational users but is not in constant use. An example might be transactional data from the past week, which is occasionally consulted, viewed, or used for reporting. Cost is the primary consideration for warm data, but it must provide reasonable access speeds.
4. **Cold data** — data that is rarely or never accessed. It may only be kept for regulatory reasons or may be kept because it might have value in the future. In other cases, cold data is maintained to facilitate big data analytics which is not performance sensitive. Cold data is appropriate for the lowest cost storage tier available.<sup>2</sup>

## The Importance of Tape within the Tiered Storage Hierarchy

The rise of big data, business analytics, and stricter compliance regulations necessitate that companies retain far more data than ever before. Against this backdrop, disk and cloud-based backup implementations are scaling quickly. In fact, many organizations are dealing with secondary storage repositories that are ten times larger than their production storage repositories.<sup>3</sup>

## Applying What we Know Within the Market

We reached out to Peter Komarkowski of Peterk Consulting, past president of the former Data Protection Association (DPA), which was acquired by PRISM International last year. With his expertise in tiered data storage we asked for more insight on where he sees the industry heading.

When asked if there was still a market for the various tiers of storage, Komarkowski contributed, “Yes, each tier has its place in the market, even as new technologies come along. Faster accessible storage medium will come, but the faster the storage, means being more expensive, and the older technologies become less expensive.”

We also wanted to know if there was a benefit for clients using a hybrid approach of tape and cloud both as backup mediums. Komarkowski felt that this too was true. “For the cloud to work you need to have the internet available, but for tape it can be used in an offline system, to get the organization back up and running.” He went onto add, “With ransom attacks happening more frequently, how do you know that the information stored online in the cloud (and under someone else’s control), has not also been affected? At least with tape, you know that there is an air-gap once out of the tape drive that also protects your data.”

Another point that Komarkowski shared was the importance of organizations to develop a strong Disaster Recovery and Business Continuity plan. Having a solid and effective disaster recovery plan will ensure that businesses are prepared in the case of disruptive events – anything from natural disasters, a simple power outage, or even how employees will be able to handle continuing work away from the office – as many of us have witnessed this year.

## Advantages of Tiered Storage and Reassessing the Models You Offer

Now that you have a little more understanding of tiered storage, its dynamics, and importance, you can start leveraging this technique to optimize your storage offerings for clients. Some of the key advantages of tiered storage include:

- **Reduced on-premises storage costs** — storage tiering makes it possible to purchase less high-performance storage equipment and maintain an inventory or lower-performance, lower-cost storage devices.
- **Reuse old equipment** — storage tiering enables organizations to use older storage technologies which would otherwise be decommissioned, because they are still suitable for lower-importance data classes or data intended for archiving.



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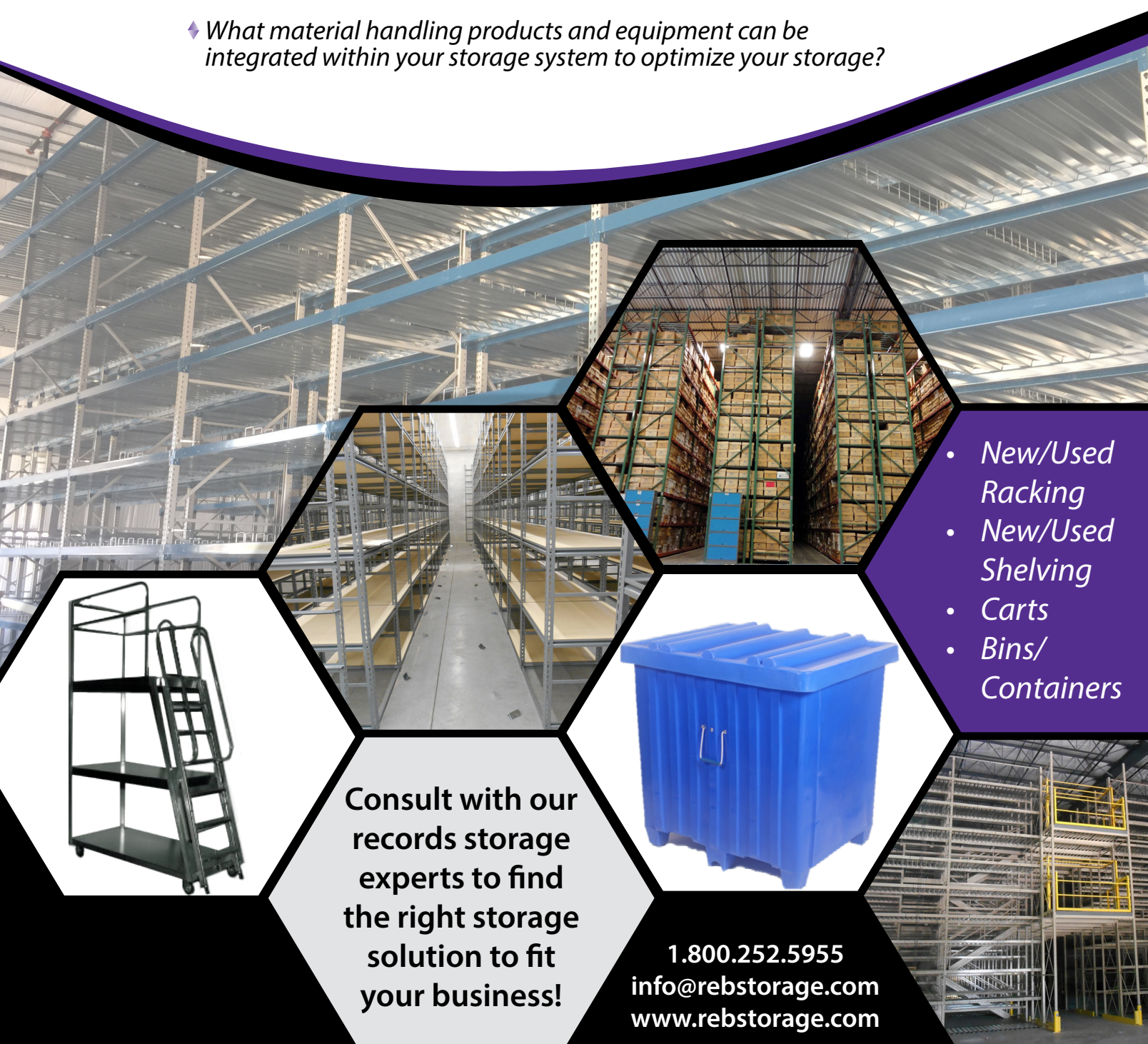
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Aside from concerns that arise around a work-from-home culture led by COVID-19, the past couple of years have truly amplified the need for businesses to be able to access business-critical data on a whim. Recently, the New York Stock Exchange had started preparing for potential data center moves from New Jersey.<sup>4</sup> This shows how important it is to have a secure tiered storage system in place for client organizations, as one never knows when the business model may need to change on a dime. Having a strong mix of tape and cloud space for data storage is increasingly crucial.

