

2021 | Issue 4

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



JOURNAL

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Unleashing the Backlog of Unnecessarily Stored  
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## FROM THE EDITOR

**Kelly Martinez**  
i-SIGMA Director of Marketing & Communications

*Do you feel it? The buzzing anticipation? I can almost liken it to being a child and the sheer energy and expectations of the holiday as it ushered in a joy and hope that is its own sort of flavor. I feel it now, and not because the end of year festivities are upon us. This is different.*

*For many Service Providers and Corporate Partners, the past two years has left them largely unscathed. A bit weary, but never broken. But what I feel in the air now is a new season... vibrating with exciting fresh and monumental things for our industry and members.*

*I see all the opportunities coming down the pike, and I can't help but be greedy with expectation. You can practically taste the excitement from members as we reach for our first in-person conference in three years (Discover all the incredible things that await on page 32).*

*And CEO Bob Johnson takes us on a 360-degree view of where we have come and where we are headed (page 28). It fills me with an eagerness to embrace it all as quickly as possible. Because i-SIGMA truly is at work for members.*

*Whether you're tackling very real issues today, such as labor shortages (see page 18 for insights on how to deal with this), or determining if it's time to pursue certification as the association's membership shifts (it is; see page 44 for details), i-SIGMA is here to help you usher in pivotal greatness - even how to truly set free the accumulation of unnecessarily stored records and ITAD equipment by so many companies (see page 12 for more information). Fantastic things are upon us...*

*I'm elated. And ready. Are you?*



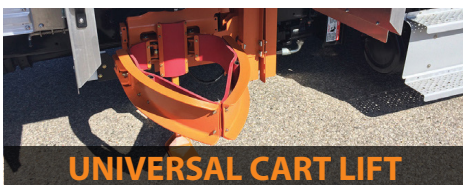
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# i COMMUNITY NEWS

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

Sometimes, it is all about just being resourceful! Cory Tomczyk (IROW, Mosinee, WI, USA) recently posted this photo of Sales Manager, Cindi Schoenfuss, with the caption, "The most resourceful salesperson I know!"



Our members rock! Thanks to Tom Colantonio at The Tab Group, Inc. (West Berlin, NJ, USA) for sending over this fun picture showing off their many years of association membership.



It's Time to be Together Again.... Members are encouraged to share a fun memory of when we were together in-person on the Facebook i-SIGMA Social group. Here is one to get things started:

i-SIGMA Staff Member Kelly Martinez shared: "The Golf Tournament is always a great time. At my first conference Mike Koontz of Rover Records Management LLC (Berryville, VA, USA) wanted to ensure I felt included and had me putt one of the holes.... it was not pretty. But it was a lot of laughs."

Rand LeMarinel of Shred Nations & Record Nations (Lakewood, CO, USA) added, "I remember that! My leg and foot are in this picture. HAHA!"



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# PRESIDENT'S MESSAGE

The same intensity and veracity that I bring to my business, I also release through physical activity, enabling me to be my best self at work and home. Earlier this year I completed an Ironman 70.3 triathlon. It was an incredible experience all around. However, I noticed something quite interesting. The lead outs in the race were extremely calm as they cruised ahead through each segment. And behind them, there was a stirring frenzy of athletes trying their utmost to overtake them.

It reminded me so much of what I see in our business world. There are great organizations who take established measures to set themselves apart. They see the unfilled client needs and work to fill them, though other companies quickly add those same services. They find solid suppliers to partner with, though others soon begin using the same ones too. And they implement cutting edge technology, which is eventually adapted as the industry norm.

But these market leaders, these rabbits, continue to hop ahead leaving the rest to constantly catch-up. They have mastered speed, agility, and responsiveness. And their competitors are simply playing a chasing game.

In assessing what these leading companies have in common, I came to a simple conclusion. All companies experience noise, internal issues, breakdowns that lead to chatter. Instead of silencing it, which is the standard, organizations that pave the way within the industry, hear it and learn from it. It is precisely why there are so few at the front of the pack. Great companies don't just hire amazing people and suddenly have a perfect environment. They still experience noise; the difference is they are receptive to it.

As the year concludes and a new one is on the horizon, will you accept the interference your business teams may be encountering and implement effective change to leap ahead of the competition?

In it Together,

A handwritten signature in black ink, appearing to read 'B Miller'. The signature is stylized and fluid.

**Brock Miller, CSDS**  
i-SIGMA President

## Data Subject Protections Continue to Drive New Privacy Laws

Quebec's Bill 64 was passed unanimously becoming the most recent example of the continued conveyor belt of regulations inspired by the EU General Data Protection Directive that focuses on new Data Subject protections.

Titled, "*An Act to modernize legislative provisions as regards the protection of personal information*", the regulation was adopted unanimously, on the 21 September 2021, and applies to all public and private organizations covered by Canada's primary data protection law the Personal Information Protection and Electronic Document Act (PIPEDA). The effective date is on the same date in 2022.

Among the Data Subject (individual) provisions included are:

- Enhanced consent and transparency obligations, requiring that individuals request a copy of any information in an organizations possession and that they be made aware of and be provided the right to opt-in to all uses of their information at their sole discretion.
- Introducing the "right to be forgotten," which means individuals have the right to request their information be permanently deleted by an organization if there is no legal reason to retain it.

The new regulation also has teeth, moving away from an Ombudsman model where the regulator makes



recommendations to organizations, it calls for the imposition of fines that include CA\$50,000 for individuals and the greater of CA\$10 million or 2% of the global turnover from the previous year for organizations. Where a violation constitutes an offence under the Act, fines may be imposed of up to CA\$100,000 for an individual and \$25 million or 4% for an organization global turnover of the previous year.

## New Resource for Certified Members

i-SIGMA is happy to share the latest resource for NAID AAA Certified members – a 70 second video that sums up simply how selecting a NAID AAA Certified service provider benefits clients. Embed it on your site today. Follow i-SIGMA on YouTube @ i-SIGMA.

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## The i-SIGMA Compliance Monitoring Service Has Arrived

i-SIGMA has launched its Compliance Monitoring Service. While some service provider members are already using it, soon clients around the world will begin seeing promotions encouraging them to use it too. And, if the underlying assumptions behind its creation are correct, they will eventually come to rely on it as a vital demonstration of their own regulatory compliance.

All data protection regulations require clients to demonstrate initial and ongoing due diligence when selecting third-party service providers to process personal information. The key word there is “demonstrate.” In fact, when a large investment firm was recently fined after its discarded electronics exposed personal information about its clients, the judgment was based on the fact that they failed to employ “adequate due diligence in selecting a vendor and monitoring its performance.” This new, free service from i-SIGMA helps organizations fulfill that regulatory obligation by sending out comprehensive compliance reports detailing the qualifications of vendors offering records storage, imaging, scanning, secure shredding, and electronic media recycling.

Of course, the challenge to clients (such as the investment firm) of complying with such regulations is that, 1) they rarely have the bandwidth to perform such due diligence and, 2) even if they did have the bandwidth, they can hardly be expected to know what to look at. Enter i-SIGMA certification programs, which are not only designed to review the relevant regulatory and security overlap, but to do so on an ongoing basis.

By obtaining the automatic reports issued by the i-SIGMA Compliance Monitoring Service, the client has evidence by which they can demonstrate both initial and ongoing compliance of their service provider. In short, the client themselves gets the tangible benefit of being able to demonstrate their own vendor-selection compliance requirements. Clients will receive the value of obtaining this free report, and once they are aware it is available will come to insist on it.

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## Certification Program Updates: Impacting NAID AAA & PRISM Privacy+ Certifications


Please be aware of the following i-SIGMA Certification Program Updates, which impact NAID AAA and PRISM Privacy+ Certifications. The new required specifications (1.27 and 1.28) reference in the first link are effective immediately, however, will not be enforced until 1 January 2022. Noncompliance prior to the Enforcement date will be noted by an advisory.

- Certification Program Update ICP2109-01 (Additional Required Specifications)
- Certification Program Update ICP2109-02 (Optional New PRISM Privacy+ Endorsement)

i-SIGMA also held an information webinar: [Why Your Company Needs a Designated DPO](#)

Find information regarding these updates online at [www.isigmaonline.org/certifications](http://www.isigmaonline.org/certifications)

### DATA PROCESSOR COMPLIANCE REPORT



**This Report applies to:**  
ABC Shredding


**Reference No.:** 111222333-444-5555  
**Issued To:** compliance@client.com  
**Issued Date:** 14 September 2021 21:04:11 EDT  
This report is based on the information i-SIGMA® has as of the Issued Date. Please email certification@isigmaonline.org with questions or comments including the Reference No. above.

