

2021 | Issue 1

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



iGTM JOURNAL

A large, 3D-rendered logo for 'CERTIFIED' is set against a dark wood-grain background. The word 'CERTIFIED' is written in a bold, sans-serif font, with each letter having a metallic, brushed-metal texture. The letters are arranged in a slightly curved path. Between the words, there are three five-pointed stars, also rendered in a 3D, metallic style. The entire logo is set within a circular frame that is also rendered in a 3D, metallic style.

How Professional Certifications Changed My Career

Leaders of the Pack

A Letter from the 2021 Conference Chair

How to Make the Most Out of a Virtual Conference

Mapping the Future of i-SIGMA



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i i-SIGMA

N NAID

P PRISM

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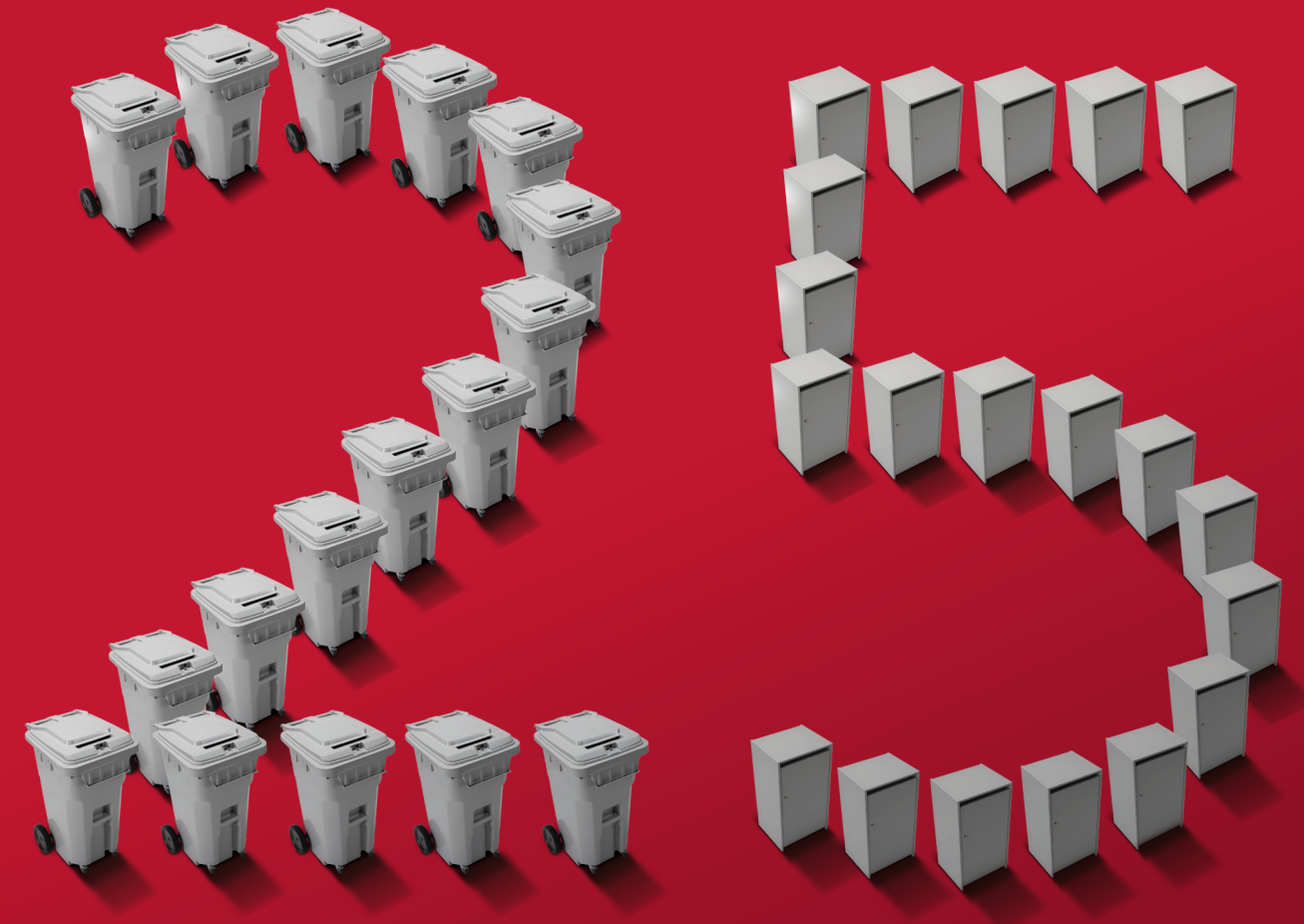
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FROM THE
 EDITOR

"Experience is not what happens to you; it's what you do with what happens to you."
 – Aldous Huxley

Gold today is refined using strong acids to dissolve and neutralize the impurities which are then washed away, taking the impurities with them. According to Gold Traders of the UK this results in "a muddy substance that is almost pure gold (99.999% or 24K)." It's quite a process, but many would deem it worth it for the end results that are so valuable.

After a year of pandemic-life, you've either allowed the acid in, embraced the changing opportunities, and have emerged brighter, or you've just bided time until the return to normal and been robbed of something hard but good.

i-SIGMA is adapting. This issue of the iG Journal is our first all-digital issue. We moved this direction with an intentional shift in format to help the journal reach more member representatives.

Our goal is for every article to be a tool for education, information, success, or refinement for i-SIGMA member companies. In this issue, you can unpack the 2021 NAID & PRISM International Virtual Conference starting on page 14, be inspired by how professional certifications impacted a member's career trajectory on page 26, and discover more about the future of the association on page 34.

Whether big or small, let's never waste the opportunities to strengthen our value and shine.

Kelly Martinez
 i-SIGMA Director of Marketing & Communications

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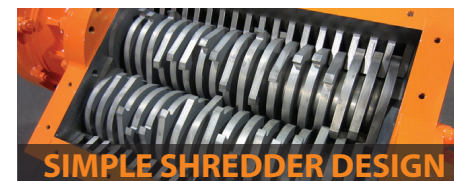
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With the utmost gratitude I am writing my last President's Letter for the first issue of the iG Journal for 2021. Just a year ago we were getting along just fine, then COVID hit, causing us to cancel the annual conference and go forward without our expected time together. This happened to everyone, but with our normal resolve and determination, we forged ahead, took on new challenges, and by and large, we are more than ready for what the future holds.

Out of an abundance of caution, the board canceled the in-person conference for 2021 and has opted for a first ever Virtual Conference. The virtual conference will enable us to spend time together, visit with vendors that support our members, and engage with the present and future of the industry.

I did not expect the year to go the way it has. No one did. Often when we prepare our budgets and forecasts, we ask ourselves, what do we reasonably expect to happen, and we make all kinds of plans around our assumptions. Usually, we do a little looking back to see ahead. This year we held our first ever virtual Shred School, The Road to Recovery webinars series, and other pockets of member interaction. We are pleased to see the high level of Certifications and renewals from our members and the high value this conveys to the public.

Just a short time ago, NAID and PRISM International merged into one organization and was supported for two years by an interim Board of Directors. I was the first elected President of the new joint association and served my entire term virtually. We accomplished a long list of items and just completed a long-term Strategic Planning session. This was an important goal during my term and even though we were challenged to meet, I am proud of this accomplishment and the guidance it will provide i-SIGMA over the next several years.

Thank you for the opportunity to serve.

Patrick DeVries, CSDS
i-SIGMA President



i N P

i-SIGMA 2021 Board of Directors Announced

i-SIGMA held an electronic election for members to select candidates to fill open seats within the i-SIGMA Board of Directors. These vacancies were due to the natural stager of board terms. The voting period for the election ended on 1 March 2021.

The association is pleased to announce Bowman Richards, CSDS of Richards & Richards, LLC (Nashville,



TN, USA) has been elected as i-SIGMA President – Elect. After a one-year term in this role, Richards will automatically advance to the i-SIGMA presidency. He currently also serves as the Chair of the association's Complaint Resolution Council and previously served as a Director on the Interim i-SIGMA Board of Directors for the first two years of the association. Re-elected to the Board are two directors who will each serve an additional three-year term.

Tony Perrotta of Greentec (Cambridge, CA, CA) will continue on the Board as Director – Representing Canada/South America. Additionally, Perrotta currently serves as Chair of the i-SIGMA Canada Committee. For the role of Director – Representing Austral-Asia/Pacific Rim, Renee Pryor of Shred-X Secure Destruction (Yatala, QLD, AU) has been re-elected. Pryor also currently serves as Chair of the i-SIGMA ANZ Committee.



These three individuals will be installed to the i-SIGMA Board of Directors for their up-coming terms during the virtual Members Meeting on 18 March 2021, along with Brock Miller, CSDS of Shred Northwest (Portland, OR, USA). Miller will be installed as the association's President, having been voted in as President-Elect in 2020. Miller has a history of serving on the board, as well as on multiple committees, including the Complaint Resolution Council and Executive Committee as well as Chair both the Membership Committee and the Insurance Oversight Committee this past year.



"It is important to the association that we have people of this stature and integrity willing to serve," said outgoing i-SIGMA President, Patrick DeVries, CSDS, who will serve an additional year on the Board as Past-President. He continued, "Through this election, we have been able to show our members and the world that i-SIGMA is a strong and robust association with great people committed to keeping it that way."