Helping your clients understand the data they are retaining is the first step in creating actionable steps toward a more effective tiered storage data system within their company. By assessing the damage of losing certain data, you can start assessing the tiers that data falls within, and how you can take steps to

effectively organize data. Clients may be a little bit behind on spring cleaning, but 2020 is all about the organization and implementation of better processes. It's time to get started.

iG

#### ABOUT THE AUTHOR



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#### Resources:

- <sup>1</sup> <https://cloudian.com/guides/data-backup/storage-tiering/>
- <sup>2</sup> <https://www.computerweekly.com/feature/Key-storage-choices-Cloud-vs-tape-for-archive-storage>
- <sup>3</sup> <https://storageswiss.com/2019/02/26/the-role-of-tape-storage-in-a-tiered-backup-strategy/>
- <sup>4</sup> <https://www.datacenterknowledge.com/regulation/nyse-exchanges-prepare-potential-data-center-move-new-jersey>

A cyclist in a blue and black jersey is riding a road bike on a paved road that curves through a wooded area. The cyclist is wearing a helmet and sunglasses. The background shows trees and a hillside. The overall scene is captured in a cinematic style with soft lighting.

# 2020

## The Year that Wasn't i-SIGMA Takes a Look Back and Ahead

By Bob Johnson

Everyone says the same thing: Things were humming along at a record pace, then suddenly they weren't.

It happened in March, when over the course of 24 hours Tom Hanks reported he and his wife had COVID-19, the NBA suspended their season, and then i-SIGMA cancelled its 2020 Annual Conference (two of the three making national headlines).

Of course, that all came on the heels of increasingly foreboding news.

Back in December, came the first reports of China investigating a mysterious viral outbreak... The next thing we knew (January 16), the Center for Disease Control (CDC) announced that U.S. passengers arriving from Wuhan would be screened. A week later, the first case of COVID within the U.S. was reported, and a week after that, the U.S.

Coronavirus task force announced a National Emergency. And finally, closing out the month, on January 31, President Trump issued an executive order restricting travel from China by non-U.S. citizens.

But life went on, initially anyway. The U.S. stock exchanges were still hitting pre-COVID highs as late as February 23. People still went to work. There was plenty of toilet paper at the grocery stores.

But the rumblings continued, and the concerns grew, until we came to that fateful week of March 9th, during which the nicest guy in Hollywood announced he and his wife had COVID-19. By the end of that same week, i-SIGMA issued an official statement the secure data destruction and RIM services clearly fell under the umbrella of Essential Services. And, two weeks later, on March 27, the U.S. government passed a record-setting

\$2.2 trillion emergency spending bill that included the Payroll Protection Act and other stimulus to protect jobs and keep things running during the shutdown.

## Equal and Opposite Reaction

Newton probably never envisioned his Third Law of Motion being used in the subtitle of an industry trade journal; then again, we never saw something like COVID-19 hitting.

Obviously, no review of i-SIGMA's year would be complete without acknowledging the association's response to the pandemic and the resulting economic shutdown. By every measure, it defined the year and the value of the organization to its members. We hope you agree, the association rose to the occasion.



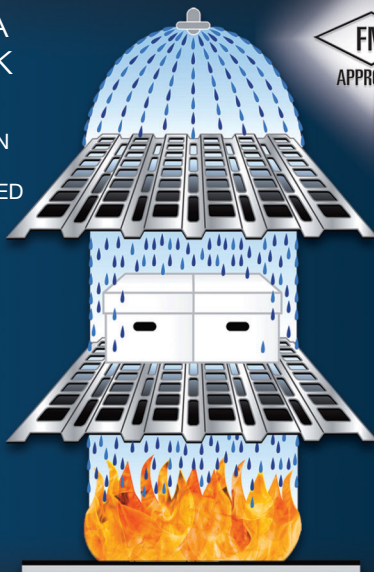
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## Into Action

While the immediate impact of the shutdown resulted in a sharp reduction in pickups, service providers were anything but idle. The need for streamlining routes, implementing safe operating procedures, contacting customers, and applying for federal aid created a flurry of activity.

A significant number of owners found themselves back on the front lines and involved in minute-to-minute operations of their businesses.

## Time to Shine

### **Essential Services Proclamation:**

As mentioned, the first action taken by i-SIGMA in confronting the shutdown was to issue an Essential Business proclamation just as the first states were announcing (and enforcing) stay-at-home restrictions that threatened members' continued operations. Many reported the document was critical as law enforcement threatened their continued operations. The proclamation was also used to encourage employees to stay on duty. i-SIGMA learned afterward that the Essential Services proclamation was

sent to all their customers and carried in all their service vehicles. Eventually, European and Australian versions of the Essential Services proclamations were issued for members facing restrictions there.

**COVID Crisis Resource Page:** Within days of it becoming clear the pandemic was going to require association support for a long time to come, i-SIGMA launched its Resources for Navigating the COVID-19 Pandemic webpage (<https://isigmaonline.org/resources-for-navigating-the-covid-19-pandemic/>). Over the months it became the industry's repository for news, surveys, tools, and free webinars related to the unfolding crisis.

**Crisis Webinars:** In the two weeks after issuing its first Essential Services Proclamation, i-SIGMA held three webinars. The first, co-hosted by Tom Adams and me, provided service providers a road map for taking the quick action necessary. In the second webinar, Tom Adams walked members through the

mental health side of making the heart-wrenching decisions that result when facing an existential threat. And in the third webinar, titled Preparing for What Comes Next (<https://isigmaonline.org/preparing-for-what-comes-next/>), four industry veterans candidly discussed the impact of the shutdown on their business and how they hoped to prepare for the challenges to come. Additional webinars followed.

**Member Sentiment Surveys:** In April, i-SIGMA launched the first of its monthly "flash surveys" designed as a way for members to confidentially share the shutdown's impact on their business and their thoughts on the progress of the recovery. While the information gleaned from these surveys provides the association with useful information, more importantly, those results allow members to compare their own experiences and expectations against those of their peers. And, because it has been conducted regularly, it also allows members to see how the impact and their expectations are evolving over time. The results and summaries of the Monthly Member Sentiment Surveys are available in the association's Press Room, as well as in the COVID Resource webpage. (*Read the latest as of publication on page 26*).

### **The Road to Recovery Webinar Series:**

In July, once clear of the initial shock of the shutdown, i-SIGMA hosted a series of 10 webinars over 5 weeks, addressing multiple aspects and perspectives on the economic recovery. The industry

professionals sharing their insights and forecasts reads like a who's who of the secure destruction, RIM, and ITAD world, and to date, the sessions have a combined viewership of 3,000 industry professionals.

**Certification Renewal Payment**

**Deferment:** Because NAID AAA and PRISM Privacy+ Certifications are renewed annually, hundreds of service providers faced renewal right as incoming revenue was hardest hit. To help, i-SIGMA offered a payment deferral program, allowing certifications to be renewed without full payment until later in the year. While most certified firms did not take advantage of the deferral, choosing instead to remit the full payment, the offer proved useful to those that were hit worst by the downturn.

**And Then There's the Day-to-Day**

Though much of i-SIGMA's 2020 bandwidth was directed toward responding to the COVID-19 shutdown, the association continued to make progress on a number of non-pandemic fronts as well.

**First i-SIGMA Board of Directors**

**Election:** This spring i-SIGMA held its first election, replacing the 27 Directors of the interim Board with a Board elected by the membership. Of course, it is not surprising, and in the best interest of the organization, many of those with Interim status competed for those open seats.

**Consolidation/Harmonization of i-SIGMA Certification Specifications:**

One of the goals of the merger was to harmonize the association's separate

certification regimes. In March of this year, the association announced it had combined the NAID AAA and PRISM Privacy+ Certification requirements into a single manual and lowered the cost of PRISM Privacy+, while at the same time created new simplified applications that allowed members to apply for both NAID AAA and PRISM Privacy+ Certification at the same time.

**Shred School 2020:** Being relegated to a virtual presentation format didn't stop the association from hosting its annual fall training boot camp. In fact, this year more than 80 industry professionals attended the 2-week event, making it one of the most successful Shred Schools in i-SIGMA's history.