**At Location:** 123 Street Ave, Springfield, XX

**Report Expiration:** 30 June 2022

**Applicable Audit Regime(s):**

- Scheduled Biannual
- Random Unannounced
- Covert Field Surveillance
- Directed Unannounced



**Certifying Body:**


The International Secure Information Governance & Management Association® (i-SIGMA®) is a non-profit association created to educate and assist clients (Data Controllers) to validate and monitor the security and regulatory compliance of the data-related service providers (data processors). With origins dating back to 1980, i-SIGMA's two certification regimes, NAID AAA Certification and PRISM Privacy+ Certification, are the most widely recognized and required data processor certifications in the world. For more information, visit [www.isigmaonline.org/certifications](http://www.isigmaonline.org/certifications).

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# Unleashing the Backlog of Unnecessarily Stored Records and Electronic Equipment

By Bob Johnson

*i-SIGMA CEO discusses why there are now even more reasons for clients to securely destroy the enormous and risky backlog of stored paper records and obsolete electronic equipment.*



The world of business records can be divided into three groups: 1) Incidental Records that are discarded as soon they are no longer needed, 2) Duplicate Records that are squirreled away in offices, undermining retention policies, and 3) Retained Records that go into boxes to be stored (theoretically) until they reach their legally required retention requirement.

And while, it is inaccurate to classify stored obsolete electronic media as officially Retained Records, the risks and inadvisability of unnecessarily storing it for longer than needed align closely with the risks of unnecessarily storing any record or media for longer than is legally required.

---

*The unavoidable conclusion is that the number of unnecessarily Retained Records in the U.S. likely exceeds a billion boxes - many times the total amount of material shredded by the entire industry in any one year.*

---



This article will explore those risks, including how emerging regulations limiting the amount of time personal information can legally be retained may very well lead to a tidal wave of purge activity.

### **How Big is the Problem of Unnecessarily Stored Records?**

The following extrapolation is admittedly very speculative and so, with that in mind, I will round-down along the way.

Business Communications Paper (BCP) is the category of paper that businesses use.

Circa 2005, the American Forest & Paper Association estimated that approximately 9 million tons of BCP were consumed by U.S. businesses on an annual basis. And while I could find no evidence that this statistic has been updated since, even if that level of consumption has been declining by 2% per year, it would mean between 6 and 7 million tons of BCP are still being consumed in America every year.

Now consider the prospect that approximately 20% of the BCP consumed every year goes into a box and onto a shelf in the form of Retained Records, an estimate first published by ARMA International years ago, which also just happens to align with the benchmark that 80% of destroyed BCP is generated by the routine destruction of Incidental Records, while 20% comes in the form of Retained Records (a.k.a. Purges).

However, to be conservative, for purposes of this exercise let's cut that in half by factoring in that only 10% of the paper consumed by business ends up in Retained Records.

Therefore, if the average volume of BCP consumed in the U.S. over the past 20 years is 6.5 million tons per year, and if 10% of it went into Retained Records, it

# Meet MELINDA POWELSON

## CULTURE CREATOR

As CEO of Shred Nations and Record Nations, Melinda knows that while big data and algorithms may drive our online platforms, it's the people behind our platform that power success for our partners. From our internet experts and IT gurus, to our customer service reps and partner support team, everyday Melinda inspires a culture that not only empowers employees to be their best, but one that thrives on innovation, collaboration and teamwork to help our partners grow. Whether we're helping them increase visibility, find new markets or maximize ROI, Melinda knows that at the end of the day, the success of our partners is only as powerful as the people behind them.

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would equate to 650,000 tons of stored records - roughly 50 million file boxes— per year, every year. Of course, having rounded down, it is likely that number is much higher... maybe double.

Now consider that conservative estimates put the average age of a box stored in a records center at 12 years, keeping in mind that the “average” age means that for every box that has been on a shelf for 5 years, there is another that has been there 17.

The unavoidable conclusion is that the number of unnecessarily Retained Records in the U.S. likely exceeds a billion boxes - many times the total amount of material shredded by the entire industry in any one year.

### **The Traditional Risks of Unnecessarily Retaining Records and Electronic Equipment**

The traditionally recognized risks of unnecessarily storing old records have been long known. They include the additional expense, logistical challenges, and potential undermining of legal discovery obligations - the risk of an “adverse inference” court ruling caused by erratic (suspicious) destruction, and the additional risk of protecting a greater amount of personal information contained in the records (or on the IT equipment).

Besides being well-known and well-documented, these risks all have something else in common; they have been largely ignored.

### **In the Face of Such Risks, Why Are Records and Electronic Equipment Retained Longer Than Needed?**

If it is so risky to store records longer than need, why is the practice so common? Why is it that most purges happen only when a client moves or when they run out of room, instead of when the records’ legal retention period expires?

---

*Among these new regulatory requirements is one stating that personal information (PI) may not be retained for any longer than it is legally required or longer than agreed upon by the individual*

---

The first reason is most likely a combination of apathy and bandwidth. Stored records are usually out of sight, which is to say “out of mind.” And, compared to the other business expenses, and the cost disciplined records management, indefinite storage is relatively inexpensive. Basements and barns and self-storage are cheap.

Other organizations may store their records longer than legally necessary under the misguided reasoning that it is safer to have the records if they are needed.

And finally, in some cases, organizations – unaware or unconcerned of the risks – decide that retaining their records longer than needed is actually less expensive than destroying them. In order to purge records, especially if it is overdue, can be a big job. Someone has to do an inventory and decide what can go. In some cases, for instance in the legal or medical fields, boxes have to be opened and active records culled from the others. And, where boxes are being stored by a third-party, there is the final removal fee, (a.k.a. the pull charge) in addition to the cost of destruction. And, while both of those fees remain in the future, more

than a few organizations decide to kick the can down the road instead of dealing with the more immediate larger cost.

On the topic of stored obsolete electronics, most surveys attribute its unnecessary accumulation to the fact that organizations don’t know what to do with it and that they have found some place to store it where it is soon forgotten.

### **Regulatory Compliance and the New Threat to Unnecessarily Stored Information**

Among the most important aspects of the E.U.’s General Data Protection Regulation (GDPR) is the imperative of Data Subject rights, wherein individuals are given full control over how their information is acquired, retained, protected and processed. The same can also be said about every regulatory GDPR spinoff, including a host of new regulations in the U.S. and around the world.

Among these new regulatory requirements is one stating that personal information (PI) may not be retained for any longer than it is legally required or longer than agreed upon by the individual (the Data Subject).



And, while this legal requirement only impacts records and electronic media containing PI, one can logically assume that includes a significant portion, if not the majority, of the decades of currently Retained Records, and the decades-long accumulation of old IT equipment.

That such regulations have an impact on Retained Records is not conjecture. In Europe, where the GDPR has been unfolding over for the last three years, several i-SIGMA members report that the requirement has reduced overall storage volume by approximately ten percent, adding that many clients are only now turning their attention to this liability, and that the trend will likely continue.

#### **Net Benefits for All**

For secure destruction services (whether associated with a storage operation or standalone), any regulation that mandates the destruction of unnecessarily stored records and IT equipment is welcome.

But, perhaps contrary to first impressions, such regulations have also proven to be good for the records management firms themselves.

Again, turning to the experience of members in Europe under the GDPR, though records storage firms are

reporting a net reduction in the number of obsolete records stored, the increased revenue from consulting services related to compliance, the indexing and culling of files from stored boxes, and the addition of new clients now forced to take records retention more seriously have more than made up for any reduction in storage fees. Of course, since most records storage firms also have final removal fees and provide destruction services, that side of the business has seen a veritable windfall.

Whether new regulations forbidding the unnecessary retention of personal information will lead to a profound unleashing of decades of records is yet to be determined. Large corporations, typically the most responsive to such requirements, will likely act first and potentially on their own initiative (as they have in Europe). As it happens, these are also the firms most likely to be using an offsite records management service.