The new directors will be recognized at a virtual Members Meeting to be held on 18 March 2021, with their first board meeting to follow.

The full 17-members of the 2021 i-SIGMA Board of Directors are listed at <https://isigmaonline.org/about/about-leadership/about-bod/>.

i N P

Members Vote to Ratify Amended Bylaws

In addition to choosing the next President-elect and two Directors, the i-SIGMA Ballot asked eligible voters to ratify amended bylaws.

On 1 March 2021, the amendments were voted into ratification by membership, which were previously approved by the Board of Directors. These new ratified bylaws fall into three categories: housekeeping, streamlining, and board structure.

Housekeeping: When NAID and PRISM International merged, the bylaws defined the structure and role of the Interim Board that would bridge to the elected Board of Directors. Since the i-SIGMA Board

has now been elected, the extensive language surrounding the function of the Interim Board is no longer necessary and therefore has been removed.

Streamlining: The previous i-SIGMA bylaws created a divisional structure that divided member-companies into two constituencies; data destruction (NAID) and records management (PRISM International). This resulted in separate dues structures, with some member-companies paying dues twice, and underrepresented the addition of service providers who do not clearly fall into one or the other. Additionally, maintaining this division structure added bureaucratic red tape that created unnecessary expenses. Removal of the divisional structure will not affect the continuing availability of NAID AAA Certification or PRISM Privacy+ Certification, and, in fact, will allow all i-SIGMA members to access those programs.

Board Structure: The approved bylaws now include language instructing the Nominating Committee to produce slates of candidates for election to the Board of Directors that fairly and proportionally represents and responds to changes within the nature of i-SIGMA membership. This is designed to replace

a highly prescriptive Board structure found to be impractical to maintain from year-to-year, while at the same time failing to account for the evolution of the types of service and geographic representation of the association.

View the updated revised bylaws now on the i-SIGMA website at: <https://isigmaonline.org/about/about-by-laws/>. While the bylaws take effect immediately, some changes will be phased-in due to logistics.

i N P

New NAID AAA and PRISM Privacy+ Certification Apps Reflect 2021 Certification Changes

While NAID AAA and PRISM Privacy+ Certified service providers have received a more detailed official written orientation, there are essentially four program modifications, all of which apply to policies and procedures.

Breach Notification Timeframe: Service Providers will modify their policies and procedures to state that the client (data controller) will be notified immediately after the service provider establishes

that a data security breach has occurred. This change was made to comply with changes in data breach notification regulations.



Data Subject Response Policy: Service providers will be required to acknowledge they will respond in a reasonable manner to data subjects (clients of their clients) making a request for information about how their confidential materials are processed and/or the nature of any personal information the service provider may have on the data subject making the request. This too is a result of regulatory requirements. While it is not anticipated many such requests will be made, the one thing regulators will not allow, is that such requests are ignored. Advice on safe approaches to policy language will be provided to NAID AAA and PRISM Privacy+ Certified service providers.

Photographic/Electronic Equipment Use Policy Requirement: Certified service providers will be required to have a written policy related to employees use of personal and company photographic and electronic equipment. Again, samples of such policy language will be provided.

Vehicle Security: Certified service providers will be required to demonstrate a procedure for establishing the location of service vehicles in route. While GPS tracking is a technological solution (on trucks or handhelds), advice to certified members will include acceptable administrative procedures.

Effective Date/Enforcement: The effective date for the changes was January 1, 2021, at which point i-SIGMA Auditors have begun identifying non-compliance. Between January and March, non-compliance with these requirements may be remedied after the fact.



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Updated NAID AAA Certification and PRISM Privacy+ Certification applications are available on the NAID and PRISM International websites.

i-SIGMA's commitment to certified service providers and the clients who rely on those certifications is that specifications will reflect reasonable security and consistent regulatory compliance. In fulfillment of that commitment, the specifications are subject to modification as needed.

i N P

Happy New Year and Buckle Up!

Funny how, for a minute, we thought the shutdown was going to slow things down. It didn't.

i-SIGMA members found themselves up to their eyeballs in PPP loan files, new protocols, staff reorganization, and shifting customer needs. At the same time, the association found itself scrambling to develop resources, aggregate and distribute information, and alter the way it conducted educational programs and certification audits.

With 2021 in our midst, and, more importantly, with a light at the end of the tunnel on the economic slowdown, all we can say is buckle up; in the first half of 2021 i-SIGMA will launch more new initiatives and programs than at any time in the history of either NAID or PRISM International, many of them in response to the acceleration of trends, others that will dramatically impact the association's relevance to service providers.

Below is a list of the programs and initiatives coming in the next few months.

RSCR Endorsement for NAID AAA: Members have been asked to comment on the Board-approved specifications that would allow NAID AAA Certified Service Providers to deploy a new brand of technologically advanced Remote Security Collection Receptacles™ (RSCR). After the comment period, the specifications will be revisited and a final version approved.

Strategic Planning Meeting (23-24 February): The i-SIGMA Board of Directors met in a joint in-person/virtual meeting to plan the association's long-term strategy. As usual, the focus will be member-value and increased relevance.

Imaging Endorsement for PRISM Privacy+: Changes to PRISM Privacy+ specifications and audit regime have led to a significant increase in program uptake. The Privacy+ Committee is currently in the final stages of a new program Endorsement aimed specifically at imaging and digitization of records. It is currently anticipated the Imaging Endorsement specifications will be available to i-SIGMA members for comment prior to final adoption.

Board Election (1 February): Members voted to fill two director seats this year, as well as the position of President-elect, the latter of which automatically assumes the Presidency in 2022 and Past Presidency in 2023.

Ratification of Amended Bylaws (February 1): This year's election ballot also included an opportunity for members to ratify a Board-approved bylaws change that will better distinguish i-SIGMA membership from those participating in the associations certification programs.

Online Virtual Conference (13-15 April): As previously announced, the 2021 Annual i-SIGMA Conference

and Expo will be held virtually. And, while holding the event online includes notable constraints, it also offers benefits including lower cost, greater convenience and accessibility, and enhanced educational offerings. More information will follow in the coming weeks.

Automated Compliance Reporting Service: The i-SIGMA Board and staff are putting the final touches on a new online service that will allow clients to automatically receive documentation on their NAID AAA Certified service provider's regulatory and security compliance. Because this documentation is a critical part of the client's regulatory compliance, the association expects it to be popular and reinforce their reliance on NAID AAA Certification as a vendor qualification. The service will be free of charge, PRISM Privacy+ will be added subsequent to the beta rollout.

As for the second half of the year, there is no reason to think things will slow down. If past is truly prologue, it will very likely be even busier. See more on the year's strategic plan on page 34.

i N P

Have Industry Questions & Unsure How to Find Answers?

Running a business in a regulated space comes with wearing many hats and the struggle to ensure that you're meeting the proper requirements on many levels, from human resources to finance and sales to understanding the likes of Jcaho standards. Our members often have questions and aren't sure where to find the answers. We discovered

this was true during our 2020 Shred School Virtual Booth Camp. Our team received several great inquiries during and after the sessions from attendees. We want our members to know that you don't have to wait until an event to get answers to the questions you have in running your business day-to-day. Any question related to running your business in secure destruction, information governance, iTAD, or RIM in some way, is eligible for the Ask the Professionals at i-SIGMA program.

Please know though, that both your question and its answer will be published (anonymously!) for other members to view. We feel that if one member company needs the information, so do others. Being a part of an association means learning from one another.

If you have a question, please submit it today. We have answers. Just asktheprofessionals@isigmaonline.org.



i N P

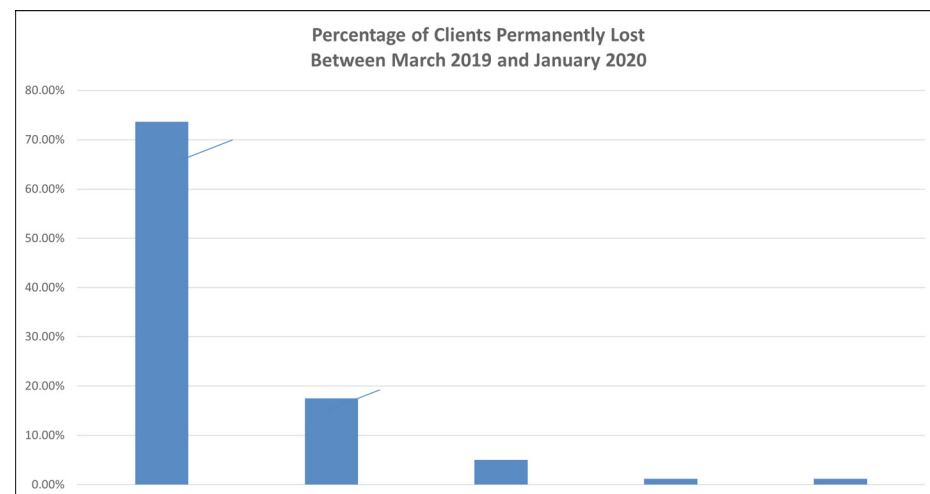
i-SIGMA Survey Analysis: COVID Shutdown Impact One Year In

Going into February over one year ago, the economy was humming along. A month and half later, it came to a screeching halt. Over those initial months, surveys conducted by i-SIGMA showed two things. The surveys showed that business did not drop to zero for most i-SIGMA members. In fact, looking back at the surveys, most members reported business was down from 20 to 30 percent three months out. To be sure, some service providers were hit much harder but, by and large, most said they would survive. On the other hand, any initial hopes the shutdown would be short-lived were soon dashed. It became clear, both from the news and from members' survey responses, the shutdown (and the trends it accelerated), were going to be with us a long time.

