

2023 | Issue 1

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



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FROM THE EDITOR

-Maggie

Maggie A. Geolat
i-SIGMA Marketing Specialist

Can you believe spring is already in the air? It feels like we were JUST celebrating the holiday season. This time of year is always so readily welcomed though, isn't it? Apart from the warm hints of summer weather popping in here and there, and of course the excitement of seeing each other once again at the i-SIGMA Annual Conference & Expo, it is also a time for renewal and development in our professional lives. We hope that this issue will inspire you to try new ideas and explore ways to spur growth within your businesses.

In this issue, we examine growth and change within our association as well as for our members and their businesses. For example, have you been wanting to boost the pathways in which you market your business? Video marketing might be the outlet for you – no professional experience required! Discover ways to boost your video channels on page 16.

As far as change within our association goes, on page 26 you can see the faces of our recently elected Board of Director Leaders. All while learning more about past board members on page 9. Their involvement and dedication to our industry has truly left its ever-positive mark.

Since you are most likely reading this issue while at our 2023 Annual Conference & Expo, I hope you also take the opportunity to soak up all of the knowledge learned from sessions, networking, and discovering new products and services in the exhibit hall. On page 36 you can learn about just some of the amazing innovative products and services our association's corporate partners have developed, all of which you can see for yourself in the Expo.

We hope that this spring brings you renewed energy and fantastic growth in your professional development and business. See you around the conference halls!

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i-SIGMA 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.

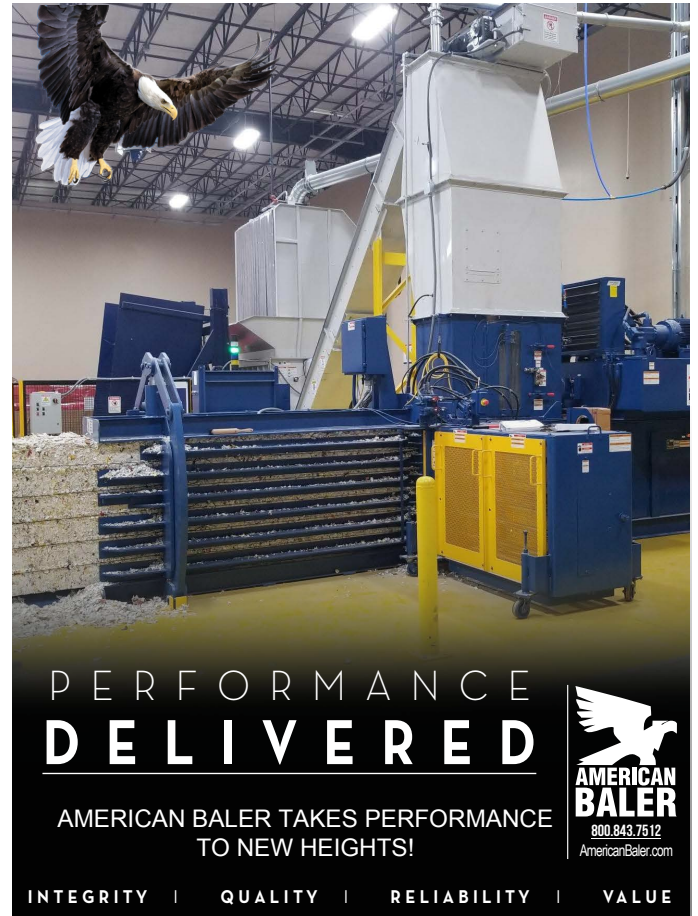


Shoutout to i-SIGMA CEO Nathan Campbell, who also serves as a director on the board of Helpers Community. The boutique is part of The Helper's Community, a San Francisco-based grant-giving non-profit dedicated to helping adults with special needs.

Here is a recent article about their Artisan Boutique, which helps support the organization's efforts



How is your company getting into the holiday spirit? Recently, the i-SIGMA team met in our Phoenix, AZ office to get together and spread holiday cheer! The team had a gingerbread house competition, and afterwards put together wellness kits for the homeless.



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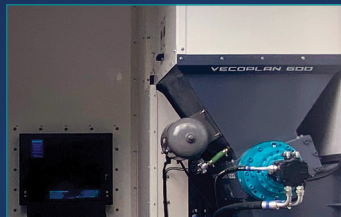
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PRESIDENT'S MESSAGE

Last year, a Civil War-era cannonball was somehow mixed in with a load of paper to be shredded. When that big hunk of iron hit my company's shredder blade, it broke it. This normally would have cost us a lot of time and productivity, because it can take at least a month to get a new shredder blade. But we were up and running again in 24 hours thanks to a fellow i-SIGMA member who has the same kind of shredder and had an extra blade on hand. i-SIGMA saved the day!