As for the small- and medium-sized organizations that make up the lion share of data destruction clients, getting them to release their illegally retained older records and IT equipment will take a concerted effort, starting by informing existing clients managing their stored records and IT equipment themselves, and leading to an ongoing campaign

to network with prospects, self-storage facilities, moving companies, and local records management consultants; all of which can unearth stores of old records and IT equipment that require destruction under new regulations.

#### **Power to the People**

There is also the potential for activism that would likely rear its head in the form of complaints (or lawsuits) from newly empowered Data Subjects aware that their new rights are being violated. Hypothetically speaking, any Data Subject residing in a jurisdiction subject to such regulations discovering their personal information is being retained longer than necessary could make such a complaint or bring a lawsuit, and if enough of them banded together, it could get pretty hairy. To date, I know of no such occurrence elsewhere. Should it happen, however, it could be a game changer.

iG

#### ABOUT THE AUTHOR



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[rjohnson@isigmaonline.org](mailto:rjohnson@isigmaonline.org).

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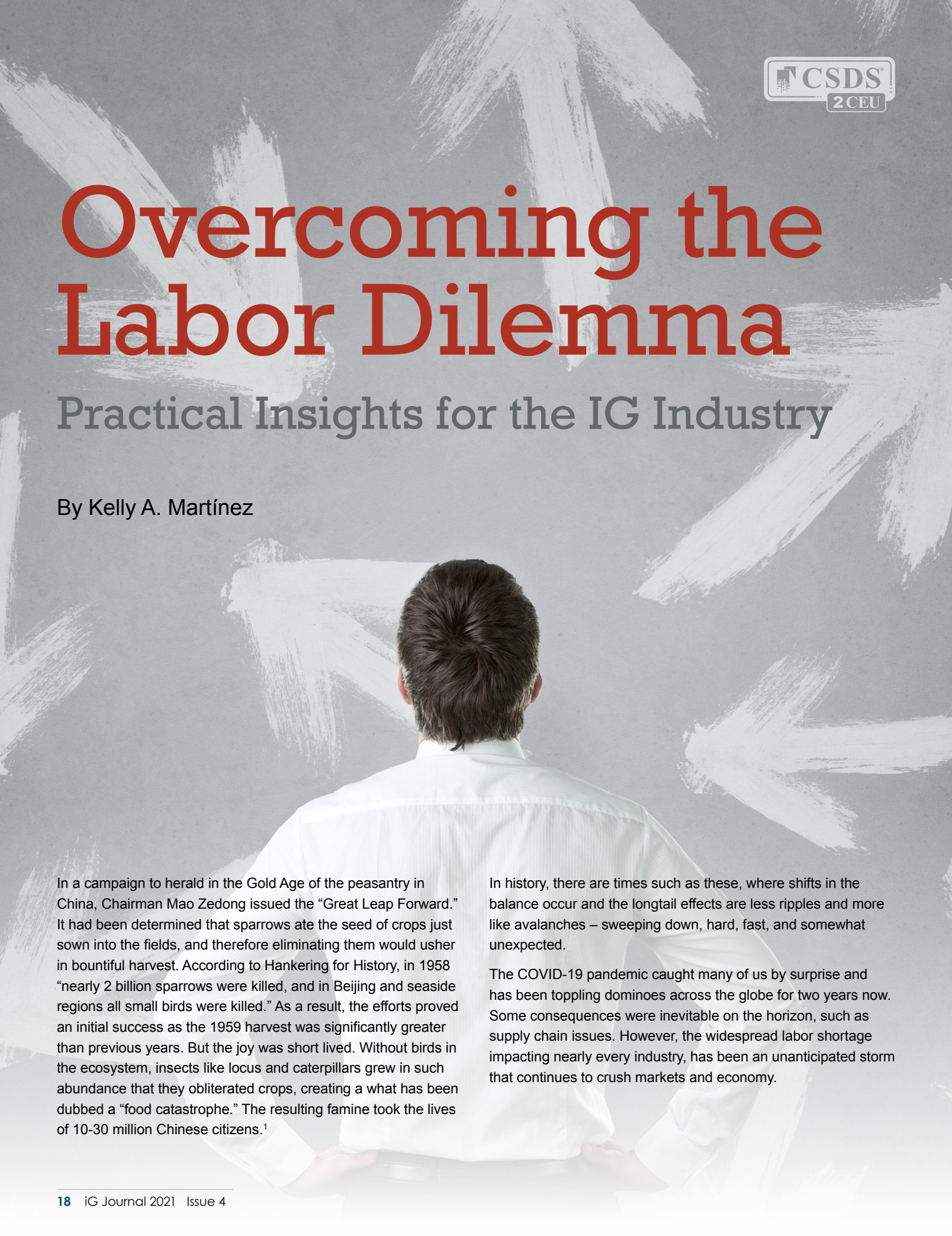
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# Overcoming the Labor Dilemma

## Practical Insights for the IG Industry

By Kelly A. Martínez



In a campaign to herald in the Gold Age of the peasantry in China, Chairman Mao Zedong issued the “Great Leap Forward.” It had been determined that sparrows ate the seed of crops just sown into the fields, and therefore eliminating them would usher in bountiful harvest. According to *Hankering for History*, in 1958 “nearly 2 billion sparrows were killed, and in Beijing and seaside regions all small birds were killed.” As a result, the efforts proved an initial success as the 1959 harvest was significantly greater than previous years. But the joy was short lived. Without birds in the ecosystem, insects like locust and caterpillars grew in such abundance that they obliterated crops, creating a what has been dubbed a “food catastrophe.” The resulting famine took the lives of 10-30 million Chinese citizens.<sup>1</sup>

In history, there are times such as these, where shifts in the balance occur and the longtail effects are less ripples and more like avalanches – sweeping down, hard, fast, and somewhat unexpected.

The COVID-19 pandemic caught many of us by surprise and has been toppling dominoes across the globe for two years now. Some consequences were inevitable on the horizon, such as supply chain issues. However, the widespread labor shortage impacting nearly every industry, has been an unanticipated storm that continues to crush markets and economy.

In an excerpt from an October Executive Order signed by Pennsylvania Gov. Tom Wolf, it states, “Various industries are experiencing new challenges in recruiting and retaining workers as a result of the COVID-19 pandemic; and ... workers are reassessing and redefining what constitutes a quality job and how they are seeking to engage in work.” This is evident as a “record 4.3 million people quit their jobs in August 2021, according to the recent Job Opening and Labor Turnover Summary by the U.S. Bureau of Labor Statistics.”<sup>2</sup>

But the issue isn't confined only to the U.S. And with it being a job seekers market, the labor shortage has not passed over the front doorsteps of the RIM and data destruction industries.

I reached out to a number of i-SIGMA Members to get their take on this issue.

“As with others during the pandemic we had a moment where, suddenly, we found ourselves understaffed after being overstaffed for most of it,” shared Jason Fredricks of Legal Shred NY (Deer Park, NY, USA). “We had to re-hire about one-third of our staff over the course of a few months. It was much more challenging to train everyone simultaneously.”

“The biggest obstacle I believe we are facing in our economy,” shared Vijay Basdeo of Waking Up Workplace Trainings Inc. (Burnaby, BC, CA), “is finding people who are willing to work and who still value doing a good job.”

Vlad Vasak of K-2 Partners (Sarasota, FL, USA) commented, “Our business model is not labor-intensive, so thankfully, the direct impact of current labor shortages has been minimal. However, we get plenty of feedback from our clients, who are the ones feeling the pain”. He cited the case of a client operating in the BPO (Business Process Outsourcing) space that has a backlog of more than \$3 million in signed business that it cannot start servicing because of a lack of manpower.

The company's workforce is made up of both regular employees and labor sourced through a Goodwill partner organization. Both labor pools are tapped out. The client claims that the Goodwill employees received the equivalent of three years' income from various COVID/unemployment relief programs and have no incentive to return to work anytime soon.

Patrick DeVries, CSDS of DeVries Business Services (Spokane, WA, USA) summed it up well, “The obstacles we face change some over time, but there are always challenges, and lately it's been more than usual. This current situation was unplanned and not in anyone's projections as far as I can tell. Interesting how many businesses have prospered during the pandemic, while others suffered and still do.”

But what can RIM and data destruction service providers do about the situation? If the days of finding and retaining good employees with ease are gone, how do service providers pull themselves above it and continue to provide quality service to clients.