And, so, this February, as the vaccine began to roll out, we asked members to compare where they are now, to where they were before it hit.

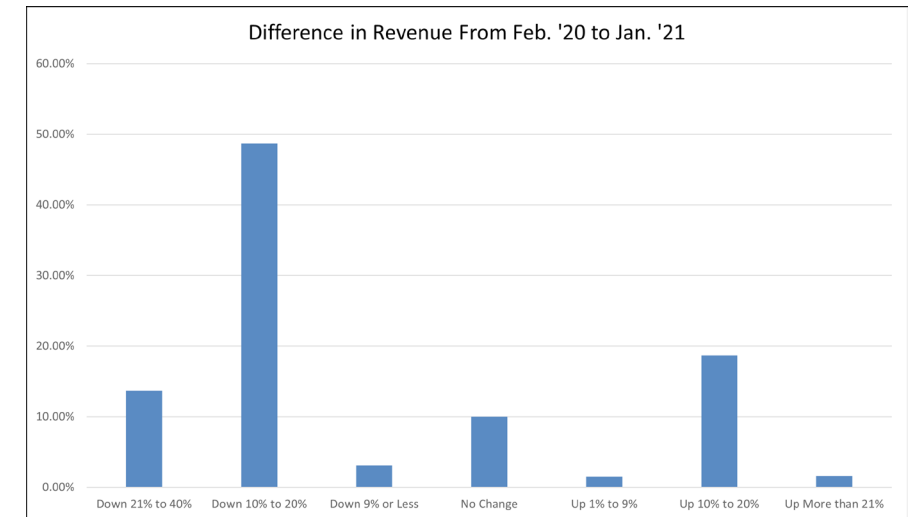
What percentage of clients have permanently closed or will otherwise not be using your services in the future?

Obviously, the graph below is troubling, but significantly more or less so depending upon which column a service provider finds themselves. Overall, more than 70% of respondents reported a relatively low rate of permanent client closures. On the other hand, nearly 20% said permanent client closures were up to one-fifth of the pre-COVID clientele, almost 10% of respondents reported half or more of the pre-COVID clients were now permanently closed.



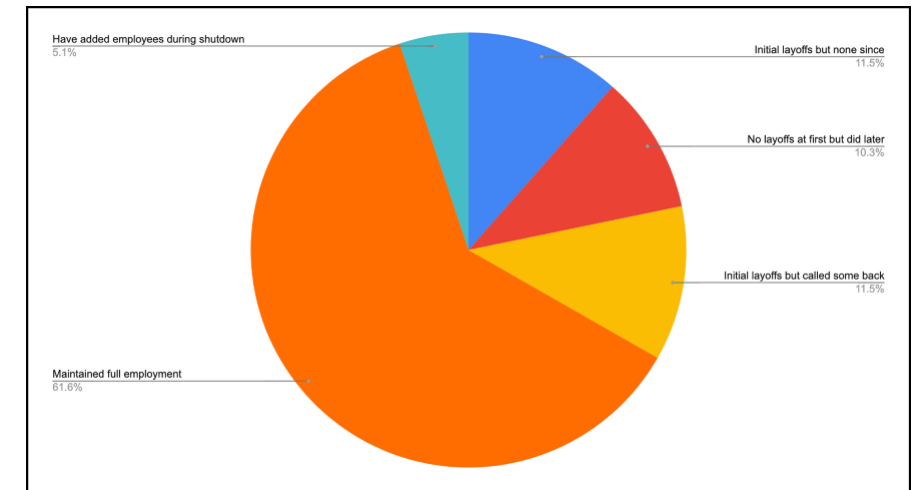
Which best reflects your revenue today compared to this time last year?

SURPRISE AND NO SURPRISE: It was no surprise to see that nearly half of respondents reported their revenue was down between 10 and 20 percent from last February. Unfortunately, it was also not surprising that a significant number saw the revenue down as much as 40%. What was surprising, is that a significant one-fifth of respondents said their revenues were up between 10 and 20%, and the one in ten reported their revenue was unchanged.



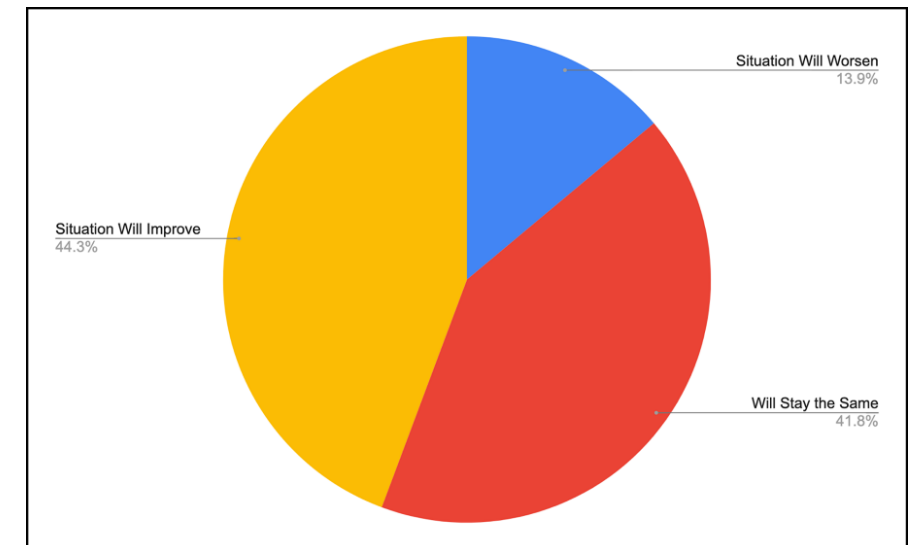
Describe the impact of the shutdown on your staffing?

Again surprisingly, six of ten respondents reported they laid off no employees during the shutdown. Equally, encouraging, one in twenty reported they actually added employees. The next three categories are mixed, with reporting a variety of responses show layoffs were necessary at some point.



What is your outlook about conditions over the next 3 months?

When asked about their outlook for the future, as shown in Chart 4, respondents who thought the situation would improve (44.3%) was only slightly better than those thinking the things would stay the same (41.8%). The good news is, a significantly smaller number of respondents believe things will worsen (13.9%).



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A Letter from the 2021 Conference Chair

Welcome one and all to our 2021 i-SIGMA International Conference and exposition. That's right, *our* conference. It's all about us. Operating members, owners, officers, vendors, and staff—we're all in this together.

For decades, NAID has been a pioneer in secure data destruction and continues to be on the leading edge in our industry worldwide, with PRISM being established as the cornerstone for the records information storage industry. The synergy that i-SIGMA created with the alliance of these organizations will benefit us all as it continues to improve our sales efforts by providing tools, resources, and valuable information.

A shared sentiment most of us held was that the vision of 2020 best belonged in our rear-view mirrors. But then I was given a book: *Extreme Ownership* by former Navy SEAL Jocko Willink. As a commander of a task force team, he applied a unique tactic in the midst of adversity. When a member approached him with an issue, his response was simply: "good." "Good"—it's opportunity to use our training and ingenuity. "The supplies did not arrive," they'd say. "Good." *Now we can figure out how to survive on our own.*

It's the same unyielding attitude committee members, corporate staff, and our Board of Directors possessed when faced with the abrupt cancellation of last year's event — *good*. The problem was in fact a challenge, and the solution became a virtual conference like none other.

We're in the wake of an epic pandemic, wading in the waters of a dynamic industry of information protection services. We must find stable ground, forge ahead, and carve our own path. It's why THE PATH AHEAD is this year's theme. Together, we can navigate an uncertain world for a prosperous future.

It wasn't so long ago when I was a new member being encouraged to achieve all of the credentials our organization has to offer; so today, I'm here to do the same. I encourage you to participate in breakout sessions, to reach out to presenters and panelists. Contact vendors, invest your time to capitalize on opportunities, discover their products and services. I challenge you to interact with our members, someone new, or someone to mentor, because THE PATH AHEAD is most readily taken with each other.

Thank you for making your 2021 International Conference monumental.

Stay Well!

Keith A. Eriksen, CSDS
Reed Records Management
2021 i-SIGMA Conference Chair

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How to Make the Most Out of a Virtual Conference - 101

By Maggie Geolat

We get it – there are plenty of distractions during a conference, and when the conference is held virtually, well those distractions don't just change a bit, they are more prevalent than ever. While you may catch yourself answering emails between two breakout sessions, we want to make sure you are set up for success during this year's NAID and PRISM International Virtual Conference. Check out our list to help get you ready for the excitement and engagement that will unfold this 13-15 April.

1 Get Ready

Ok, so many of us have been there during the pandemic. You are caught wearing the same pair of PJs three days in a row, your kids are making noise in the same room that you're trying to work in, and the only morning traffic you have to deal with is the pile of laundry in your hallway. But with the NAID & PRISM International Conference on your calendar for the week, it is as important as ever to get down to business in getting your head in the game and your mind de-cluttered in a different way than usual. Whether that is setting your alarm 30 minutes earlier, going on a run to get yourself active for the day, or just decluttering and cleaning up your workspace, these tasks all help your brain get in "game ready mode" and will set you up to tackle the first session with a mind focused to retain.