As I end my Presidency with the association, my number one piece of advice to share with our members continues to be the same as my father's was when we finished his presidency six years ago—because it is so critical to success – Get involved.

Connect with your colleagues and get involved with i-SIGMA – attend events, serve on committees, run for the board. The more you put into it, the more you get out. Not only will you make a lot of new friends when you get to know your fellow members across the nation and the world, but you'll have trusted peers you can call on for assistance when you need it.

It has been humbling and an honor to serve you all. Thank you for entrusting the helm to me. I look forward to seeing all the amazing things i-SIGMA will continue to do this coming year and beyond.

A handwritten signature in black ink that reads "W. B. Richards". The signature is written in a cursive style.

Bowman Richards, CSDS
i-SIGMA President



Profiles in Service

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

In this issue of the iG Journal, we have featured six such professionals . . .

A Profile in Service:

Jennie Gift, CSDS, CRA of CSR Privacy Solutions, Inc.



Professional Journey

Jennie Gift is a 25 + veteran of the RIM industry, beginning in the Washington DC area as a managing operator at Paxton Record Retention. Paxton specialized in records storage, media vaulting, shredding, and scanning. Jennie oversaw the company's day-to-day operations as well as heading up the sales and marketing efforts prior to her relocation to Denver, Colorado where she joined the vendor side of the industry with Shred Nations and Record Nations.

While at Shred Nations and Record Nations, Jennie led the Network sales team, overseeing customer advocacy and helping partners group their Shredding and RIM businesses. In the fall of 2021, she joined CSR Privacy Solutions team as Vice President of Sales, where she remains today. CSR Privacy Solutions is a company dedicated to partnering with associate members to provide privacy as a service with its new uRISQ online privacy platform.

Time with i-SIGMA

Gift currently serves as the Corporate Partner Director for the International Secure Information Governance & Management Association™ (i-SIGMA®) though her term is coming to a close with the inauguration of the 2023 board. "After working with Jennie on board and conference initiatives these past few years, it's evident that her dedication, proactivity, and hands-on advocacy for those she serves is unparalleled," says i-SIGMA Director of Marketing & Communications, Kelly Martínez, CSDS.

Gift is the first elected Corporate Partner Director since the i-SIGMA merger. She started and currently chairs the Corporate Partner Engagement Committee. In addition, she holds position of the 2023 Annual Conference Committee chair. She also serves on the CSDS Board of Regents and is very active in the ARMA International community where she served as the Denver Chapter President for two years during COVID, Educational Director, and Director for the Greater DC Chapter.

Comments on Association Involvement

"During my involvement over the years," Gift told us, "I have connected and learned from so many in this industry. I am unique in that I have worked in senior leadership at both a service

member and corporate partner companies. The connections and take ways from those relationships have helped me guide other members. Be it either with certification or business best practices for our industry, the connections I have made from my involvement are priceless."

Finding Success

According to Gift, "Connections are what opens the door to communication. If you do not know the goals, problems, things that keep people up at night you can't provide solutions." She

went onto add that "Rarely do people work with someone unless they feel a connection. The great thing about connections is they can be instantaneous or build over decades of interactions." Gift is committed to connecting and communicating effectively to find success in all her current roles, both for her day job and with the associations she represents.

*"Professional and knowledgeable,
Jennie has been a friend to so many
and a tireless advocate for i-SIGMA."*

- Margaret Meier, CSDS
i-SIGMA Board Member and President of
UltraShred Technologies Inc.

Advice to Fellow Members

When offering advice to association members, Gift says, "Just reach out." She recognizes that it can take a bit of time from your day, but feels that the return is exponential. "Connecting with like-minded people that share the same struggles or success you do is invaluable. I know that I can reach out to any of my fellow committee members and find an answer." She suggests that company representatives join a committee to become active and to start with one who is focused on something you feel passionate about, as there are several to choose from. Gift elaborated by stating that, "I personally started my i-SIGMA journey on the conference committee and now am ending my term on the board as the Chair the 2023 Conference! I am proud of myself and all the work we have accomplished together!"

A Profile in Service:

Christopher Jones of Secure Records Solutions



Professional Journey

Christopher Jones is a fourth-generation entrepreneur with a passion for solving complex problems. That is what inspired him to join his father, Powell, in the family document management business twelve years ago at a time when the industry was going through a major shift. Jones has worked every position in the company; most importantly, he's worked directly with clients, listening and finding solutions to their problems. This often meant helping organizations reduce cost and modernize processes by eliminating paper. He now manages the day-to-day operations of two businesses.