## The Need for Hiring & Retaining Drivers

Drivers are the face of the company. They need to be presentable and capable when dealing with clients and the inevitable issues that can arise in the field. In fact, the drivers our industry needs interact with clients far more than the delivery driver that knocks on your door and leaves a box.

Understanding the importance of drivers, Gina Lentine, also of Legal Shred NY shared, “We are still behind and Indeed has not been the answer. We are currently trying to build relationships with our local driving schools and a headhunter. It is more expensive, but we are very hopeful this will get us to the next level.”

And getting a running start on hiring can be key.

Joseph P. Harford, Ph.D., CSDS of Reclamere, Inc. (Tyrone, PA, USA) told me they have “one-on-one communication with staff about potential turnover issues, forecasting positions that have a higher-than-average likelihood of turnover, and identifying resources to fill potential openings.”

# Workforce Woes: Flash Survey Results

In September of this year, seeing the continuing concern over workforce stability, i-SIGMA launched a member survey on the topic. What follows is a breakdown of member-responses regarding their ability to attract and retain service personnel and their response to vaccination requirements.

## Has your firm had any difficulty hiring new employees?

No – <i>We're not hiring</i>	20%
No – <i>There are many candidates</i>	8%
Yes – <i>Primarily Drivers</i>	29%
Yes – <i>For various positions</i>	41%

## Has your firm had any difficulty retaining existing employees?

No	69%
Yes – <i>For various positions</i>	18%
Yes – <i>Primarily Drivers</i>	11%

## Is your firm taking a different approach to attracting new employees?

No	50%
Yes	50%

## Has your firm offered any new incentives to retain existing employees?

No	54%
Yes	45%

## Has your firm increased wages to retain or attract employees?

No	22%
Yes <i>by approx. 5%</i>	23%
Yes <i>by approx. 10%</i>	40%
Yes <i>by 20% or more</i>	13%

## Has difficulty hiring or retaining employees affected your firm's ability to serve clients?

No	80%
Yes	20%

## Has difficulty hiring or retaining employees kept your firm from pursuing new service opportunities?

No	61%
Yes	39%

## Have any of your clients required that your firm's service personnel are vaccinated?

No	67%
Yes	32%

## Have you required your service personnel to be vaccinated?

No	85%
Yes	15%

## Increasing Compensation has Pros & Cons

Of course, increasing pay will attract and keep employees, but bumping them up 20% in one stroke, does have ramifications. Hiring a new driver (or other employee) at the same rate or higher than a long-time employee has a number of risks too, such as losing or de-motivating the long-time employee. As such, paying employees their worth is always the professional best practice.

DeVries elaborated on this concept, “We have grown much closer to our team in the last couple of years, attempting to be better at listening to and helping with our mutual need to be successful. Compensation considerations have been at the forefront, and we have taken some big steps to increase our employee compensation over the last two years. It’s important to consider similar jobs and become competitive to retain your best employees. This has helped us but burdens our pricing structure at the same time. Increases to our service pricing have become a standard practice as costs have increased quite rapidly lately.”

As we talked about compensation, I asked DeVries if Accounting had much of a role to play in this discussion. He replied that, “It plays a big part in telling the story and helping leadership make good decisions. There is a lot of pressure on compensation levels and more than ever the relationship between revenue and expense is huge. Compensation is a large part of the solution to attract employees. Our compensation levels have risen significantly and it’s a challenging process to make this work.”

He went on to recommend that companies in a similar boat, “Use your financials to create dashboard information to help you navigate by tracking key performance indicators.” Visibility is indeed key.

## The Road to Retention

Recruiting and training are expensive, even more so when you know how much effort it takes to find and attract quality new people. A bad interaction with an under-trained employee can cost you clients. There are several ways to work on retention efforts, more than just compensation, but also via company culture shifts.

Christopher P. Jones of Secure Records Solutions (Thomasville, GA, USA) agrees with this sentiment. He recently shared his thoughts on the topic of hiring and retaining good employees in the association’s LinkedIn Group (<https://www.linkedin.com/groups/3957595/>). Jones wrote, “Culture may be the most important investment a business can make in an uncertain labor environment. Paying an appropriate market rate is just the start. Creating an authentic culture that supports and inspires your team is an advantage of a closely held business.”

For his own business, he shared, “Since the beginning of the pandemic, we have invested in our culture, particularly around improving team communication. We have introduced several new media and tried to keep the theme around team goals and the efforts of each individual that help us meet them.”

But most importantly, Jones reminds us all, “In an uncertain labor environment, culture is the thing you have the most control over, and it may have a greater impact on retention and recruiting than compensation.”

## Poaching Quality Employees

Poaching (especially drivers) is okay but should be strategic and discrete. There are obvious benefits to recruiting a candidate who already demonstrates they are a hardworking individual. Water delivery services and appliance delivery are two industries providing a good source of drivers who are used to labor intensive jobs while dealing with the public but finding them and luring them requires tactical diligence. Keep in mind, this is a two-way street. While i-SIGMA does not condone poaching among its members, good, hard-working employees—no matter where they are presently—are at a premium. There is a good chance someone is eyeing yours.

## What can be Done to Simplify the Interview Process?

Basdeo recommends being clear on the skills you desire for the incumbent, for both your sakes. “Create a list of the absolute essential skillsets required, plus secondary features, such as personality type in terms of how the person will interface with other employees and clients.”

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DeVries advises that technology be leveraged for efficiency. He told me, “The work we do is important, and we need to apply all of our tools to the vetting of new employees. Technology has been an asset, and this has gotten better during and after the pandemic. We have incorporated more electronic features, job application, driving record and other necessary information to expedite and reduce face to face visits. Our staffing was a challenge at times and these and other efficiencies became a necessity.”

Expediency seems to be important these days. Fredricks suggests interviewing without delay, “Since everything moves fast, we are bringing in new candidates immediately after they apply. We try for the same day or next day whenever possible, in the hopes we can get a good candidate before someone else grabs them.”

And Harford reminds us that through it all, to still be thorough. “To be honest, we have made the process a slight bit longer than in years past,” he told us. “We did this because it is the “time” that we take to screen, interview, assess, interview, and interview again that has helped us to identify and hire great performers.”

## Streamlining Business Operations

While having the right team is critical, staffing isn't the only solution to throw at bandwidth issues. Streamlining and automating business operations can free-up time, create a better work environment, and add services for clients.

“Our industry is nothing if not innovative,” stated Vasak. “Faced with lockdown restrictions during the height of the COVID pandemic, K-2 advised most of its clients on how to pivot to an SOD (scan on demand) solution as a way of avoiding physical contact while delivering boxes and files to their clients. Now, even though the restrictions have eased, a number of our clients have evolved the SOD alternative as a way of overcoming current driver shortages. As an unexpected bonus, they are reporting increased productivity and higher profit margins from the SOD service than from physical delivery and the advantage is even greater in cities with high levels of traffic congestion”.

Lentine told me they also work to be more efficient. “We have a call center on Long Island that takes care of all of our clients in NY, NJ, CT, MA, PA. We also just did a re-route for efficiency, and the biggest difference will be the ability to send a tech by himself more often. We are stuck using two technicians on a truck in many areas of NYC, but we found some routes to do without.”

DeVries agrees with reassessing business operations to be more efficient. He said, “We have always done our best to maintain as much technology in our business operations as possible. We started electronically and have grown with the improvements that these solutions provide. Over time we reduced administrative functions that were no longer necessary as we applied more technology. Our drivers all carry scanners that support their

routes, and with the use of bar codes the accuracy is not a question. Our warehouse functions with the same tools that all report into our financial package. Onboard GPS and video solve several issues and help with routing, delivery confirmation, and vehicle incident reporting. All these tools make us more efficient with the right people doing the necessary work.”

He isn't alone. The past many months has given some members the opportunity to find ways to work smarter. Harford shared that their organization is currently working on “an initiative that will streamline our process for project proposal creation, invoice management, and payment. This will allow team members to focus on client relationships and not paperwork.” He told me the end goal was to “improve processes and build efficiencies so that staff can spend more time with clients. The world of data security and cyber resilience demands many high-touch interactions. Reclamere differentiates itself by the personal relationships that all our employees build with clients. The goal is to remove the unnecessary so the team can focus on the “person” in the relationship.”

## Final Thoughts?

We had addressed this topic from several angles, but I wanted to know if there was anything more...