2 Set Your Game Plan

Just like you would at an in-person conference, what is your game-plan for success remotely? The day before we kick-off our stellar list of sessions, double check which ones sound best for you and your business. Don't forget – this year we also have "coffee-talks" to supplement our normal list of sessions, with industry thought leaders navigating industry conversations and ideas. So, before the day begins, jot down the sessions, coffee-talks, and exhibitor booths that you want to discover throughout the day, that way you are ready to "arrive" in each session without excess delay.

3 Focus in and Engage

Alright, you made it! You are in the virtual breakout room, ready to soak in all of the information of the upcoming session. Are you set up for success? Make sure you have your water or coffee handy, or even a snack! (Hey, there are some perks to being remote after all). Have your notebook or tablet available to take notes, and maybe even have some questions in your mind that you hope are answered over the course of the session, and if not, that you can ask during the Q & A period at the end. And consider silencing your email and phone – as if you are in an actual session so you can focus. There is plenty of time between sessions and built-in daily breaks to help you catch up on any urgent work needs. The goal is to remove distractions.

4 Set Your Virtual Networking Plan

At this year's NAID and PRISM International Conference, we will have a full lineup of vendors who are ready to talk strategy, give demos, and help you with the current needs of your business. Between sessions, pop into the virtual exhibit space to live chat with business partners, learn more about their companies and how they can help you in today's reality, and make the most out of these virtual networking opportunities.

5 Kick Back and Reflect

Now that the day is wrapping up, how can you make the most of everything you learned during the day? Take a step back from your workspace, take a walk, pour a glass of wine, and take five minutes to look over your notes. Jot any other ideas down that have popped up in your head, or better organize any notes you took on your computer or tablet. Virtual conferences are all about balance. So, reflect, kick your feet up, and decide what your intentions are for tomorrow.

We can't wait to see you there!

Register for the 2021 NAID & PRISM International Virtual Conference at www.isigmaconf.org.

ABOUT THE AUTHOR

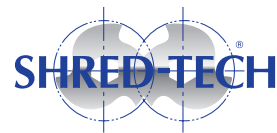


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Conference Sessions

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Pre-Event Workshop: Negotiation: How to Maximize Your Ability to Create Value for You & Your Customers

Michael Klug is an expert on negotiation and dispute resolution. In this three-hour virtual workshop, attendees will learn and walk away with:

- The true purpose and anatomy of negotiation
- Why negotiation is so hard and methods for managing it
- Creating and claiming value
- The fundamental tension in negotiation
- Dealing with difficult counterparties
- A health check for negotiations
- A checklist to assist in breaking an impasse

Featured Presentation: Into the Minds of Clients

In this session, a panel of information management clients who have hired and worked with data destruction, ITADs, and RIM service providers while working for both small and high-profile clients will have a frank and candid discussion on their experience, what impresses them when looking at a service provider, and what service providers can do make themselves more attractive.

Featured Presentation: State of the Industry

Any roadmap for future success starts with knowing where you're starting from. In this session, leading industry thought-leaders will discuss the current state of the ITAD, secure destruction and RIM services industry in the context of what it means to the business climate, pending regulations and enforcement, and, most importantly, clients' future buying decisions and emerging business opportunities.

Navigating the Post-COVID Marketplace

The changes wrought by the pandemic have unfolded before our eyes and i-SIGMA members have adapted better than expected. While no one believes this will be over soon, it is clear the dust has begun to settle. We can finally get a better idea of what the next five years look like, and, even if we don't know exactly how to respond, we know what the questions are. Will people go back to their offices? And if not, how do i-SIGMA service providers fit into a world of remote work? Is there an exit strategy, and is it a two-year horizon or a five-year horizon? Will the culling of weaker players mean better days for those that survived? What does the roadmap look like? What about the questions no one's talking about?

Tune into this session to hear secure destruction and RIM thought-leaders discuss these and other questions about the post-COVID recovery outlook.

The Changing World of Media Vaulting and Tape Usage

Too many companies have vaults that are literally just taking up space. Growing this segment of service can feel difficult unless you are buying accounts in specific markets. Is the entire world moving to the cloud? Is scanning and shredding truly a more attractive service to consumers? Isn't there a place for tapes and vaulting anymore? There are a lot of concerns that are not unfounded; however, this session will address these head-on as well as the major vault hurdle – how to sell and upsell vaults to maximize your business model and see growth across all service lines.

Effectively Using Security & Compliance to Sell

Never has the choice been so clear and so critical: Data Destruction, RIM, and ITAD service providers can either struggle as a commodity-driven, low-margin competitor or thrive as compliance and security based value-added partners. And, while this strategy is not new, indications are it will become much more important as regulatory pressure and data breaches continue to mount.

Ensuring Operational Safety & Compliance

As secure destruction companies have returned to business as usual, ensuring compliance and establishing safe operating procedures has become even more challenging, especially in the face of COVID-19. Join us as we share best practices and learnings in:

1. Building compliance programs to meet NAID and other governmental requirements, as well as,
2. Establishing new operational protocols as well as handling team member and customer concerns related to COVID-19.

Found Money: Using Metrics & Reports to Run a Better Business

In today's world every service provider needs to maximize their efficiency to stay profitable. It doesn't matter if you're focused on Storage, Shredding, or ITAD... if you have trucks on the road you know that wasted time or miles equals wasted money. Former NAID AAA Certified business owners Steve and Tobi will show practical examples of optimizing routes, understanding and staying on top of the money you are owed, and minimizing waste. They will strip away the jargon to help you better understand your P&L Statement as a management tool, and will provide practical ideas and tools so you can take better control of your business and become more profitable.



Going from Service Provider to Team Member

It's the Holy Grail of all B2B businesses - a relationship with clients so strong they consider the service provider as an integral part of their team.

Clients outsource records management and secure destruction because they already understand the service provider can do it better than they can. In this panel discussion, i-SIGMA Board members will discuss the types of services and strategies to leverage this "open door" into a deeper structural and more profitable relationship with clients, one that can endure the challenges of a changing marketplace.

Selling Against Bad Actors

It's been said that only two things are inevitable: death and taxes. There are more than a few i-SIGMA members, however, who might argue "unscrupulous competitors" to the list. Unfortunately, there seems to be a ready supply of service providers willing to capitalize on confusion in the marketplace with misleading claims or outright falsehoods. In this session, industry professionals will not only discuss what these misleading claims look-like, but, more importantly, what a reputable service provider can do to expose them for what they are while at the same time preserving or even improving their own reputation.

How to Beat Your Competitors Online

Now more than ever an online presence is critical to obtain business in today's market. But there's not much value in a website if customers can't find it in their moment of need. This session explores how to boost online visibility and generate high-quality shredding and RIM leads through digital marketing. We'll 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 we'll cover the best pay-per-click techniques to attract purge and route customers.

Reinventing the Way Clients Select Service Providers

Too often clients disregard their regulatory obligation to conduct specific due diligence when hiring data protection service providers. Either they are unaware of the legal requirement, or they don't have established vendor selection criteria. Either way, their non-compliance puts them at risk of regulatory fines, data breaches, embarrassing headlines, and lost business. It also creates an environment where unqualified service providers are free to put them and industry at risk.

Join a panel of i-SIGMA Board members as they discuss the association's responsibility and role in correcting this problem, and how qualified service providers can grow their business and better protect their clients by carrying the message.

Using Email & Direct Mail to Grow Your Business

Have you heard that email or direct mail are dead? Neither is true and there are statistics to prove it. What's important is learning how to appropriately leverage communications tools today, be it digital or analog, speedy or snail mail, to get in front of clients. Discover best practices for 2021 in email and direct mail and what you can do to better reach and engage perspective and existing clients regarding RIM, ITAD, and secure data destruction services.

Opportunity is Knocking: Digitization in the Emerging Economy

Digitization of records used to be a fancy word for scanning. Not anymore. The work-from-home trend along with data protection and increasing legal discovery liabilities, have changed the way hard copy records, electronic forms, email and even snail mail are imaged, tracked, transmitted, and stored. In this session, a panel of digitization and imaging experts will describe the basis of these changes, the training and equipment required, and how to profit from them.

The Distributed Work Environment: Selling Secure Destruction & RIM Services

Opinions on to what extent administrative workers will return to their offices vary widely. One thing on which everyone agrees, however, is that the "work-from-home" phenomenon is here to stay to some degree. In this session, panelists will discuss a wide range of topics related to how all segments of i-SIGMA can adapt and thrive in this new environment. Among the issues covered in some detail will be increased information security risks, communications and collection strategies, the impact of the home-office on the types of media used, and potentially emerging opportunities to make money.