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## The Year that Wasn't (Revisited)

There is no doubt that 2020 will be a year we long remember, not only because of the problems we survived, but because of how it reshaped the business environment, because of how we had to adapt, and because of how it made us stronger.

Though recovery is taking longer than anyone expected nine months ago, its time will come. When it does, i-SIGMA and its members will be well positioned to make the most of it.



### Getting Ready for 2021

#### **Unparalleled Industry Innovations:**

The trends accelerated by the COVID-19 Shutdown have already spawned a number of emerging technologies that will open new opportunities for members. Many of these innovators are working with i-SIGMA to assure their products and programs align under the accepted practices and to make sure they are developing partnerships with the best organizations.

**2021 Virtual Conference:** As announced and on the heels of a successful 2020 Shred School Virtual Boot Camp, the i-SIGMA Conference Committee is already hard at work planning the 2021 Annual Conference and Exposition for a virtual format. And, while some aspects of the live event cannot be replicated, the i-SIGMA conference planners are committed to providing an interactive experience for both attendees and exhibitors and are exploring ways to best unveil many of the innovations that will be launched at the event.

**More Client Education Videos:** i-SIGMA is already planning a number of short videos (under two minutes) to inform clients about various issues, such as

their regulatory requirements, contractual issues, and the importance of proper data destruction. The first video, describing how NAID AAA Certification fulfills client vendor due diligence requirements is already in the works.

#### **Data Processor Compliance Reporting**

**Service:** The association is developing a service providing clients (data controllers) with a simple and free automated system for obtaining initial and ongoing compliance reports on NAID AAA Certified service providers. Over time, i-SIGMA expects to expand this service and for it to become an integral part of every client's service provider compliance monitoring as is required by all data protection regulations.

**Strategic Realignment:** i-SIGMA President, Pat DeVries, CSDS of DeVries Information Management (Spokane, WA), has made strategic planning a priority for his term. As such, the board is already exploring ways in which the association can leverage technology and regulatory expertise to expand the scope and relevance of its certification infrastructure. It is too early to say more, but members will soon learn more about the organization's ambitious plans to make their services even more highly valued by clients.

#### ABOUT THE AUTHOR



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# Member Sentiment Survey Results

*At the time of publication, the latest report was from September showing greater stability in the industry.*

## The Percentage of Customers Refusing Services

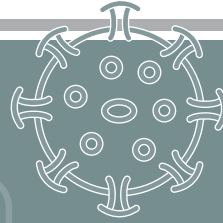
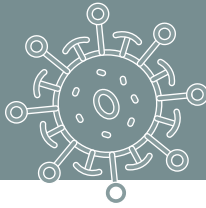
The number of service providers reporting 10% or Less of their current customers are still refusing service has increased to 53%, continuing the steady growth. In other words, for the first time, more than half of respondents say they are doing business with 90% or more of their pre-shutdown customers. At the same time, those reporting more than 40% of their customers are still refusing service continues to decrease. Presently, only 10.5% of respondents report that 41% or more of their pre-Covid customers are refusing service one way or another. This is down from 11.2% of customers refusing in August and down dramatically from 36% of customer refusing service back in April.

Customers Declining Service	April	May	June	July	August	September
10% or Less	20.1%	23.2%	37.1%	41.8%	40.3%	53.0%
11% to 20%	20.6%	22.3%	30.7%	34.5%	33.8%	27.2%
21% to 40%	22.5%	23.1%	17.9%	10.9%	14.5%	9.0%
41% to 60%	20.6%	21.4%	7.6%	9.0%	8.0%	7.5%
More than 60%	15.9%	8.2%	6.4%	3.6%	3.2%	3.0%

## Revenue

On a less positive note, service providers reporting more modest revenue decrease of 20% or Less declined from 67.7% in August to 60.5% in September, while those showing more significant revenue decreases went up from 33.1% last month to 37.8% this month. It is worth noting, however, that the percentage of customer with moderate revenue reductions is still significantly higher than those showing steeper declines. And, perhaps more positive yet, that those reporting devastating revenue reductions of 60% or more have fallen from 19.1% in April to 1.5% in September.

Revenue Decline	April	May	June	July	August	September
10% or Less	8.9%	13.2%	21.7%	34.5%	32.2%	31.8%
11% to 20%	21.1%	16.5%	19.2%	25.4%	35.4%	28.7%
21% to 40%	26.7%	34.7%	32.0%	30.9%	22.5%	25.7%
41% to 60%	22.0%	21.4%	16.6%	5.4%	6.4%	10.6%
61% to 80%	9.8%	9.9%	6.4%	3.6%	3.2%	1.5%
81% to 99%	9.3%	<1%	2.5%	0%	0%	0%
100%	0%	2.4%	1.2%	0%	0%	0%



## The Outlook

Service provider sentiment on the course of the shutdown tells the story. For the first three months, there was a clear, maybe a little hopeful feeling it would improve quickly. By July the percentage of those thinking that dropped from 80.7% to 45%. Since then, however, the optimists have hovered in the 43% to 48%, although the trend is certain positive. Looking at the other end of the spectrum; the percentage of respondents thinking things will worsen, we see a corresponding trend, with June representing the lowest percent of pessimism. Since then, the least attractive outlook has also lowered, showing some feeling of optimism that at corner may be turned in the near future.

Over the next 3 months . . .	April	May	June	July	August	September
Situation Will Improve	69.4%	74.3%	80.7%	45.4%	43.5%	48.4%
Things Will Stay the Same	20.1%	19.8%	15.3%	36.3%	41.9%	39.3%
Situation Will Worsen	9.3%	5.7%	3.8%	18.1%	14.5%	10.6%

## Will I Survive?

By June, the percentage of service providers confident or very confident of survival peaked at 98.6%. Since then, that number tempered only slightly, waffling somewhere in the 90% to 97% range. If only comparing the previous month with the most recent, last month was the most troubling since we began the surveys with nearly 10% reporting they were unsure of their survival. Fortunately, the number of respondents nervous about the future prospects improved in September, but it is still troubling that nearly 1 in 20 feel threatened.

Confidence in Survival	April	May	June	July	August	September
Very Confident of Survival	58.6%	69.4%	80.7%	70.9%	74.1%	74.2%
Confident of Survival	33.8%	28.0%	17.9%	27.2%	16.1%	21.2%
Unsure of Survival	6.5%	2.4%	1.2%	1.8%	9.6%	4.5%
Unlikely to Survive	<1%	0%	0%	0%	0%	0%

i-SIGMA will continue to survey membership regarding the impact of COVID-19 on the industry, moving to quarterly reports in the future.

# *Impacts & Moving Forward: Outlook on 2021*

By Kelly Martínez



By all accounts, 2020 has been weird. For many it has been a hard year (is that an understatement?), for some enlightening, and for others, beautiful actually. Of course, there are plenty who have felt it has been all of the above.

While as an association, we have been taking regular member sentiments surveys to keep a pulse on the industry during the pandemic (see page 26 for the latest results at the time of publication). I thought it would be good to hear directly from a few members on their thoughts as we enter a New Year with new opportunities ahead. I invited ten member representatives spanning the gamut of our membership complexion to a Q&A on the topic. It was the Certified Secure Destruction Specialists® (CSDS®) who answered the call for the official interview - though I was able to have some engaging conversations on the topic with others.