“This is a very important topic and requires deep thought and reflection,” stated Basdeo. “I think we also need to include perspectives from psychological, philosophical, anthropological, and socioeconomic

points of view. Our traditional modus operandi does have some value, as well as many of the new and creative ways of designing our workforce and workplace that incorporates technology to suit our needs. But," she cautioned, "we need to be conscious and aware that we don't dehumanize the experience and value of congenial workplaces. It is after all part of what makes us human and creates enriching experiences as we all grow and learn together.

Harford counsels those really seeking to evaluate their hiring and retention process to take it seriously. "I would advise finding the time off-site, away from the "noise" of the business to whiteboard your hiring, training, compensation, etc. employee challenges. Work to find the bottlenecks in the process and build a plan to work those out. Don't do this in a vacuum, work with leadership and employees that really get the mission of your business."

In the end, DeVries reminds us, "Attracting employees has a new look and its competitive. With a job market like we have, employees have more choices than ever where they want to work. We must be attractive to these people and try to provide what they are looking for. Certainly, its compensation, but culture, environment, duties, and family are part of the thinking."

When I see how members are stepping up to address the labor challenge, I know that this storm is a passing one. Because as Vasak stated previously... "Our industry is nothing if not innovative."

<https://hankeringforhistory.com/great-war-against-sparrows-china-1958-1959%D0%B3/>

26 →

<sup>1</sup>Oster, Grant; Smith, Paul. *Great Ware Against Sparrows (China 1958-1959r.)*. *Hankering for History*, 2018, <https://hankeringforhistory.com/great-war-against-sparrows-china-1958-1959%D0%B3/>. Accessed 19 November 2021.

<sup>2</sup>Mancini, Maggie. *Wolf says Pennsylvania can address labor shortage with safer, better paying jobs*, *PhillyVoice*, 22 October 2021, <https://www.phillyvoice.com/pennsylvania-labor-shortage-job-safety-paid-leave-tom-wolf/>. Accessed 19 November 2021.

■ Basdeo ■ DeVries ■ Fredricks ■ Lentine ■ Harford ■ Jones ■ Vasak

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*For more information, contact the **NAID Certification Department** at [certification@naidonline.org](mailto:certification@naidonline.org) or 602-788-6243. Additionally, Bob Johnson, NAID's founder and CEO who is widely acknowledged as the leading authority on data destruction operations and regulations, can help members explain the value of their certification to clients.*

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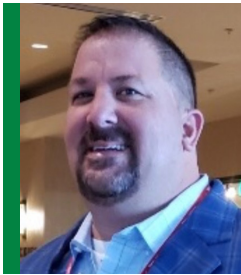


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# i-SIGMA 360: An Industry Asset at Work

By Bob Johnson



While i-SIGMA is not yet four years old, it is important to remember that the associations which came together to form it have legacies of member service dating back over 40 years.

Over the decades, the focus of its work - information governance and data security - has grown from an afterthought to an imperative and clients' attention on vendor qualifications has become increasingly critical to service providers' success. When one considers that records management and data destruction firms were little more than warehouses and recycling companies 40 years ago, the extent of this evolution has been remarkable. And, although few would argue that the association's success hasn't been a symptom of these trends, no one could argue that it did not help to bring those changes about. Equally undeniable, and perhaps more importantly, is the fact that the associations which preceded i-SIGMA, and i-SIGMA itself, have never shrunk from the fight, rested on their laurels, or taken members' support for granted.

Over the years, regulators have come to rely on the association's perspective, proposed laws have been changed as the association informed (or warned) policy makers of unintended consequences or overlooked issues, and clients around the world now routinely rely on its expertise.

Even in the first days of the pandemic, when most were unclear what to do, i-SIGMA immediately released practical information and tools, including a written defense of its members' essential status, and then continued to assist members with a series of free webinars, surveys, and updated advice throughout the year.

More recently, as the light appeared at the end of the pandemic tunnel, the association has added important endorsements to its certifications, released new marketing tools, hosted free educational webinars, and launched the Compliance Monitoring Service.

## THE ROAD AHEAD

**The Reopening Conference:** Of all the initiatives on deck for 2022, perhaps the most significant is the one that isn't new at all. After the years of lockdown and restrictions, what better way to herald the recovery than for the industry to come together for what has always been its largest gathering?

Still months before the event, exhibit hall and truck lot reservations, discount registration, and hotel booking indicate that the 2022 i-SIGMA Annual Conference and Exposition may end up having one of the biggest turnouts in the association's history as the RIM and data destruction industries come together for the first time in three years. (See *Conference Preview Article*, pg. 32)

**Clarifying Market Confusion - Separating Membership from Certification:** If the annual conference counts as one of the most anticipated industry events of the coming year, the emergence of i-SIGMA Membership (and the retirement of the NAID and PRISM International logos) may have the most impact.

Over the years, as NAID AAA Certification and PRISM Privacy+ Certification have gained prominence, it became increasingly apparent that clients (and some service providers) were unaware of the difference between membership and certification; it was the effort to clarify this difference that members voted to separate the two.

As i-SIGMA President Brock Miller, CSDS of Shred Northwest (Gresham, OR, USA) put it, "There is no better testimony to the association's dedication to transparency and integrity than removing confusion from the marketplace wherever it exists."

**Taking It to the Street:** Even though the Compliance Monitoring Service was introduced to i-SIGMA members this year, its release to the consuming public (who it is intended to serve) was intentionally delayed until 2022, to allow time for service providers to review its operation. Starting with press releases and print advertising, linked website advertising in buying group association outlets in February and continuing into the foreseeable future with articles and presentations, clients will be encouraged to subscribe to obtain the no-cost, automatic reports on their NAID AAA Certified and PRISM Privacy+ Certified service providers.

"I can think of no better way to serve clients than to give them the documentation they require to validate service provider qualifications," said i-SIGMA Certification Review Board Chair Jim Beran of Gilmore (Pensacola, FL, USA). "It clearly demonstrates how a service provider's certification directly benefits compliance."

**Unleashing Unnecessarily Stored Records and Equipment:**

As described in detail by i-SIGMA CEO Bob Johnson in his article on page 12, regulatory limitations on clients' retention of personal information will soon be added to the list of reasons they should be purging the decades of obsolete business records and electronic equipment currently putting them a risk.

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*While it is understandable that some think of i-SIGMA as a certification body, or an events organizer, or publisher, all of which are true; in reality, it is the industry itself. Members own it and members use it to advance their interests. And, in that regard, of all the organizations that industry participants support, it is both unique and vital.*

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**Ongoing Regulatory Vigilance:** The mid-90s saw the passage of the EU General Data Protection Directive (1995) and the Health Insurance Portability and Accountability Act (HIPAA), two regulatory initiatives that began a continuous conveyor belt of additional and upgraded data protection and privacy regulations that is still running. Perhaps fittingly, it is the successor to the original 1995 EU Directive—the General Data Protection Regulation (GDPR)—that has launched meaningful discussions and a new breed of such regulations around the world, and in many if not most U.S. states. Already states such as California (CPRPA), Virginia (VCDPA), and Colorado (ColoPA) have passed laws giving data subjects new rights, and just as importantly, regardless of which state a company is located in, the data subject rights included in these regulations apply to the citizens of those states no matter where they go.

It is in the face of such borderless requirements that there is now renewed talk of a national data protection regulation in the U.S., a regulation that will undoubtedly get the attention of lobbying interests, who, besides vying for consistency, will most certainly be hoping to dilute what states have done.

It is with this mind that i-SIGMA must and will remain attentive to such regulations everywhere. Not only to promote the interests of its members, but to make sure those members understand how to best respond to the opportunities (and liabilities) they represent. To date, the escalating regulatory environment has been good for the information governance and data security industry, but there is no denying those trends have been much better for service providers who understand them and how they affect their clients.

## A ROSE IS A ROSE

Every industry worth its salt, or perhaps better put, any industry that is legitimate, has a trade association working on its behalf. The reason is simple; there are things the industry body can do for its members that those members cannot do for themselves.

While it is understandable that some think of i-SIGMA as a certification body, or an events organizer, or publisher, all of which are true; in reality, it is the industry itself. Members own it and members use it to advance their interests. And, in that regard, of all the organizations industry participants support, it is both unique and vital.