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Coffee Talks

Coffee Talks are shorter, facilitated sessions, where a smaller group of attendees discuss and thought-share about a specific topic and how they have addressed issues related to it. Here are the Coffee Talk sessions that will be available:

- Coffee Talk: 2020 Shutdown: Where We Found Wins
- Coffee Talk: New to the Industry: Start-up Issues
- Coffee Talk: Women of i-SIGMA: Leadership within the Industry
- Coffee Talk: Sales: Client Relations Today
- Coffee Talk: Operational Management: Everyday Issues
- Coffee Talk: Financial Management: Running by the Numbers
- Coffee Talk: Marketing: Social Media Wins
- Coffee Talk: Operations: Routing ROI
- Coffee Talk: Recycling Everything: Maximizing Profits
- Coffee Talk: ITAD: The Upsell
- Coffee Talk: RIM: When to Subcontract
- Coffee Talk: Tape: Selling as a Need in Today's World

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Exhibitor Showcase

The past year has kept us in more isolation than we would have liked. Take advantage of this unique opportunity to meet with multiple business partners, see the latest in industry innovations, and even catch a demo. These professionals understand the industry and offer real solutions for today's needs. This is an opportunity not to be missed - whether you think you know what they're about or are just getting ideas.

Happy Hour: Attendee Mix & Mingle Open Chat

Finally enjoy the company of colleagues from afar once again as we hop online together and IM away. You can even sidebar if you'd like to get further on specific topics or share cameras. So, grab a glass wherever you are (safely), and let's relish the engagement.



Join the conversation

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How Professional Certifications Changed My Career

By Andrew Ysasi, MS, CRM/CIGO, FIP, FIIM, CIPM, CISM, PMP, IGP, CIP, CSAP



You may be thinking this article is about all of the wonderful certifications I have. Well, I do not want to disappoint you, but this article is about why credentials matter and how they can change your career, life, and who you are. The pandemic provided many hurdles, but those who meandered through the pandemic to better themselves will benefit in the post-pandemic world. How do certifications fit into that? How do certifications help me?

Before we get into specifics, let us talk about school. As a child, many of us went to a building where we learned, studied, played, and built relationships from the time we were five years old to likely our early 20's. We probably came out of that experience with at least a high school education, some college, and maybe a four-year degree. My father used to say, "get a degree or a trade, and you will be set." My parents worked hard to put my siblings through private school to avoid the difficult upbringing he had. I can understand this sentiment from a man who was two generations removed from immigrants coming to America looking for a better life. I believe his father, my grandfather, had an 8th-grade education at best, and my dad witnessed how he struggled. My dad was right about getting a degree or a trade, but the "being set" part was for me to figure out.

My parents knew a man who ran a small IT firm in Grand Rapids, Michigan. They knew I liked computers and needed a job while I was in school, so they introduced us. The pay was not what IT people make today, but it was enough to pay the bills. More importantly, it was an entry point to an IT career. It was there, in the late 1990s, where I learned about certifications. Specifically, the Microsoft Certified Systems Engineer (MCSE) certification. The techs I worked with were familiar with credentials, but some brushed them off. Their feelings were based on their interactions with MCSE's not being able to perform the job they were able to do. Even worse, MCSE's with a degree, in their view, just sat in an office and never touched the technology... at least anymore. They were an overpaid watcher trusted by a business owner or someone in power who valued degrees and certification. The perception of my tech colleagues was very different than the business owner. The business owner thought of the watcher as insurance or a useful person who could talk technology, at one time was hands-on, and could cut through the jargon and talk business. The dynamic of the techs doing the work versus the trusted watcher intrigued me. I thought, what if I can do both roles well and be respected by both techs and the business owner? To me, that sounded like the ideal position to be in, and I could make a good salary. I had my first plan to "be set" as my father suggested.

I set the goal to get a degree and get as many relevant certifications as possible to validate my experience, specifically as an MCSE. I vividly remember putting a spreadsheet together with the credentials I wanted along with a degree. I set a goal to get it all done in about six years. I was about 25 years old at the time and figured that by my early 30's I

would be set. As an aside, I had taken a break from college after high school for personal reasons, and after growing up a bit, I put this plan in place. I did not complete the MCSE, which was about seven exams. I completed four exams and earned the Microsoft Certified Systems Administrator (MCSA) for Microsoft Windows Server 2003. Frankly, the MCSE's luster had worn off, and the MCSA validated most of my previous experience as a systems administrator. The need for project management and security certified individuals started to pique my interest in the mid-2000s, and as the late 2000's arrived, information privacy became a hot topic - especially around HIPAA in the United States. By 2008, I had my undergraduate degree in Information Technology, was certified in Microsoft technologies, project management, information security, information privacy, and others. Remember when I said the MCSA validated my prior experience? The above certifications validated my experience from about 2000-2008. Other than the certification, people had to take my word as it pertained to my knowledge, view my resume, search me up online if my skills were findable, or hear about my abilities from a reference. Little did I know how these certifications would impact me in the 2010s.

After completing a graduate degree in 2010, I worked for a RIM storage provider as their executive director. The owners trusted my work ethic, knowledge, and me to lead their

I set the goal to get a degree and get as many relevant certifications as possible to validate my experience.

business into new service offerings, clean up processes, and increase their business value. Along the way, I learned about certifications related to the industry, and colleagues and association members urged me to pursue the Certified Records Manager (CRM) certification offered by the Institute of Certified Records Managers (ICRM). Why? Because many who ran large RIM programs could become possible clients, I could learn more about the industry, and eventually network with other CRM's. However, I did not need to become certified anymore. I was already set.

I was hesitant. I had just come off a heavy academic and certification stretch that lasted nearly ten years. Further, I was working full-time. However, with the support of my family, colleagues, and boss, I jumped right in around 2011. What was I getting

It is not about “being set”. It is about enjoying what you do, helping others, and being able to support yourself and your loved ones while you do it.

myself into? My boss clarified that if I did not complete the CRM, it would not impact my employment. It would be a nice-to-have, not a requirement. I thank him for that because it took the pressure off. I joined a local workshop and became a candidate. I was able to sit for the exam(s). Six exams, like the MCSE, I thought...this could be a big deal. I became a CRM in 2012 and an Information Governance Professional (IGP), offered by ARMA International, in 2013. I was part of the inaugural group of IGP's. Little did I know the CRM and IGP would change everything.

I joined the ICRM Exam Development Committee (EDC) in 2012 as a volunteer exam question writer. I was learning networking and volunteering. I was having a blast, but then reality hit that I may need my CRM in the mid-2010s. My employer was casually looking to sell the business, and there could be changes on the horizon. The company sold in the late

2010s and had it not been for my CRM and IGP certifications, the volunteering, and mentoring, I don't know if I would be in the role I am now. My new employer and boss recognized the value I brought to Vital Records Control, Inc. (VRC), who acquired the prior business, and I got to work as the Vice President of Advocacy.

Would I have had this opportunity without the CRM or IGP? I doubt it. Would I have been set regardless? Probably, but I genuinely love the industry.

I have been involved with the ICRM since I became certified in various roles, and at the time of writing, I am the President-Elect for 2021. Yes, being a CRM helped open doors that I did not know existed, but I did not need other doors. I was set. Then it hit me in 2015. It is not about “being set”. It is about enjoying what you do, helping others, and being able to support yourself and your loved ones while you do it. Having a career coach helped me come to this conclusion. Certifications and hard work helped me get there. Credentials helped me validate my work experience, taught me new things, opened doors for me, and kept me in the know due to continuing education requirements. Much like a degree or trade would, but more specific to my industry. I continued to earn other industry certifications with a management focus, building on earlier credentials, or ones with a RIM/IG focus. Examples include the International Association of Privacy Professionals Certified Information Privacy Manager (CIPM), AIIM's Certified Information Professional



(CIP), ISACA's Certified Information Security Manager (CISM), CIGOA's Chief Information Governance Officer (CIGO), and CompTIA's Certified Security Analytics Professional (CSAP) that includes the CySA+. I have been asked to help write textbooks, articles, and I am back in the classroom teaching at San Jose State University's MARA program and taught a Cybrary course on Privacy Management.

Will I ever stop getting certifications? I do not know, but I've turned my focus on helping others get certified, teaching, and writing about credentials for VRC. I also recommend a lot of



ABOUT THE AUTHOR

Andrew Ysasi (EE-SA-SEE), MS, CRM/CIGO, FIP, FIIM, CIPM, CISM, PMP, IGP, CIP, CSAP has 25 years of experience in executive leadership, technology, privacy, security, and information governance. As Vice President of Advocacy for VRC, Andrew is tasked with mentoring, educating, volunteering, and advocating for all matters related to information governance (IG). Andrew is the President of IG GURU®, an IG news organization and a resume expert with Admivio®, where his work is published on CIO.com. He is also the President-Elect of the Institute of Certified Records Managers (ICRM) and the recipient of the Alan Andolsen Mentor of the Year award in 2020. Andrew is an instructor at San Jose State University's School of Information, an instructor at Cybrary, a frequent guest on industry podcasts, a contributor to ARMA's IGBOK, a contributor to Wiley's Information Governance 2nd Edition, President-Elect for the ICRM in 2021, a former board member for i-SIGMA, and a former adjunct instructor at Davenport University. Andrew has a Master of Science in Administration from Central Michigan University, a Bachelor of Science in information technology, and a certificate in data analytics from the Wharton School at the University of Pennsylvania.

reading about your trade and leadership. Specifically books, but even industry-related articles help keep you fresh. Currently, you may be involved with the record storage and shredding industry. Perhaps the ICRM's Certified Records Analyst (CRA) or i-SIGMA's Certified Secure Destruction Specialist (CSDS) are credentials you can use to validate your career. I know certifications helped me get to this point in my life, and I am pleased. I want that for other people too. A degree or a trade may help you “be set”, but certifications may open doors you did not know existed.