You can read the insights of Brian Gubbels, CSDS in *The Decade Ahead: Making the Choice to Innovate* on page 34. The following industry professionals graciously agreed to share their insights with us on their outlook toward 2021:

- Heather Fitzanko, CSDS of AAA Certified Confidential Security Corp (Peoria, IL) and services on the NAID CSDS Board of Regents
- Josh Hartwell, CSDS of Information Protection Services, Inc | Shred Boss LLC (Roswell, NM)
- David Surdyk, CSDS of Document Destruction Company (Chicago, IL) | Mid America Paper (Chicago, IL) and serves on the i-SIGMA Communications and Marketing Committee

## A Lasting Impact?

Out the gate, I think a large concern nagging on everyone's mind is whether the shutdown measures from this year will continue to affect business economically going into next. Professionals in the industry have their eyes wide open and agreed, that yes, there will be longtail impacts.

While the notion is hopeful that the New Year will come and the pandemic will instantly disappear, such concepts are easily countered with the simple concept of cause and effect. "You can't expect to shutdown economies for months and have them rebound overnight. The shutdown response to COVID-19 is going to take years to recover from," was Hartwell's stance on the matter.

Surdyk drilled down into the details of why this would be the case. He explained, "The Federal Reserve said it expects to hold interest rates near zero for at least three more years. Even though unemployment is slightly declining, it's still hovering above eight percent. Many think that employment will remain millions of jobs short of

pre-pandemic levels, which would be an indicator of the damage from the pandemic and a likely longer road to recovery."

## The Mass Migration

If we were broaching the subject of impacts, I wanted to know what they really thought about the increased digitization, remote office working, and cloud storage boom that has taken over these past nine months. Did they foresee these continuing to effect businesses in the RIM and secure data destruction space? To this, the responses were not so cut and dry, but a theme of adaptation seemed to emerge.

"Increased digitization and cloud storage mean less paper. While we have tried to create a new market from the work-from-home population, it has been slow," confessed Fitzanko. She was happy to share though, that "the walk-in business has increased significantly."

30 →

*"Companies in the RIM industries will need to adapt. Paper shredding and paper storage will decrease in need, but information protection is here to stay."*

- Josh Hartwell, CSDS  
Information Protection Services, Inc | Shred Boss LLC (Roswell, NM)



“Many businesses are finding that updated technology and networking allow for a productive remote workplace,” added Surdyk. “[They] are also finding that even with web-conferencing and improved remote communication, it’s hard to replicate in-person relationship building and collaboration.” He also felt that there are still many unknowns. And that many questions remain looming that directly impact the information governance industry, such as:

- How permanent will the remote workplace be for companies?
- What will happen with the documents that workers generate at home?
- Will workers bring the documents they generate at home to a centralized office so that destruction companies can still access them?
- Will enough workers be remote that a version of home-to-home service on a regular basis, like what a trash hauler does, becomes more easily available?

- Will shredding companies move from having larger central hubs to opening a larger number of smaller depots so that individuals will have easier access for drop off service?
- If the generation point of documents spreads out from one central office to hundreds or thousands of employees’ individual homes or smaller pod offices, how will the documents be gathered for shredding?

Regardless of all of these though, he was sure to add, “The information will still be there to destroy; it’s just a matter of how and where. The challenges ahead are exciting and intriguing to think about.”

This sentiment was shared by Hartwell. He explained, “Humans are social beings. At some point people will come back together in the office. The boom in digitization and cloud storage is a result of many businesses quickly adapting for survival, to tools already available to them. I think major adoption of these tools is still tied to age groups though; the younger generations that have

grown up with newer technology will gravitate to using it. In ten years, we will see four times the amount of “digital business” than what is being utilized now. Companies in the RIM industries will need to adapt. Paper shredding and paper storage will decrease in need, but information protection is here to stay.”

### New Mainstays

While we can certainly all agree that information protection is indeed here to stay, the adaptation concept had my interest. With sales teams across every industry in every market being forced to adjust or die during this time, I wondered what emerging elements these CSDS foresaw becoming mainstays.

“I believe more people will work from home permanently,” Surdyk told us. “Before, companies may not have had the infrastructure and technology in place to manage and conduct business remotely. With the pandemic, companies have been forced to adapt and invest in their remote workplace. Leadership teams have had to think outside of the traditional workplace business model. Some like it and have seen cost savings and more productivity come from remote working. And some find it too difficult to have web-conferencing and telephone meetings to replicate the intimacy of in-person relationship building and collaboration.”

He continued, “For the sake of company culture and building close and trusting relationships with customers, prospects, vendors, and co-workers, hopefully business can get back to more in-person collaboration, team-building, and social interactions.”

Hartwell noted that, “Our industry has seen the outside salesperson position decline for a few years now. That probably will not change. Inside sales with online content engagement will drive sales.”

Fitzanko agreed, “Remote workers makes it hard to reach customers the traditional way. Networking and cold calling is difficult if not impossible. We have to rely on digital target marketing. We need to remain flexible and meet the customer where they are. Thankfully, that has been our company’s service model all along.”

She went onto add, “What I see trending is resilience. We know this is not going away.”

But to achieve resilience, Fitzanko circled back to the concept, “We have to adapt. People appreciate the personal attention - service flexibility.”

She was not alone in this idea. Surdyk continued the conversation by adding that “Shredding companies will mitigate the ups and downs if they stick to the mindset of being service, sales, and security organizations instead of being commodity driven businesses.”

It is no surprise that the dialogue inevitably moved to the value of recycled office paper

“Recycle prices have taken a big hit.” Fitzanko contributed. “Tension and trade restrictions with China will keep prices down on paper and electronics. Now, more than ever, we have to work smarter.”

“Destruction companies less leveraged by the recycling market prices will be in a better position to succeed as we continue to move through very weak demand for Sorted Office Paper and Sorted White Ledger.” Surdyk contributed. “The away-from-home tissue markets are very slow and won’t pick back up until stadiums, offices, festivals, and restaurants open.

Also, recycled fiber is being replaced in some cases by less expensive options such as virgin and alternative fibers, possibly for the long term. Trends show that some uncoated freesheet mills (that consume Sorted White Ledger) are idling, closing, or changing over to containerboard production.”

It seems that the commodity component of the business should continue to be the cherry, versus the bread and butter, as businesses seek to find additional strong footing.

Were there any other mainstays? Hartwell thought so.

“The response from COVID-19 hit many areas hard. There was a lot of uncertainty and frustration in the beginning. One

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thing remained though, the willingness for business owners and leaders in this industry to share ideas and help each other out," he told us. "It is outstanding!"

It is my belief that information governance is a big little industry, one where there can be many players but also room for growth and many know one another. Hartwell's observations are a beautiful truth about our industry that I think all i-SIGMA, NAID, and PRISM International members can be proud of and agree to hold dear as a pillar for the time to come.

**Mergers & Acquisitions**

For those ready to sell though, would all these shifts in the market impact mergers and acquisitions which seemed hot pre-pandemic? The housing market in many areas is currently booming. I wondered if our industry would be seeing peaks or valleys? i-SIGMA held a great webinar on the topic in July, speaking to industry leaders on the topic. Now, a few months later I wanted to hear what the vibe felt like for those walking the day to day... and I discovered there was not agreement.

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*“We are looking forward to growth opportunities. We are looking forward to normalcy.”*

- David Surdyk, CSDS  
Document Destruction Company (Chicago, IL)  
Mid America Paper (Chicago, IL)

While Surdyk felt that if other recent crises, such as the 2008 financial crisis are any indication, in the short term buyers, sellers, and lenders will be cautious entering into agreements with all the uncertainty, both Fitzanko thought mergers and acquisitions would continue to be a strong opportunity. “Information security is more important than ever. Information protection and destruction are still viable businesses. I think there will continue to be mergers and acquisitions.”