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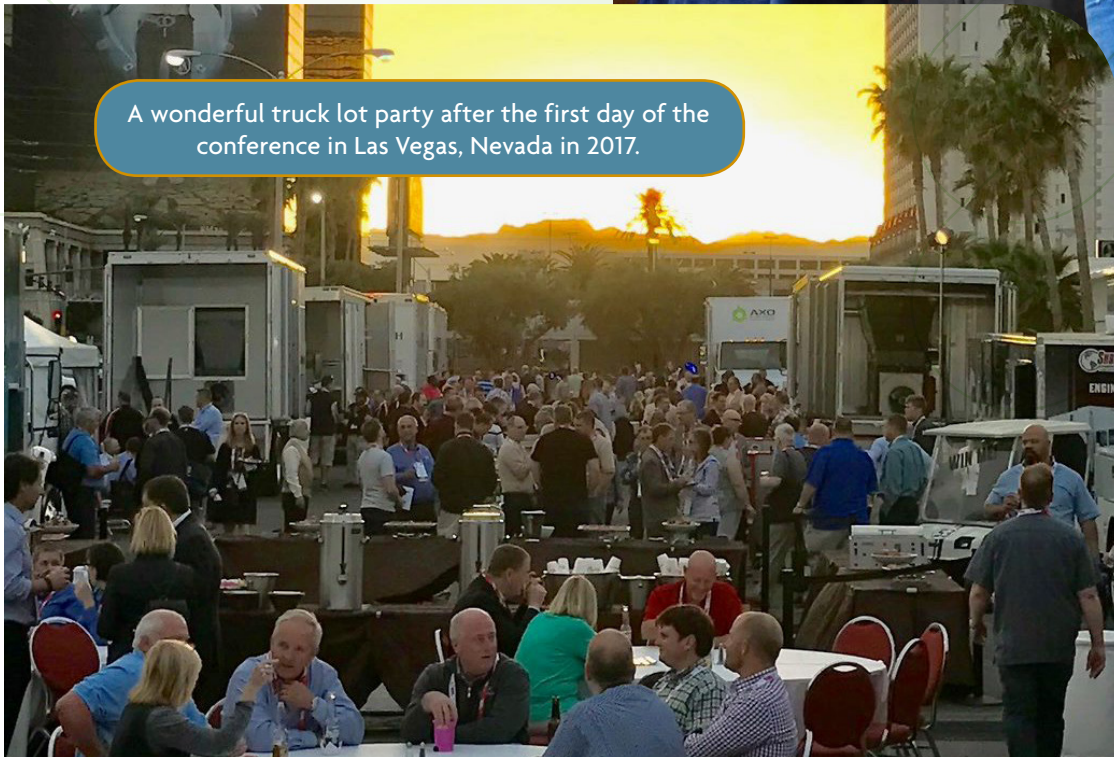


Group breakout during a session at the 2019 conference.

*It is time for us to finally shake off the pandemic and get back together again*

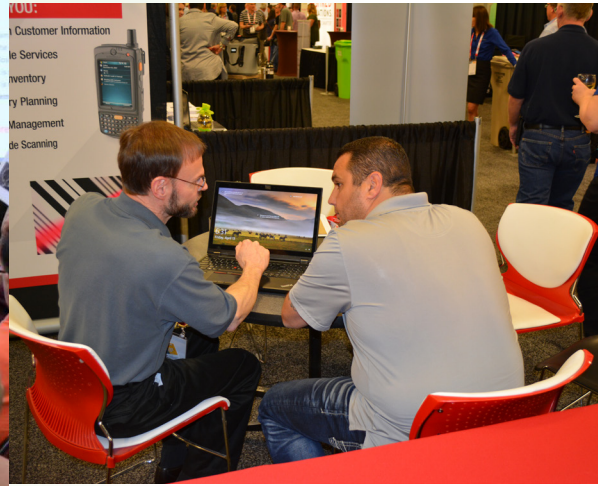


And of course, taking the time to reconnect with industry friends and colleagues.



A wonderful truck lot party after the first day of the conference in Las Vegas, Nevada in 2017.

Questions? Learning is what the conference is all about!



Attendees excited for the keynote presentation to begin at the 2017 conference.



iG

## A Letter from the 2022 Conference Chair

To My Colleagues,

Looking forward to change in the new year and beyond is our new mission for continued success. Uncertainty on the business environment horizon and fragile economy from pandemic and political pressures make it difficult for us to plan for our clients' future needs. To foster our sales growth, we must predict the many ways our clients will be shifting and doing business. We have seen seismic shifts to a new landscape of remote work environments, flex hours, downsizing, consolidations, early retirements, mission pivots, records management, and storage methods.

How will you thrive?

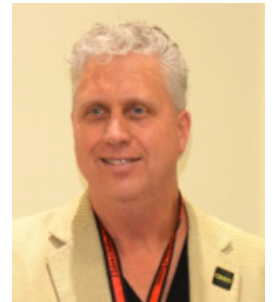
The upcoming 2022 i-SIGMA Conference & Expo is focused on helping you plan, achieve, and grow in your continuing and challenging journey. Learn from accomplished educators, speakers, seasoned colleagues, and a vast bank of vendor expertise to explore and fine tune the varied services you offer. Despite the cloud of health concerns and restrictions, there are new opportunities for you to rise above and differentiate your company from your competitors by taking initiative.

In the last two years, face-to-face beneficial collaboration with colleagues has been practically extinguished by social pressures and yet they are the fuel for enlightenment and discovery for honing the services you want to offer your clients in the future. I was fortunate to be able attend the Chicago Shred School recently and it was such a true pleasure to visit, share and discuss with all the attendees in person.

Come join us for our 2022 industry homecoming . . . . It's time to be together again.

Tom Schreyer, CHP, CSDS

Affordable Shred  
2022 i-SIGMA Conference Chair



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March 29, 2021*

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*EXPERIAN  
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# Soaking Up Sunshine

By Maggie Geolat



When visiting Orlando, Florida, USA it would be pretty tricky to find yourself out of things to do. If you are all about action and adventure, of course the many theme park options are an obvious choice. But for others who want a bit of an escape from the crowds, Florida has just as much, if not more to offer. Just picture the scenic marshlands, cypress trees, and warm air hitting your face. After spending plenty of time networking and learning at the 2022 i-SIGMA Conference & Expo, take a step back to enjoy some time to yourself or with your family.

If participating in the 2022 Annual Golf Tournament (offered the Sunday ahead of the first day of the conference) whet your appetite for hitting the links, you are lucky enough to find yourself in a golf mecca. Tee off again at the Ritz-Carlton Golf Club next door, one of Traveler Magazine's "Top 100 Golf Resorts in North America" seven years straight, or at one of the many nearby options.

If you are looking for some other ways to catch sunshine, consider biking the West Orange Trail, or shopping on Orlando's Park Avenue. The West Orange Trail is a paved, 22-mile route that stretches from Winter Garden to Lake Apopka. You can find bike rentals at the trailhead. Park Avenue shopping area features brick streets, bubbling fountains, and lush foliage. You'll discover refined shopping and local treasures.

So, after all the networking, education, and excitement that will surround the 2022 Annual Conference, how will you explore Orlando? Whether it is doing one of the things listed here, or simply enjoying the restaurants, pools, and spas that the conference hotel, the JW Marriott Orlando, Grande Lakes has to offer, relishing this time is a must.

## Extend Your Stay with These Florida Beach Towns

### New Smyrna Beach, Florida

(1.5 hours from JW Marriott Orlando, Grande Lakes)

A quick jump over from Orlando, New Smyrna Beach is perfect for when you want to get away from the excitement of theme parks and shopping. This beach town features miles of soft-sand beaches, which are lined with vacation cottages. You can fish, swim, and bike here, while also catching a guided dolphin-spotting boat tour.

### Clearwater, Florida

(2 hours from JW Marriott Orlando, Grande Lakes)

This relaxed coastal town is a short drive away from bustling Orlando and features Clearwater Beach, which is frequently voted as one of Florida's best beaches. The sand is soft, and the water is calm, which is the main draw for guests. If you are looking for a more adrenaline-packed adventure, however, then you can also explore deep-sea fishing trips from this port.

### Miami, Florida

(3.5 hours from JW Marriott Orlando, Grande Lakes)

This destination is more of a road trip than a short drive; however, it would make for an exciting extended vacation. In Miami, take time to explore Miami Beach, which is a detached island separated by bridges. This area features the Art Deco Historic District which is situated along Ocean Drive.