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Leaders of the Pack

A Look at Certified Secure Destruction Specialist® (CSDS®) Accreditation



By Maggie Geolat



Now, more than ever, accreditation and the demonstration of professionalism in the industry is key to standing out from colleagues in a continued world of virtual selling. Last month, we asked some of our current Certified Secure Destruction Specialists® (CSDS®) their opinions and outlooks of this accreditation within the industry, especially as we look at the current market ahead of us in 2021.

For those unfamiliar with the program, CSDS are individuals who have studied regulations and secure data destruction best practices and then passed an exam to ensure their competency in this area. They then must maintain their education on this topic by earning a certain level of Continuous Education Units (CEU) annually. Working with a competent industry professional gives clients the

confidence to know that they're dealing with a professional who understands this business, this industry, and what it means for regulations, their bottom dollar, and their long-term return on investment.

Why be a CSDS in 2021?

Getting straight to the point, why should someone want to become a CSDS in 2021? We had quite the overwhelming response from our members, but here are just a few (ten times this many responded with the like).

CSDS Eric Wartel, President and Founder of Valley Green Shredding, LLC & DataMerj, Inc. said "Today's present market requires everyone to pivot either digitally or professionally, and in our industry having an accreditation gives the individual and its company an extra advantage to set oneself apart from the turnkey startups."

"Today's privacy landscape is about compliance. Being able to demonstrate your company's efforts to meet compliance standards is important. Gaining professional accreditation is a great way to demonstrate that effort," said CSDS Josh Hartwell, CEO of Information Protection Services, Inc and Shred Boss LLC.

CSDS Tarah Perdue, Owner of Watchdog Document Services, Inc. observed, "The nature of our industry and the services we provide are scary processes for many of our potential clients. By carrying the CSDS qualifications you can show the customer-base you are the reputable, knowledgeable partner that they need to be working with."

CSDS Tom Schreyer, CSDS of Affordable Shred agreed, "Being a true professional is being committed to your industry and customer. Educating yourself to or above the industry

standard is an absolute minimum. You have to be ready to provide the customer the service they need not just what they want. Oftentimes you can help them tighten up their information security program with suggestions and increase your level of service and income."

How Do You Best Leverage your CSDS Credentials to Garner Success?

CSDS Angela Wade, Senior Account Executive of Gateway Recycling stated, "I have personally been able to present on specific topics like due diligence, vetting vendors, compliance vs. just shredding,



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regulations & fines, etc. to our local ARMA chapter. I have also met with different organizations that currently do not have any policies and procedures in writing and have helped them put these together along with training of their employees to stay compliant. All of our quotes specifically state that we have a CSDS on staff to keep our clients up-to-date with all laws and regulations that will affect their businesses.”

“I best use my CSDS credentials to separate my identity from my company in order to connect with current and future customers,” shared CSDS Adam Coroleuski, Account Manager for Computer Recycling Center/Big Bear Shredding. He continued, “Rather than selling services as an entity, I am able to “step away” from the organization and advise as an expert in the matter. I can show my individual commitment to and passion for the matter of information security. I have used this to guide prospects in their decision-making process. I have been enabled to help identify risks in customer’s policies and procedures with respect and tact.”

CSDS Frank Milia, Partner for IT Asset Management Group shared that his “CSDS credentials have provided confidence to our new and existing customers with the advice, resources, and services that we are offering. The CSDS education as provided me with additional tools for our marketing content creation including blogs, white papers, and podcasts. Lastly the credential has been a door opener and conversation-starter with compliance and security practitioners at large businesses.”

Similar opportunities have been seen by others, including CSDS Matthew Neuhaus, Vice President of Operations for DataShield Corporation. He shared, “CSDS accreditation can be leveraged in many ways. The most beneficial has been opening up

consulting opportunities among our customers. The credibility is increased ten-fold with a CSDS. During consultations with clients, we are able to identify and close additional revenue generating opportunities while closing liability gaps within our customers policies and procedures.”

How Do I Earn My CSDS Credentials?

Okay, so you have made the decision to start earning your credentials and stand out within the industry. Now what? First, you will want to study for the exam. You can do so by reading *Information Disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets* written by Robert J. Johnson. It is not only the primary study guide for the CSDS Exam but the first comprehensive digest covering the wide range of issues related to protecting information at its most vulnerable point – the end of its life cycle. After reading the text, listen to our 10-part webinar series that examines the CSDS exam material as it relates to the textbook.

Get a Copy of the Book and Register for the Webinars Now at www.naidonline.org.

Last spring, the i-SIGMA Board of Directors approved a recommendation from the CSDS Board of Regents to create a mentoring program for those interested in earning their CSDS accreditation.

According to Michael Payton, CSDS who is Chairman of the CSDS Board of Regents, the mentoring program will make earning the CSDS less intimidating.

“The credibility is increased ten-fold with a CSDS. During consultations with clients, we are able to identify and close additional revenue generating opportunities while closing liability gaps within our customers policies and procedures.”

- Matthew Neuhaus
DataShield Corporation

“It’s understandable that some industry professionals would be leery of taking on such an intense challenge,” said Payton. “We believe pairing prospective CSDS candidates with others who have already done so will not only ease their concerns but help them see the value.”

Now, all that is left is to take the exam and show off those credentials! Though the CSDS exam itself isn’t any easier this year, taking it is much easier. The i-SIGMA Board of Directors has approved a program wherein existing CSDS will be able to proctor the examination process.

If you would like to take the CSDS exam via local proctoring, please first register for it and then contact the Accreditation Department at accreditation@isigmaonline.org to set-up your proctored exam.

What About Study Tips?

As far as some study tips for taking the exam, we had some of our current CSDS weigh in once more.

CSDS Steve Rando, Partner & Vice President of Waste Focus, LLC said that “When preparing for the exam, use your best study habits you can, to retain the information for the long term. The study guide, webinars, and the exam cover information that you will use on a regular basis in serving as your customer’s information destruction consultant/partner. This is not information you should memorize long enough to regurgitate on an exam, and then forget. I still use my study guide as a resource when supporting customers while trying to keep it updated with my reading.”

Great advice came from CSDS John D. Daly, Owner of Royal Document Destruction, Inc. who said those interested should, “Start early and break it down into sections. How do you eat an elephant? One bite at a time. I don’t think this is an exam you can cram for because it requires an understanding of the subject matter. I was able to take a two-day comprehensive review course and I thought that was a great way to prepare.”

CSDS Katie Fletcher, Sales Manager for Data Security, Inc. suggests, “Make sure you understand the goals and premises of the requirements from an eagle eye view. If you can keep the big picture in mind, the details are easier to remember. Also, old fashioned flashcards!”

Final Thoughts

“Becoming a CSDS was truly a career highlight for me. I take a lot of pride in providing the best service possible to my clients,” shared CSDS Colin Scott, Senior Healthcare Account Executive of Reclamere, Inc. He continued, “Being a CSDS in 2021 gives me accreditation by the Secure Destruction Industry. I’m not only providing a service in which we destroy our client’s data, but I’m

also providing the peace of mind that I understand their risks and can meet their compliance regulations. ALL while protecting their most vulnerable assets.”

Make the investment in yourself and your company. Become a leader in the industry. Let this be the year you earn your CSDS credentials.



ABOUT THE AUTHOR



Maggie Geolat is the Marketing Coordinator for i-SIGMA.

Reach her at mgeolat@isigmaonline.org

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Mapping the Future of

i-SIGMA[®]

By Bob Johnson



By the time this article is published, the i-SIGMA Board of Directors will have concluded a two-day meeting discussing the association's long-term strategic plan. As I pen this article, however, that meeting is still a week away.

The hope is that by understanding the organization's current strategic trajectory, members will better understand the rationale of the strategic plan that emerges. And, rather than seeing it as a departure, they more accurately see it as an adjustment of the existing, long-term plan that best serves the organization's overall mission.

Advocacy

Advocacy within i-SIGMA falls into the following broad range of categories:

1. Individual and Specific Advocacy:

Perhaps the most valuable form of advocacy within i-SIGMA is its direct assistance to members affected by misconceptions related to specifications and regulations. For instance, when the U.S. DOT recently instructed its offices to meet the NARA particle size requirements (based on IRS Pub 1075 at the time), it would have negatively affected hundreds of members. i-SIGMA was able to walk the agency back from this requirement at the eleventh hour by dispelling the misconceptions that led to the initial mandate. More commonly, however, the association is intervening in situations where one member is attempting to educate one client, making decisions based on misinformation.

2. Regulatory Comments:

When needed, both NAID and PRISM International have responded to regulatory issues and opportunities. This includes commenting on proposed regulations around the world (during comment periods) and monitoring and interpreting the impact on i-SIGMA members.

3. Sample Contracts:

Sample Contracts, developed by most authoritative legal minds in the U.S., Europe, and Australia, have been created (and routinely updated) for the most common member-client and member-subcontractor scenarios.

4. Downstream Data Coverage:

Created at a time when there were no data processor-specific professional liability coverages available, Downstream Data Coverage still includes exclusive provisions, and still holds the promise of reduced premiums if converted to a captive risk retention group.