Hartwell, however, was not so sure. “It’s hard to predict. In the short term, no. We will have to wait to see to what level the flood of bankruptcies - outside of the RIM industry - happen in 2021.”

**Hope Not Deferred**

As we enter 2021, with its baggage and unknowns, I wanted to know if there was a bright side. I asked what each person was most looking forward to in the coming year. These professionals did not disappoint.

Keeping it simple, Fitzanko revealed she looks forward to: “Businesses getting back to work. Paper prices stabilizing. Social gatherings.” Who can disagree?

Surdyk likewise told us, “We are looking forward to growth opportunities. We are looking forward to normalcy.” He went onto share his company’s experience, “Out of the chaos usually comes great opportunities for growth. One of our family’s group of companies is Mid America Paper - a trader, processor, and exporter of recycling commodities. In our 94-year-old history, a few of our top growth years have come immediately following economic crises or terrible recycling markets.”

This experience is encouraging and just the type of long-tail perspective we need at present.

But it is Hartwell who reminds us that while it is fine to look back for a better frame of reference and ahead with hope, it is important to not miss the good that is still present today. At the time of the interview he told me, “Right now, I am waiting for Blue Bell Spiced Pumpkin Pecan ice cream to hit the shelves. 2021 can take its time getting here... I have not really had all of 2020 just yet.”



## ABOUT THE CONTRIBUTORS



**Heather Fitzanko, CSDS** is the Vice President of AAA Certified Confidential Security Corp.

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AAA Certified Confidential Security Corp (CSC) shreds, disintegrates, and degausses confidential and proprietary information. CSC is committed to protecting and destroying confidential information according to NAID (National Association for Information Destruction) AAA Certification requirements.



**Josh Hartwell, CSDS** is the CEO of Information Protection Services, Inc | Shred Boss LLC.

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Information Protection Services, Inc | Shred Boss LLC is a veteran owned business providing storage, scanning, shredding and compliance services throughout SE New Mexico.



**David Surdyk, CSDS** is the Vice President of Document Destruction Company and Commodities Trading Manager of Mid America Paper.

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Document Destruction Company (DDC) is based in the Chicago land area and since 1983 has specialized in reliable, secure destruction of sensitive documents and confidential materials.

Mid America Paper for over 90 years has been helping companies transform their waste streams into value streams by proactively educating, serving, and presenting a clear pathway for fiber recycling that lessens the use of natural resources, increases corporate and personal growth, reduces costs, and promotes safety.

## ABOUT THE AUTHOR



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

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# The Decade Ahead: Making the Choice to Innovate

By Brian Gubbels, CSDS



*"The best way to predict the future is to create it."* - Abraham Lincoln



2021 is almost here, leaving 2020 behind us. Technically, 2021 marks the beginning of the new decade and I, myself like the idea of leaving 2020 tucked into the past. It was unpredictable in nearly every aspect of our businesses, much less our lives. It reinforced that the only thing we know for sure is that we know nothing for certain. And left us with the question so many of us are asking ourselves: How will we navigate the coming year, let alone the next decade?

Our industry has continually embraced a mantra of improvement and excellence, and I do not see COVID-19 or anything

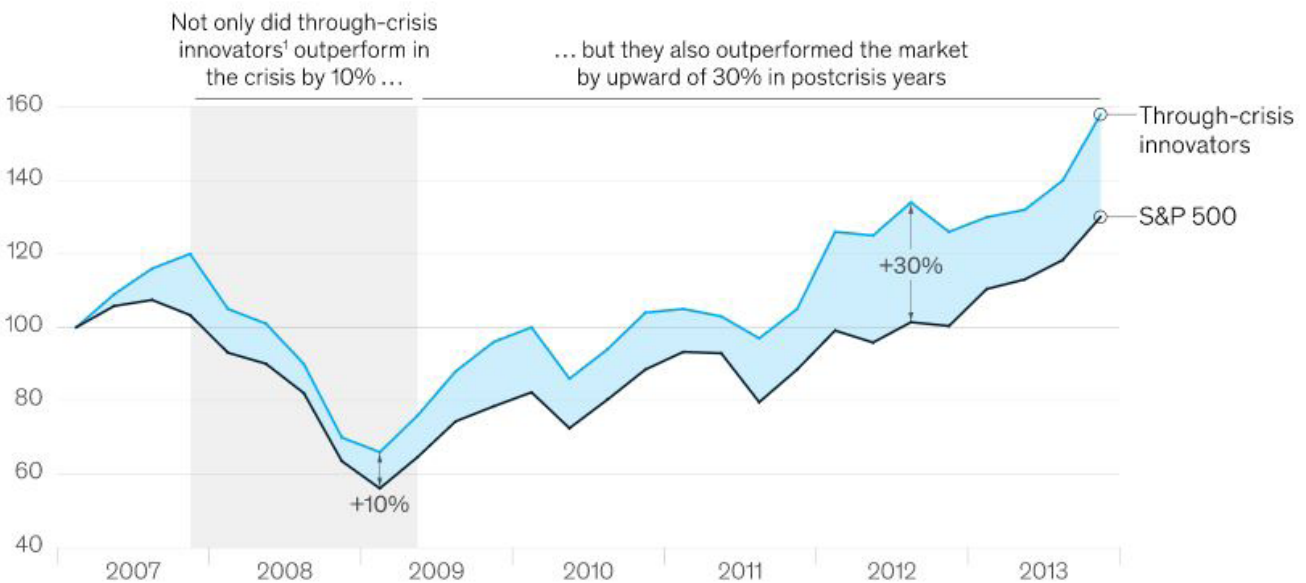
else changing that. As an owner and operator within the industry, I believe we have a significant opportunity to adapt and even thrive if we adopt a mindset of opportunity and determination. Because as with any change comes opportunity; and in a period of renewal it will be owned by those who embrace innovation. I believe innovation is a tool maximized by the smaller, more nimble organizations that have built their businesses to be responsive and have the willingness and ability to outthink their competition. Consider the data below illustrated in a graph by McKinsey & Company.<sup>1</sup>

I have had the good fortune to observe the last decade as a participant in our industry, an industry that from my perspective made a significant mind shift during this time and is in position to do so again.

In 2010, I bought a small electronic recycling company. I have worked to transform it into a full-service information management business. During this time, I watched our industry embrace innovation in a variety of ways, including expanded revenue sources (e.g. medical waste, iTAD, records-management, consulting), accelerated networking, peer leadership groups, expanded management systems, and cultural alignment. Along the way I too adopted core practices to drive a culture of enduring innovation. Perhaps some of what follows might also serve you as we navigate our businesses in this changing landscape.

## History suggests that companies that invest in innovation through a crisis outperform peers during the recovery.

Normalized market capitalization, index (Q1 2007 = 100)



<sup>1</sup>Identified as companies on the *Fast Company* World's 50 Most Innovative Companies list for ≥2 years through a crisis, normalized to 2007.