## Orlando Fun Facts

- Orlando is home to over 100 lakes. Lake Eola in downtown Orlando is actually a giant sinkhole and is 80 feet at its deepest point.
- Orlando was once the main hub of Florida's citrus industry. A deep freeze in the late 1800s caused farms to move their citrus crops further south.
- The Rogers Building and the 1890 Railroad Depot are the oldest remaining structures in downtown Orlando.
- To fund the demolition of its old city hall, Orlando enlisted the help of Hollywood. Producer Joel Silver blew up the building for the opening scene of Lethal Weapon 3.

### ABOUT THE AUTHOR



**Maggie Geolat** is the Marketing Coordinator for i-SIGMA.

Reach her at  
[mgeolat@isigmaonline.org](mailto:mgeolat@isigmaonline.org)

### Sources:

<https://www.visitorlando.com/en>

<https://worldstrides.com/blog/2017/07/10-fun-facts-orlando/>

<https://www.planetware.com/orlando/orlando-day-trips-us-fl-orsur.htm>

<https://www.marriott.com/hotels/travel/mcojw-jw-marriott-orlando-grande-lakes/>

# Getting Back in the Swing of Things

Whether you have been using these past few years to really hone and perfect your golf swing, or you have only picked up a set of clubs maybe once in your life – our annual golf tournament is for you. Those who have attended in the past know that this is an easy-going environment where you can have some fun ahead of the conference by enjoying sunny skies, wide-open fairways, and laid-back networking opportunities. The i-SIGMA Golf Tournament is a scramble format, so it creates an enjoyable, though lightly competitive environment.

The 2022 Annual Golf Tournament, sponsored by Vecoplan, LLC will be held the afternoon of Sunday, the 10th of April 2022, at The Ritz-Carlton Golf Club, Orlando, Grande Lakes.

This gorgeous 18-hole course provides golfers with an ideal Florida experience. Designed by British Open Champion Greg Norman, this course has been the recipient of several awards and accolades, including being ranked in Conde Nast Traveler Magazine's "Top 100 Golf Courses in North America" from 2004 to 2011.

The course captures the area's well-balanced ecosystem, which is thriving with ponds, wetlands, live oaks, and cypress heads. Even though this beautiful biome surrounds you, however, the course is reasonable with wide fairways, generous landing areas, and strategically placed hazards.

Sign-up to attend the Annual Golf Tournament sponsored by Vecoplan, LLC when you register to attend the 2022 i-SIGMA Annual Conference & Expo. There is a per player fee for this activity.



No better way to kick off the 2022 Annual Conference than with a fun and friendly golf tournament. Start loosening up your swing today!

[www.isigmaconf.org](http://www.isigmaconf.org)





## Golf Tournament Includes



- Green Fee\* at the amazing Ritz-Carlton Golf Club Orlando, Grande Lakes
- Cart
- Practice Facility Usage (*Driving Range, Putting Green, Chipping area*)
- Banquet Dinner
- A Fun Opportunity for Networking

*\*Rental clubs are available from the course for an additional fee.*

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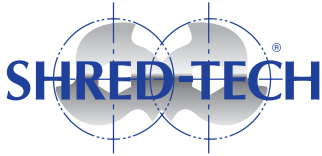


### Weather Policy

*Regardless of current weather conditions or predictions, golfers must show up at the assigned time for the event. Only at the assigned time of the event will a decision be made if it is necessary to cancel the event.*

i-SIGMA<sup>®</sup> CONFERENCE & EXPO 2022

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**i-SIGMA** CONFERENCE & EXPO 2022

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Allegheny Shredders	501	EZshred Software Systems	317
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*\*Exhibitors listed at the time of publication. Visit [www.isigmaconf.org](http://www.isigmaconf.org) for the most current list.*



# Membership is Evolving

## *What Every Member Needs to Know About Membership & Logo Changes*

*Editor's Note: A version of this article ran in Issue 2 of the 2021 iG Journal in tandem with iG Direct articles, association Press Room postings, and direct member communications. Because of the importance of this change within the association and to members, we are re-running the story, which outlines what these changes mean to both certified and non-certified i-SIGMA member-companies.*

Some things are just better together: salt and vinegar, pen and paper, law and order. When it comes to the data lifecycle this has never been truer than when NAID and PRISM International joined forces to form the International Secure Information Governance & Management Association (i-SIGMA). The industry continues to strengthen with the association at the helm. However, sometimes, new beginnings look a bit like a hungry caterpillar. And now i-SIGMA is ready to leverage its great history as nutrients to truly fly forward into new lengths for its members. But what does this look like logistically?

It means that to remove ongoing market confusion between membership and certification, members voted to change the bylaws this year and limit the use of "NAID" and "PRISM International" to the association's certification programs. As a result, Service Provider Members must transition to referring to themselves as "i-SIGMA Members." Only where members have completed the necessary certification audits, may they refer to themselves as being "NAID AAA Certified" and/or "PRISM Privacy+ Certified".

### **About the Bylaws Changes**

In March, members ratified several changes to the i-SIGMA bylaws, including changes to streamline the membership so as to remove market confusion.

The pre-existing 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 under represents the addition of service providers who do not clearly fall into one or the other. Additionally, maintaining this divisional structure adds bureaucratic red tape that creates unnecessary expense. 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.

With the dissolution of the divisions, the membership structure is changing along with how members will be able to represent themselves. All members will now be identified as i-SIGMA members. The NAID and PRISM International designations will be limited to the i-SIGMA Certification Programs, retaining the strength of those brands, without diluting the names with marketing confusion over companies which are or are not certified. This will create greater clarity in the marketplace and allow all members to still receive the full benefits and backing of their trade association.

i-SIGMA wanted to be sure to give members ample time to make updates as needed throughout the rest of 2021, so that all members and the association can start 2022 re-aligned together.

## FAQs

### **Q If the Divisions are Dissolved, Will NAID & PRISM International Continue to Exist?**

**A** Yes, but only as part of their corresponding certification programs. There will no longer be NAID or PRISM International Members, instead, you will be an i-SIGMA Member and still receive all the same great benefits!

### **Q What Happens to My Membership?**

**A** Active/Service Provider Members will all now be i-SIGMA Members. You will still receive the same great benefits (actually (MORE!)), support, and advocacy you have always had. However, now there will be a streamlined voice in the marketplace without any confusion between members and certified members. Also, the dues structure will be better aligned to serve all members equally.

### **Q I want to keep marketing the NAID/PRISM name. How can we keep this option?**

**A** As of January 1st all members will be considered i-SIGMA members, and the only permissible way to reference NAID or PRISM moving forward is through the certification programs that will continue to bear their names. Please take this time to consider becoming either NAID AAA Certified or PRISM Privacy+ Certified, depending on which best suits your firm. NAID and PRISM have become recognized names in their respective fields. If you believe that it will be beneficial to associate your firm with either, becoming certified is the way to do that. Of course, more importantly, your firm's certification also documents its regulatory compliance and fulfills the client's obligation to conduct initial and ongoing due diligence. Given the current regulatory climate, that alone is going to benefit your organization's continued success.

### **Q How Does This Impact Certification?**

**A** It makes it stronger! The names of our certification programs are NOT changing. NAID AAA Certification and PRISM Privacy+ Certification will continue to exist as i-SIGMA programs offered by approved i-SIGMA Members.

### **Q Will Dues be Impacted?**

**A** i-SIGMA has been fortunate that until this year, it has not had an increase in membership dues since before the association merger. As such, the Board of Directors determined it was appropriate to make a small adjustment to the dues structure for 2022. There is a USD\$30 increase from 2021 for Service Provider Members; though, a discount is still available for those companies who pay early (contact [accounting@isigmaonline.org](mailto:accounting@isigmaonline.org) for details). Whether i-SIGMA is commenting on regulations, enforcing the code of ethics, advocating on behalf of service providers, or creating new contracts and sales tools, it is done with one thing in mind: helping members succeed.

### **Q We Were Both a NAID and a PRISM International Member. What Happens to Our Membership?**

**A** All organizations will be transitioned to an i-SIGMA Membership. You will be able to indicate if your organization offers RIM and/or Secure Data Destruction Services for display on the Online Directory.

### **Q How Will Clients Know What Services We Offer?**

**A** You will still be able to indicate if your organization offers RIM and/or Secure Data Destruction Services for display on the Online Directory. However, only NAID AAA or PRISM Privacy+ Certified companies will have details regarding the services they offered available for filtering within the Online Directory.