5. Special Issues:

The association goes to bat for members in other ways as well. As an example, the i-SIGMA ANZ Committee is in the process of lobbying on behalf of mobile destruction firms to be recognized in Australia's Protective Security Policy Framework (PSPF) Endorsement, for which NAID AAA Certification services are currently accepted as the audit regime. At the same time, i-SIGMA has thrown its expertise and financial support behind efforts to fight the double-sales taxation of members working across state borders. At the outset of the COVID pandemic, i-SIGMA responded within hours to issue Essential Services guidance to members, schedule webinars to help members cope, and conducted routine surveys and forums for members to share and measure their own experiences. More recently, i-SIGMA issued vaccination priority guidance for use by its members' employees.

Momentum: Keep Doing What Associations Do

i-SIGMA has a long tradition of doing those things that trade associations should do, and there is no doubt that must continue.

Education

NAID and PRISM International, the organizations that formed i-SIGMA, brought with them a strong history of impressive conferences and webinars. i-SIGMA has continued these and also produces a quarterly flagship publication available to all members and a twice-monthly e-newsletter, circulated to those interested in association and industry news. Likewise, the association boasts a library of hundreds of blogs covering virtually every industry topic.



Ethics & Ethics Enforcement

From NAID, i-SIGMA inherited a robust ethics complaint and complaint resolution process, the extent and vigilance of which are uncommon in trade associations. In a recent article, and often in the past, i-SIGMA encourages members to help police the marketplace by bringing ethical issues to the association.

Committees

i-SIGMA administers more than a dozen active committees and several tasks forces, including over 100 volunteer participants.

Why Certification May Be King

For any trade association, the ultimate currency is relevance. It is the extent of that relevance that determines its overarching success as well as how it excels in every deliverable.

While the education of its members and their clients, and advocacy on behalf of those members and clients, are important priorities - and often the only sources of relevance for most trade associations - it is arguable there is no greater manifestation of relevance than the ability to establish and verify operational standards recognized by governments and clients around the world.

i-SIGMA finds itself in that enviable position today.

In a perfect example of preparation meeting opportunity, its rigorous yet reasonable standards and audit regime intersected with regulatory requirements to validate vendor qualifications.

It is, therefore, understandable why the association already has two ongoing strategic initiatives to strengthen its certification programs.

Bylaws Change to Clarify Certification

This year's election ballot gave members the opportunity to ratify board-approved bylaws amendments. Included in those amendments was the replacement of the traditional NAID and PRISM International memberships with i-SIGMA

membership. Essentially, NAID and PRISM International membership goes away, and all member-companies are simply i-SIGMA members.

While this particular amendment does, in fact, have several administrative benefits, that was not the primary motivation. The real intent of the change was to eliminate confusion in the marketplace between NAID membership and NAID AAA Certification. And, while not yet as big a problem, the amendment will also avoid the same future confusion between PRISM International membership and the rapidly growing PRISM Privacy+ Certification.

Removing any future confusion between membership and certification is a perfect example of strategy at work. With this change, the association is putting the interests of clients and reputable service providers first; not because it is the most bankable decision, but because it is the strategy which best aligns with the organization's mission.

From a strategic perspective, we can ask ourselves, what client would not welcome the ability to obtain such a report when it is a simple and free way to demonstrate their compliance? What client would not want - or potentially insist - on written evidence by a credible third-party that their service provider is complying with regulations and reasonable security, when having such evidence is required by law?

To get it, all they have to do is hire a NAID AAA or PRISM Privacy+ Certified service provider (or request that their current service become certified).

Future Focus

When NAID was formed in 1994, it struggled to gain traction. Being new, it had no relevance. At a strategic planning meeting six years later, with the association still struggling, the Board of Directors laid out a plan to focus on one thing: membership. We needed more service providers in the tent. With more members our conferences would grow, our certification would grow, our footprint would grow. In other words, by focusing on the one Key Performance Indicator, the other stuff would take care of itself.

Though everything i-SIGMA does as a trade association are important, if it is agreed that the association's certifications are the key its current and continued relevance, then those certifications should arguably be the focal point for its future.

As the value of i-SIGMA certifications to clients continues to grow, members join, advocacy becomes easier, conferences attract more attendees, and so on. Additional revenue gives the association the ability to add staff with specific areas of expertise.

In short, focusing on certification in the end becomes the best way to increase other member benefits.

It is also important to note, certification is i-SIGMA's most valuable, easily translatable, and compelling benefit to existing and prospective international members as well.

Strategy & the Future

There is nothing in this article which has not already been written about in this journal. There is nothing in this article that is not already well understood by the Board of Directors. Placing an emphasis on i-SIGMA certifications was behind the bylaws amendment and forthcoming vendor compliance reporting service the board already approved.

What is yet to be decided is how to best continue down this path and how to best leverage the organization's credibility and expertise. The good news is, that is what boards do, and to this point they've done a great job.

The world of opportunity available to i-SIGMA is not unlike the world of opportunity available to i-SIGMA members. It will require vision, stamina, a lot of hard work, and, perhaps, a little audacity.



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The Vendor Compliance Monitoring Service

Before the shutdown, the i-SIGMA Board of Directors approved creation of a web-based interface that would allow clients to obtain initial, on-demand, and automatic annual reports regarding service providers' compliance with NAID AAA and PRISM Privacy+ Certifications.

Given the fact that clients are now legally required to demonstrate initial and ongoing due diligence when hiring any third-party data processor, this free service has the potential to be viewed by clients as critical to their compliance. Additionally, it rewards the certified service provider by demonstrating the real value of the certification they hold. We have long maintained that the real beneficiary of certification is the client for whom it demonstrates their vendor selection due diligence. The report, sent to clients at their request, simply augments that value.

ABOUT THE AUTHOR



Bob Johnson is the CEO of i-SIGMA.

He can be reached at rjohnson@isigmaonline.org.

The following NAID & PRISM International Associate Member companies can be found along with others in the association's Online Market, which lists vendors by service category as a resource for service providers in the secure data destruction and records and information management industry. While i-SIGMA provides these resources, it does not endorse any particular vendor, nor take responsibility for the products and services they represent. Companies should always undertake appropriate due diligence to ensure that products and services meets their specific needs.

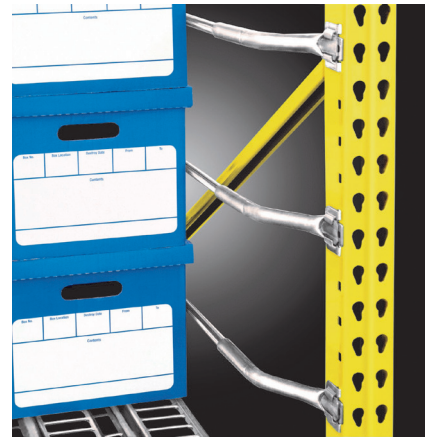
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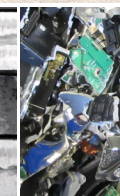
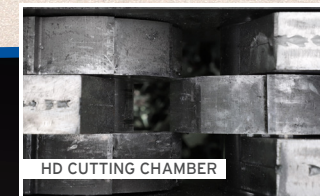
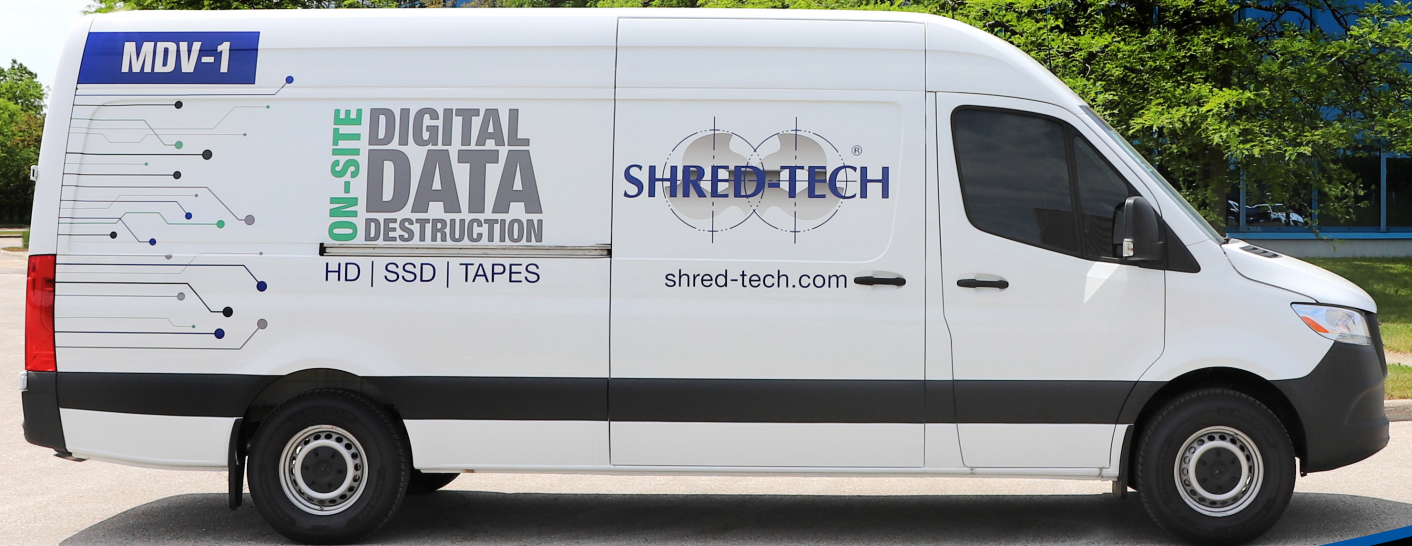
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Keep up-to-date on Community News in the association's member-only Facebook Group, i-SIGMA Social, and by following NAID and PRISM International on LinkedIn.