## Seven Steps to Creating a Culture of Innovation:

### 1 REFLECTION

Start with identifying the top issues facing our customers, communities, and companies. I believe the heart of this industry will remain largely relationship and community based. If we continue to listen, learn, and take action around solving our customers' problems and delivering new opportunities, we will find ourselves deepening relationships, thus making our services more defensible. Here is a small list of issues worth reflection:

- Masks, PPE, sanitizing, and social distancing. Are these here to stay or will they become obsolete in the future?
- Will we need to be vaccinated to operate within the industry or to visit our customers?
- Will the creation of a touch-free customer experience be necessitated?
- It is clear that today's office is no longer a single place. Where is it, how do we reach it, and how will we add value to the new normal?
- Will AI affect our industry?
- Amazonification. Will large businesses continue to trump small businesses with technological, logistical, and digital advantages? Will our industry experience what other industries have experienced from companies like Amazon?
- What will be the impacts of driverless vehicles on insurance, truck driving, and logistics?
- What industries might be looking at our industry as a vehicle to growth? What industries should we be looking at?



### 2 RESEARCH

Read everything you can in and outside of the industry. Many times, ideas for innovation arrive in places you might not expect; so, look outward for examples to provide inspiration. Consider attending a trade show of a completely different industry just to gain perspective on ours. Innovation may not require reinventing the wheel, simply looking at it in a new way.

### 3 RECRUIT

Identify the core values important to you and select employees based upon them. Personality profile services may help guide the process and validate the traditional methods of interviewing and reference checks. Some years back I had the pleasure to hear Damon

John (one of the Sharks from Shark Tank) speak. He shared the idea that to innovate and grow, recruit only people you like. If you wouldn't enjoy having lunch or dinner with them, you likely won't enjoy working with them day in and day out. You spend too much of your time at work to do anything less.

### 4 RUB ELBOWS

*(Politically correct in a pandemic . . .)* Networking. Never underestimated the value of getting in a room with the right people. Once you establish a foundation of trust, the sky is the limit when you connect with people that energize you. Foster that environment to grow, and you can create epiphanies for innovation.

**5 RISK**

Nothing risked, nothing gained. Fail fast, learn fast. And do not overly concern yourself with failure. Keep an adequate balance sheet that allows you to bet on yourself. There is no one more exciting to invest in than yourself. Once you do take the risk, learn to accept failure quickly, and learn from the experience. Failure is one of life's most valuable lessons and the mother of innovation with the correct mindset.

**6 REWARD**

Ensure you reward yourself and your team for thinking and trying new ideas, but most importantly do not punish failure. If you want an entrepreneurial environment, you need to reward risk taking and the failure that comes with it if you intend to find new ideas that work.

**7 REPEAT**

Never stop innovating, learning, trying new things, and learning to accept failure. Do the things that have worked in the past to keep you and your organization engaged and excited. Innovation is what humans have done since the beginning of time. Your competitors are unlikely to give up, so if you intend to win make sure you repeat the processes that have allowed you and your company to be successful. The only way to consistently win is to consistently try.

We will likely see more threats to our businesses from unlikely places as we have more technology available to us than we have at any other point in history. I am optimistic that the pursuit of innovation combined with an unwavering commitment to our customers and communities will guide

us through. Every decade has its own challenges, its own innovations, and its own leadership. Here's to a making the future great by embracing the new year together and raising a toast to new things -and the new challenges- to come.



ABOUT THE AUTHOR



**Brian Gubbels**, CSDS is the CEO of DataShield Corporation.

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DataShield Corporation provides secure, physical destruction of electronic media and paper as well as records management services to businesses throughout Nebraska along with Western and Central Iowa. They have been listed in the Inc. 5000 for the past four years.

<sup>1</sup> Jordan Bar Am, Laura Furstenthal, Felicitas Jorge, and Erik Roth, "Innovation in a Crisis: Why it is More Critical Than Ever," last modified June 17, 2020, <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/innovation-in-a-crisis-why-it-is-more-critical-than-ever>.



# SHRED SCHOOL SPONSOR SPOTLIGHT

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krentner@routeware.com



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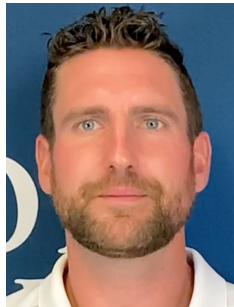
Contact: Tobi Innerfield, CSDS, 516-738-5225  
Tobi@ShredMetrics.com



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sales@jakeconnorandcrew.com



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Shred Nations is a marketing service that delivers over 200,000 customers annually to a network of successful shredding companies and drop-off centers located across North America. We direct hundreds of customers every day to local shredding companies in the form of referrals at an average cost of \$23.82. Give us a call at (720) 437-8139 to learn more about how we can help your business grow.

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jgift@shrednations.com



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Shred-Tech is a pioneer in the Mobile Document Destruction industry. We custom design and manufacture shredding equipment for a variety of waste and recycling applications. In-house Engineering & Design Services enable us to customize all standard shredders to meet the specific requirements of our customers' needs. Shred-Tech has installed more than 6,000 systems worldwide and we are recognized globally for our first-class products and our commitment to innovation and quality.

Contact: Joe Roberto, CSDS, 800-465-3214  
jroberto@shred-tech.com



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TransLease finances across all transportation lines and specializes in leases and loans. Along with over 15 years of experience in the shredding industry, TransLease offers a dedicated Shredding Program open to NAID/iSigma members. Financing is available for collection, shredding and hard drive destruction trucks as well as plant based equipment. A simple "App Only" program option requires no financials, offers "Zero Down" options and credit decisions are handled in a matter of hours.

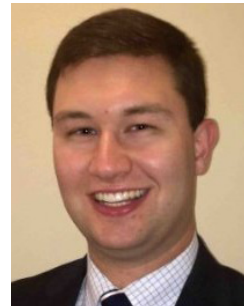
Contact: Doug Ferrante, 509-389-1267  
doug.ferrante@transleaseinc.com



## Vecoplan

Vecoplan offers shredding solutions for both mobile and plant-based businesses. Its shredders are known to be the most versatile on the market, handling everything from single-page documents to large bulky printer and accounting books. Vecoplan mobile shredders are the only trucks made in the U.S., offering intuitive controls and mechanical systems designed for the non-mechanic to operate and maintain. Vecoplan customers are considered family!

Contact: Cameron Cecil, 336-239-9731  
ccecil@vecoplanllc.com



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# ShredSchool<sup>®</sup> 2020

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## Virtual Boot Camp



*Thank you to all those who contributed to the success of this virtual event.*

## Presenters

Joseph P. Harford, Ph.D., CSDS, Reclamere, Inc.  
Steven Innerfield, CSDS, ShredMetrics  
Tobi Innerfield, CSDS, ShredMetrics  
Michael Klug AM. LL.B, FAICD, International Negotiation & ADR Specialist  
John C. Montaña, Esq, Montaña & Associates  
Daryl Woytowicz, NetGain SEO

## Panelists

Dag Adamson, Destroy Drive  
Don Adriaansen, TITAN Mobile Shredding, LLC  
Jay Burns, Crown Shredding, LLC  
John Daly, CSDS, Royal Document Destruction, Inc.  
Tom Dumez, CHP, CSCS, Prime Compliance  
Willie Geiser, Allshred Services  
Steven Green, CSR Privacy Solutions, Inc.  
Renee Keener, American Document Securities, Inc.  
Paul Swenson, Citadel Information Management





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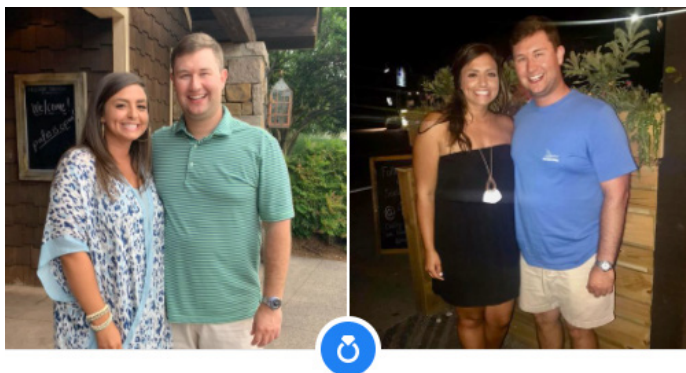


Keep up-to-date on Community News in the association's member-only Facebook Group, i-SIGMA Social, and by following NAID and PRISM International on LinkedIn.