### **Q Where Can I Put My i-SIGMA Member Logo?**

**A** Everywhere! Members are encouraged to promote their i-SIGMA membership and certifications. We are stronger together. You can use your i-SIGMA Membership in the following locations just to name a few: Your website,

vehicles, employee uniforms, business cards, collateral, and more. We ask that you refer to the i-SIGMA Brand Style Guide posted on the i-SIGMA website for use guidance.



If you are a . . .

- If you are a NAID AAA Certified Member, you may use the NAID AAA Certified logo.



- If you are a PRISM Privacy+ Certified Member, you may use the PRISM Privacy+ Certified logo.



- If you are an i-SIGMA Service Provider Member, you may use the new i-SIGMA Member logo.



- If you are an i-SIGMA Corporate Partner, you may use the new i-SIGMA Vendor Member logo once it is available.



*\*Please Note: As of 1 January 2022, i-SIGMA members should be working to remove historic NAID or PRISM International membership logos from their materials and equipment (e.g., website, business cards, brochures, trucks, etc.), replacing them going forward with the new i-SIGMA Member logo. A schedule of the time allowed for removal of the historic logos is posted in the Members Portal as well as in the Press Room. Should a member-company be found to be in violation of the allowable replacement timeline, they will be subject to penalties and sanctions, which may include termination of membership. Member-companies that are NAID AAA Certified or PRISM Privacy+ Certified may continue to use the appropriate certification logos.*

### A Note on Certification Logos:

The NAID AAA Certified logo was updated in 2018; and is not being further updated due to these changes.. If you have not done so already, we recommend that at this time you move to using the revised version of this logo instead of using the dated historic version.

NAID AAA Certified Companies, also if you are not already, you may wish to take advantage of the Marketing Materials available



Members should be working to remove historic logos from their materials\*

- i-SIGMA main logo



- NAID main logo



- PRISM International main logo



- NAID Member logo



- PRISM International Member logo



- NAID ANZ logo



- NAID Canada logo



- NAID Europe logo



- i-SIGMA Vendor and NAID Vendor logos



- Shred School logo (sponsor logo acceptable as applicable)



- Annual Conference logo (sponsor logo acceptable as applicable)



in the Certification Portal. This includes code you can place on your website to automatically display the “NAID AAA Certified” logo in teal, black, or white on your site along with a link that will automatically pop-up your current NAID AAA Certified credentials directly from our database when clicked. Check it out today!

The PRISM Privacy+ Certified logo was slightly updated in 2019 and again this December due to these updates. The previous versions reference “PRISM International” whereas the revised version clearly states that the company is “PRISM Privacy+ Certified”. If you have not done so already, we recommend that at this time you move to using the revised version of this logo instead of using the dated historic version. Contact [media@isigmaonline.org](mailto:media@isigmaonline.org) if you need updated certification logo files.

**Q Where Can I Find the New i-SIGMA Member Logo?**

**A** The new i-SIGMA Member logo is available for download the Members Portal My Digital Library. You can access the Portal from any of the association websites under Membership.

**Q What Logo(s) Can I Use Now?**

**A** Effective immediately, you may use the logos indicated on page 46. Please refer to the full i-SIGMA Brand Style Guide now available on [www.isigmaonline.org](http://www.isigmaonline.org) for appropriate usage.

**Questions:**

*If you have any questions regarding any of these changes, please do not hesitate to reach out to i-SIGMA:*

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

iG



## Vecoplan Expands After-Sales Operations

Vecoplan has augmented its after-sales department with new leadership and team members to better service its customers.

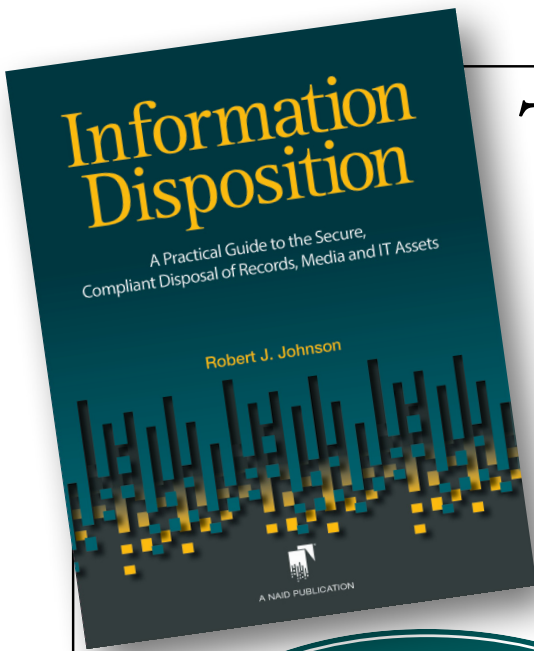
Leading the department is Mitchell Hall, a veteran in customer service with over 15 years' experience. Hall has worked in the financial and government industries where he managed call and walk-in service centers, risk management operations, and payment operations. Hall will oversee the replacement parts sales operations and technical services, which provide Vecoplan machine maintenance and repair.

Paula Gates has recently joined Vecoplan as the administrator to manage the company's field technical services. Bringing operational and customer service experience, Gates serves as the liaison between customers and Vecoplan's certified technicians that perform at customer sites.

The after-sales department has also hired five service technicians for both in-house and field positions to better serve its customers. "Vecoplan wants to provide the best service possible to our customers for the life of their machines, which often can last a decade or longer," says department manager Hall. "Offering maintenance and service by full-time employees who know our equipment intimately is a value-add for customers. We will be benchmarking ourselves against first-in-class service models to elevate the customer experience."

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





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Message and data rates may apply.

*The following i-SIGMA Corporate Partners 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.*

<http://directory.isigmaonline.org/suppliers>

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---

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# WELCOME NEW MEMBERS

## New i-SIGMA Service Provider Members

5L Group, LLC of Hull, MA, USA  
Industry Trading of Huntingwood, NSW, AU  
Secure It Shredding of Houston, TX, USA  
M & S Document Protection Services of Las Vegas, NV, USA  
Pure Data Services LLC of Wyandotte, MI, USA  
Data Recycling of New England of Assonet, MA, USA  
Blue Star Recyclers of Denver, CO, USA



## New i-SIGMA Corporate Partners

Botai Records Management of Beijing, China



## New NAID AAA Certified Members

Capital Records Management Inc. of St Thomas, U.S.V.I.  
ShredAmerica Texas of Corinth, TX, USA  
Electronic Responsible Recyclers LLC dba ER2 of Phoenix, AZ, USA  
Access CIG, LLC of Kansas City, MO, USA  
VRC Companies, LLC of Casper, WY, USA



## New PRISM Privacy+ Certified Members

Capital Records Management Inc. of St Thomas, U.S.V.I.  
Pacific Shredding of Stockton, CA, USA



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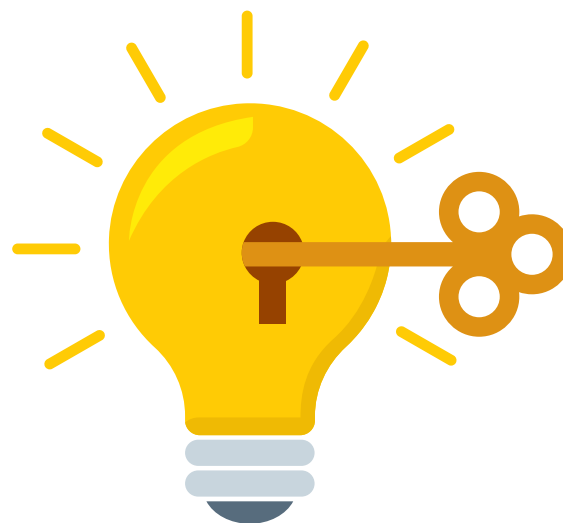
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## Take Advantage of Your Member Resources

As an i-SIGMA member representative, you can access exclusive members' only educational content and marketing resources, update your membership information, and register for events.

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[www.isigmaconf.org](http://www.isigmaconf.org)  
11-13 April 2022  
Orlando, FL, USA

### CSDS Exam

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[www.isigmaconf.org](http://www.isigmaconf.org)  
10 April 2022  
Orlando, FL, USA

### Shred School

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### Webinars

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

## CLASSIFIED ADS

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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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