This January, half of the i-SIGMA Board of Directors met in Phoenix, Arizona, while the other half joined the meeting virtually. In between meetings, i-SIGMA also worked on some of the session recordings for the 2021 NAID and PRISM International Annual Conference sessions, pictured below. Exciting things are in the works for 2021!

What a cool moment! During this year's Super Bowl, Chief's QB Patrick Mahomes was outfitted by the company Richards Bespoke, owned by Stephen Richards, Jr.! You may know his father Steve Richards or brother Bowman Richards, from Richards & Richards, a longtime NAID member company.



In Memoria of Noeleta Lacey

It is with great sadness that i-SIGMA marks the passing of Noeleta Lacey, President of Advanced Records Management, Inc., serving the Los Angeles, California area. As Giovanna Spadoni of OMTRA said about Noeleta, "She certainly had a very full life, between her travels and work, always constantly in

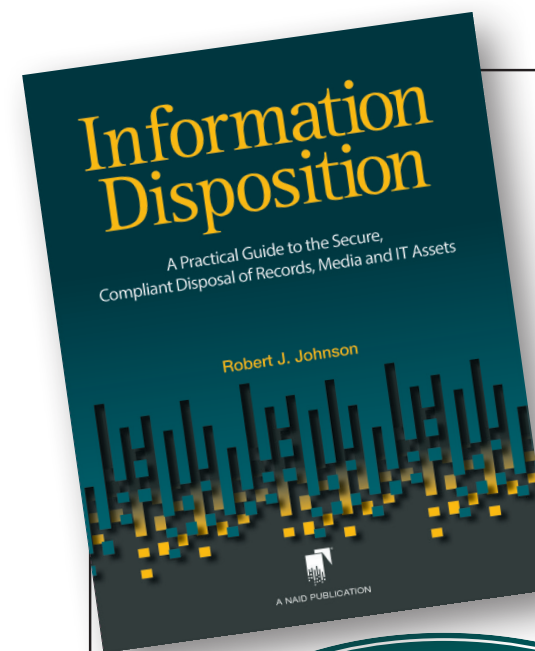
touch with her friends and associates. Certainly, many will miss her." Please visit the full reflection written by Giovanna Spadoni to learn more about Noeleta's wonderful life and to hear words from those she worked with in the industry.



In Memoria of Ron Reis

It is with great sadness that i-SIGMA marks the passing of Ron Reis, formerly of DataSafe, serving the San Francisco Bay-area on Oct 31. Before Ron retired from DataSafe and the RIM industry in 2010, he served as member of the PRISM International Leadership Committee and Board of Directors, serving as the association's President in 2001. He also religiously attended both NAID and PRISM International conferences for decades. Known for his infectious laugh, intelligence, and the respect he showed his customers, colleagues and employees, Ron epitomized what it meant to be a gentleman and a professional.

To share memories and condolences with the Reis family, please visit the Ron Reis online obituary.



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Data Security, Inc. Helps Protect Data with New SS16-A Shredder

In order to protect private information, many regulations and information security experts recommend physically destroying data at the end of its useful life. Data is stored in solid state memory such as solid state drives, smart phones, memory cards and USB drives. Data Security, Inc., an i-SIGMA Associate member and a manufacturer of data destruction devices, released its latest product, the SS16-A™ Solid State Shredder, to help people quickly and safely shred their data on solid state memory.

The SS16-A™ shreds a variety of solid state media within 2-5 seconds to particles of 16mm or less. Other features of the SS16-A™ include a push-

button operation, a HEPA and carbon air filtration system and safety reverse controls. It comes as an answer to commercial digital data destruction, and an emergency solution for government organizations with more sensitive data. According to Renee Schafer, Director of Operations for Data Security Inc., “We predict that the SS16-A™ Solid State Shredder will have a huge impact on the growing need to destroy solid state. Its small but mighty, with speed and excellent safety features, making it one of a kind in the industry.”

Data Security, Inc. is a manufacturer of digital data destruction equipment. The corporation supplies products to help organizations keep private information safe upon disposing old technology. Based in Lincoln, Nebraska, Data Security’s products are trusted by the National Security Agency and Department of Defense.

Data Security, Inc. has been in the information destruction business for over 35 years, working closely with military, government, financial and health care agencies to ensure information security regulations and guidelines are met. For further details, contact Data Security, Inc. at 1-800-225-7554 or visit its website at DataSecurityInc.com.

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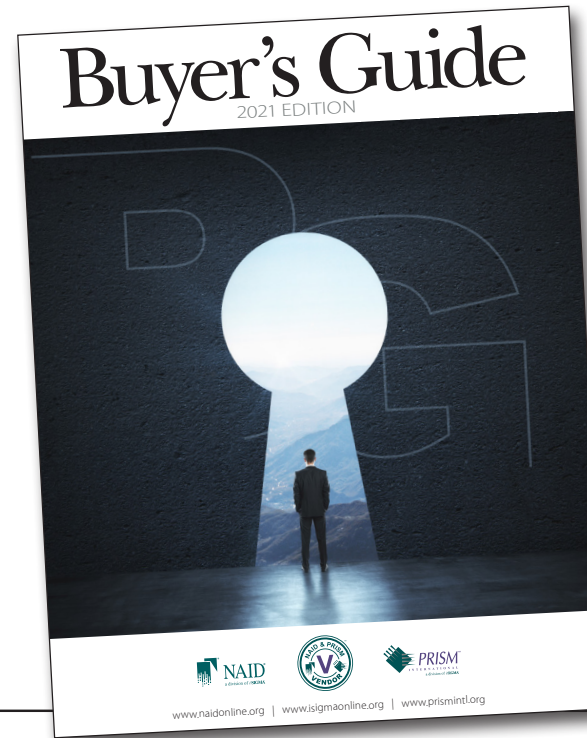
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 Green Chip, Inc. of Brooklyn, NY, USA
 Altitude DocuShred in Golden, CO, USA
 WV Technologies Pty Ltd in Canberra, ACT, Australia
 Iron Mountain in North Cavan, SA, Australia
 Office Equipment Company of Price, UT, USA
 Paper Wise of Centennial, CO, USA
 PCs for People of Baltimore City, MD, USA



New & Renewing PRISM Privacy+ Certified Members

Pacific Records Management of Sacramento, CA, USA



New NAID Members

Cornerstone Technologies of Norcross, GA, USA
 D&M Recycling, Inc. of Glen White, WV, USA
 First Choice Computer Recycling LLC of Eau Claire, WI, USA
 Illinois Valley Document Destruction, LLC of Peru, IL, USA
 Northstar Pulp & Paper Co., Inc. of Springfield, MA, USA
 Pupfish Sustainability Solutions of Hauppauge, NY, USA
 Southern Ohio Shredding LLC of Chillicothe, OH, USA
 VarData of Rochester, NY, USA
 Rapid Response Shredding, LLC of Grand Prairie, TX, USA
 Green Recycling of Tirana, Albania
 FileBank, Inc. of Oakland, NJ, USA
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 Green Tree Electronics Recycling of Laguna Niguel, CA, USA
 Priority 1 Shredding of Bowie, MD, USA
 Sturgeon Technology Solutions of Norcross, GA, USA
 Z-Tech Global Solutions, LLC of Austin, TX, USA
 Acceleration Shredding of Ft. St. John, BC, Canada
 CERS Lifecycle of London, ON, Canada
 Data Sales Co., Inc. of Burnsville, MN, USA
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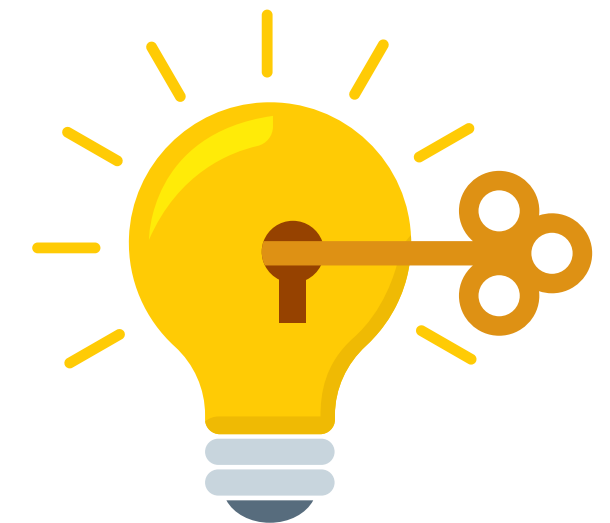
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NAID® and PRISM International™ are proud to come together to offer comprehensive information life-cycle management under the newly formed International Secure Information Governance & Management Association (i-SIGMA)®. NAID has always been the watchdog association for secure shredding operators worldwide. PRISM International represents all four pillars of records and information management: physical records and information storage, data protection and media vaulting, digitizing and scanning, and confidential records and information destruction services. Together, i-SIGMA stands as the umbrella association for these two divisions, heralding the proper information life-cycle management needed in today's regulatory climate.

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