Sometimes, all you need is a little creativity! Last week, Cory Tomczyk of IROW (Mosinee, WI) shared a video of their company using a hay bale elevator to move boxes. What are some creative ideas your company has used to overcome challenges?



A hearty CONGRATULATIONS to Cameron Cecil, Sales Manager at Vecoplan, for getting engaged this October.



Got Engaged to Taylor Fields  
October 23

Renee Schafer, Director of Operations for Data Security Inc. (Lincoln, NE), has been accepted into the Forbes Business Council, the foremost growth and networking organization for successful business owners and leaders worldwide. Renee was vetted and selected by a review committee based on the depth and diversity of her experience. Criteria for acceptance includes a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honors. Regarding the honor, Renee shared, "I am thrilled about joining the elite Forbes Business Council and the value that it brings to the community."



Congratulations to Andrew Ysasi, MS, FIP, FIIM, CIPM, CIPP, CISM, PMP, CRM, IGP, CIP, Vice President of Advocacy for VRC (Grand Rapids, MI) and former i-SIGMA Interim Board Director for being elected to President Elect of the Institute of Certified Records Managers (ICRM). Andrew will begin his term in January 2021.



Andrew is also the President of IG GURU® and a MARA and ARMA lecturer.

## In Memoria of Robert (Bob) Haskins

It is with great sadness that we mark the passing of Robert (Bob) Haskins after a long and heroic battle. At the time of his death on September 26, Bob was surrounded by family and is said to have passed peacefully. With over thirty years in the RIM and secure destruction industries, Bob became known for his success as a businessman and the fearlessness and gusto by which he lived. As an ardent industry supporter and contributor, Bob served on numerous committees and industry bodies over the decades, including as a member of two NAID Board of Directors, as a member of the PRISM International Executive Committee, and as PRISM International President from 2001 to 2002. Bob is also one of only a handful to earn the NAID President's Award, which was presented to him in 2015. As testimony to Bob's resilience, he remained actively involved in the management of his most recent successful venture Gigabiter, Inc. (Quakertown, PA), to the end.



According to i-SIGMA CEO Bob Johnson, "For the family he loved so deeply, and for those of us lucky enough to call him friend, Bob's intense loyalty and his humor and heroism through his long health battle will serve as an inspiration to us for the rest of our lives. I can think of no better gift and no better legacy."

To share memories and condolences with the Haskins family, please visit Bob Haskins online obituary: [www.nauglefcs.com/obituaries/Robert-Haskins-5/](http://www.nauglefcs.com/obituaries/Robert-Haskins-5/)

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*From our Families to yours...*



*It is truly a joy during the  
Holiday Season  
to take the opportunity to say  
Thank You  
and to wish you a full and  
prosperous New Year.*

**The i-SIGMA Staff**



## Stellar Releases BitRaser®, a Data Erasure and Diagnostic Tool, Enabling Users to Permanently Erase Data From Storage Devices

Stellar announces new release of BitRaser, an i-SIGMA Associate Member. BitRaser is a simple, powerful data erasure and diagnostic tool which enables users to permanently erase all data from storage devices. The technology guarantees permanent wiping of data from hard drives, SSD, PC, laptop, Mac, Servers & Mobile Devices to secure data privacy at the end of storage device lifecycle. With identity theft rising as much as 33 percent over the course of the COVID-19 pandemic, according to a study by CRI, BitRaser hits the market at an opportune time.

“Often, before reselling, returning, or disposing old devices, users attempt to wipe their devices using built-in methods. However, this doesn’t completely erase all traces of data, which leaves potentially sensitive data vulnerable,” says Sunil Chandna, CEO at Stellar, “BitRaser mitigates this risk through rigorously tested failsafe media wiping and traceable reporting which completely destroys data, leaving no chance of recoverability.”

BitRaser enables the destruction of data with no physical impacts to the device by overwriting all addressable storage locations and hidden areas on the media using a binary pattern, which secures the media from any type of data leakage threat. BitRaser provides immutable audit trails through verifiable reports and certificates for failsafe regulatory compliance. The software has been rigorously tested to ensure adherence to upto 27 International industry standards, like NIST and DoD, guaranteeing the complete destruction of data.

For Enterprises, Government and Large IT Asset disposition companies, BitRaser provides a cloud console that provides flexibility to create users, manage license distribution, and maintain a central repository of all erasure reports and certificates. BitRaser also enables the configuration and automation of its software, enabling users to customize and automate their erasure process across IT assets, as per international data erasing standards.

BitRaser is available now in four variants, each tailored to a range of business and personal needs. There is a variant each for drive, server, mobile device and file erasure.

For further information, and complete product specifications, visit: <https://www.bitraser.com/bitraser-eraser.php>



## Vecoplan’s PT24 Mobile Shred Truck Marks Significant Milestone

Vecoplan, LLC, an i-SIGMA Associate Member, sees its North Carolina assembly line building the 50th PT24 Mobile Shred Truck since its “reintroduction” last year with an important new feature: a smaller, more efficient hydraulic cyclone tank.

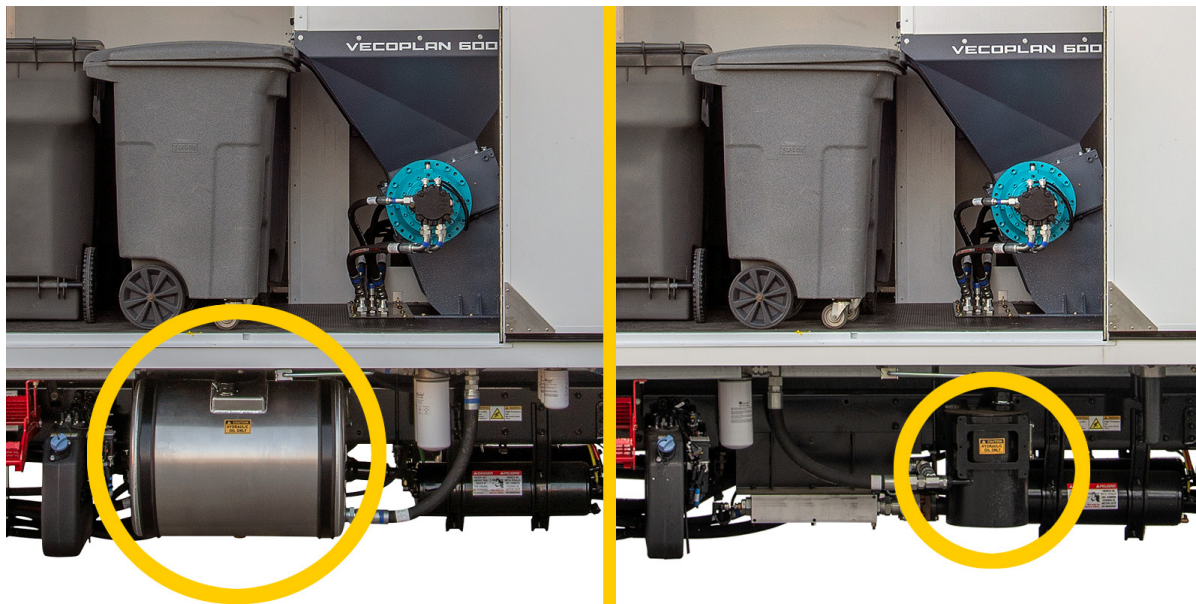
The tank operates the shredder on significantly less hydraulic oil, resulting in nearly 350 pounds less weight than the standard hydraulic tank. In addition to the weight reduction, maintenance is easier and annual oil replacement is much less expensive.

“We’ve been gratified with customer response to the PT24,” said Vecoplan paper and mobile shred sales manager, Cameron Cecil. “The cyclone hydraulic tank has proven to be a desirable feature of our truck, which already boasts industry-leading technology and performance, easy maintenance, 24-7 service, and the industry’s best warranty.”

Vecoplan’s trucks are the only shred trucks built in the U.S.A. Because of demand, the company recently expanded its manufacturing facility in North Carolina.

Cincinnati-based Document Destruction has acquired six Vecoplan PT24 mobile shred trucks over the past two years.

“There’s a lot of technology in the truck, but it’s the most driver- and user-friendly truck I’ve seen,” said owner Mike Callihan. “I appreciate that



Vecoplan purposely built their truck for guys who don't need an engineering degree to operate it."

North Carolina-based Vecoplan, LLC, is a subsidiary of Vecoplan AG located in Germany. The company is a manufacture of

industrial and mobile shredders for size reduction of virtually any material, selling into plastics, wood, biomass, paper, recycling, and waste, and waste-to-energy markets.



# Find What Your Business Needs



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Bay State Shredding Services LLC of Brockton, MA, USA  
G1 Asset Management of Yatala, QLD  
Pacific Shredding, Fresno, CA, USA  
Premier Surplus, Inc of Dawsonville, GA, USA  
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## New NAID Members

OI-Tech, Inc of Sandston, VA, USA  
Keystone Blind Association of Hermitage, PA, USA  
Adams Business Center, Inc. of Bartlett, TN, USA  
File & Records Management of LaGrange, GA, USA  
IT Supply Solutions LLC of Florence, KY, USA  
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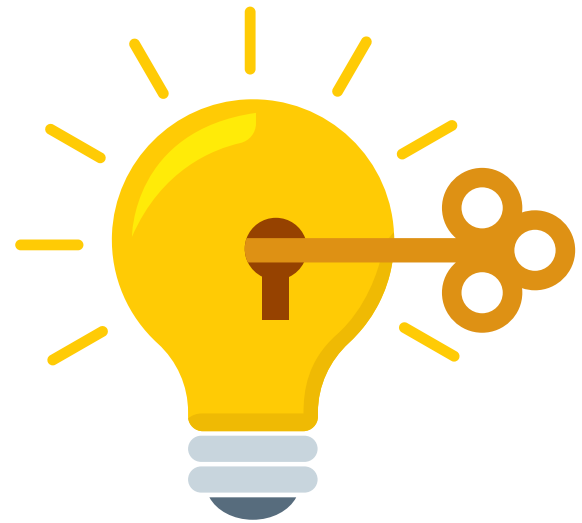


## Take Advantage of Your Member Resources

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## UPCOMING EVENTS

### 2021 NAID & PRISM International Virtual Conference

April 13-15, 2021

For more details about i-SIGMA events, visit  
[www.isigmaonline.org](http://www.isigmaonline.org)

## CLASSIFIED ADS

Want to place a classified ad for used equipment, trucks, or shelving and racking? The iG Direct™, the bimonthly e-newsletter for NAID & PRISM International, is the perfect outlet to spread the word. For \$99, Active Members may place an ad that will be seen by subscribers in the secure data destruction and records and information management industry. Your ad will contain an email link of your choice and an image of the item you are selling. Run the listing for additional issues for just \$50 per issue.

Contact [advertising@isigmaonline.org](mailto:advertising@isigmaonline.org).

Remember, i-SIGMA not only reports the news about the secure data destruction and RIM industry, it makes the news.

Contact [media@isigmaonline.org](mailto:media@isigmaonline.org).

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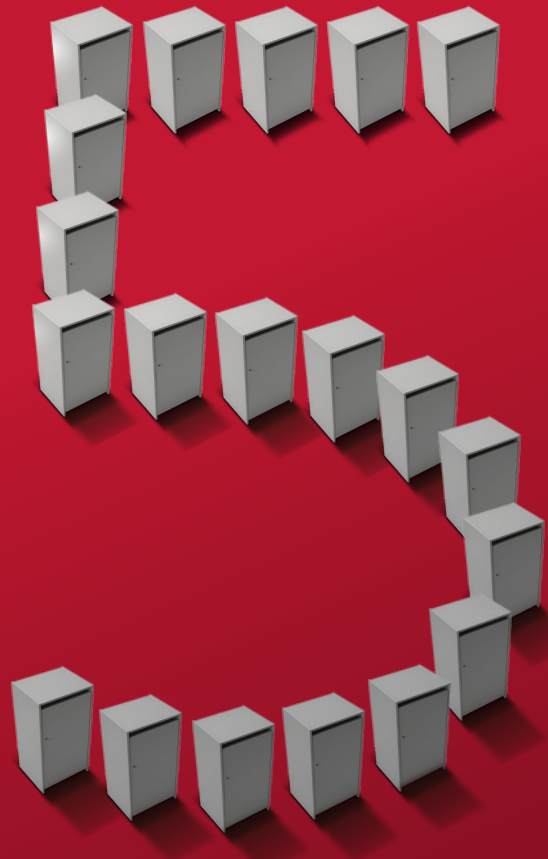
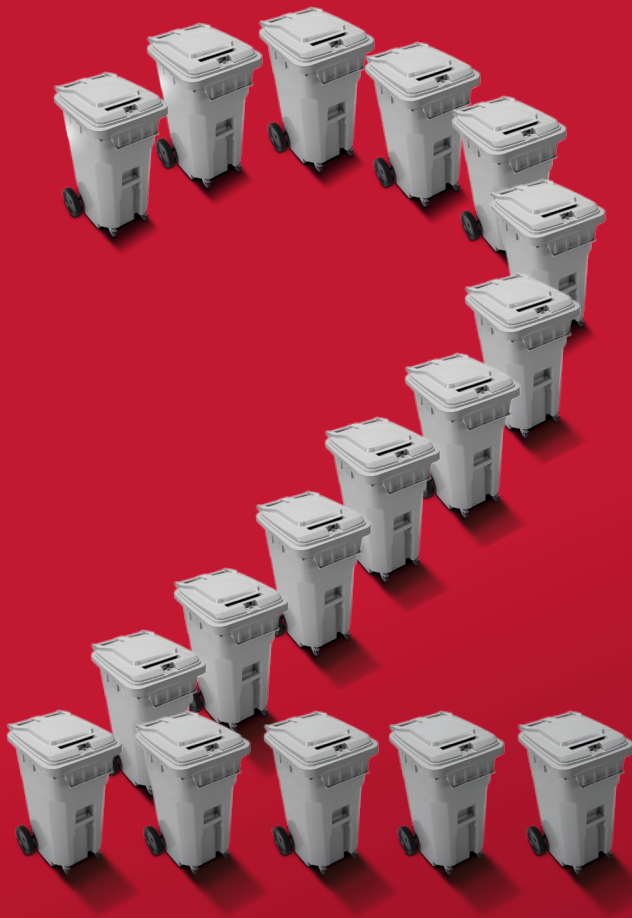


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