Since 2011, Jones has led Secure Records Solutions into five new service lines and expanded the business' territory to serve the US and Canada.

Time with i-SIGMA

In 2018, Jones was elected president of PRISM International where he worked on the successful merger with NAID to form the International Secure Information Governance & Management Association™ (i-SIGMA®). Subsequently he served a two-year term as co-President of i-SIGMA. He's served on the board for seven years in addition to roles on various committees.

Comments on Association Involvement

"I'm grateful for the role our industry association has played in my career," shared Jones. It's a topic he has written about and shared on social media (e.g.; Why I Engage in my Industry Association). Jones went on to state that

"Behind every success endeavor, there are individuals who have worked tirelessly to turn dreams into reality. Jones has been one of those instrumental individuals, whose dedication and hard work have been invaluable to our success."

- Nathan Campbell
CEO of i-SIGMA

"The friendships, ideas, and resources I continue to receive have paid me back many times for the cost of my service. I've found it to be an opportunity to connect with the innovators, operators, and risk-takers of our industry so that we can build a better marketplace, ultimately scaling the solutions that best serve our clients."

Finding Success

Jones credits his business' growth to their commitment to seeking to understand and solve problems for clients, rather than creating them. "Our culture is built on a philosophy of serving others." Jones also stated that Secure Records Solutions is committed to change. "The services that got us here aren't going to get us through the next generation of entrepreneurs. We relish the opportunity to solve the next problem that comes our way."

Advice to Clients

For clients searching for the right service provider for their organization or even those reevaluating their current partnerships, Jones has this insight, "Every organization has unique challenges and goals for managing their information. Ask yourself if your provider is contributing to your long-term strategy or simply providing a commodity service."

A Profile in Service:

Paul Kearns of Kefron Group

Professional Journey

Hailing from Dublin, Ireland, Paul Kearns has over 20 years of experience in the RIM industry. A graduate of the Irish Management Institute and the Institute of Chartered Directors, Kearns was General Manager of Shred-It, which grew to over 3000 customers during his tenure, before becoming CEO of the Ireland- and UK-based Kefron Group. Under Kearns's transformative leadership, Kefron Group has invested heavily in developing their own IP with a focus on meeting growing customer demand for physical and digital information management solutions.

Kearns sits on the boards for Nesta, Ireland's largest self-storage company, and AnnualLeave.com, an international organization that provides SaaS solutions for managing staff leave. Kearns is an active member of i-SIGMA and currently sits on the Board of Directors.

Time with i-SIGMA

Having taken part in the successful merger of NAID and PRISM International into the International Secure Information Governance & Management Association™ (i-SIGMA®), Kearns is proud that the association has emerged stronger, with greater value and benefit to members and their clients. Getting involved with membership initiatives and helping organizations across Europe has been a highlight for Kearns, and he will continue to be a voice in the industry, working with i-SIGMA and President-Elect Brian Connolly to drive progress.

Comments on Association Involvement

Kearns points to his top three benefits that he has derived from his involvement with i-SIGMA:

- Professional development through the many workshops, seminars, and training sessions i-SIGMA provides to help members improve their skills and stay up to date with industry trends
- Credibility, gained by demonstrating commitment to the industry, which can also increase visibility among potential clients
- Connection with peers who understand the unique issues faced in the industry, and the lifelong friendships that he has developed

Advice to Clients

"Research different providers' ratings and reviews, and reach out to your peers to compare prices and services offered," Kearns advises clients looking for a prospective service provider. He went on to say that it is essential to "choose a provider



with a record of experience and expertise in their field and check that they have the necessary certifications (such as NAID AAA and PRISM Privacy+), credentials, and licenses to demonstrate their qualifications and compliance with industry standards." All that said, Kearns tells clients to "trust your instincts—choose a provider you feel comfortable working with and whom you can trust to deliver quality services."

Advice to Fellow Members

Kearns has five tips for service providers wanting to get more involved with i-SIGMA:

- Reach out! If you want to get involved, the first step is to reach out to express your interest. i-SIGMA has a great team and a board that would love more membership input, so don't be shy about contacting them and asking for guidance.
- Attend events—this is an easy way to get involved and allows you to meet other members, learn more about the association, and identify areas where you could contribute or improve.
- Join a committee. i-SIGMA has several committees focusing on specific areas like advocacy, education, membership, etc. This is another way to build relationships and contribute your skills to the association.
- Assess your commitment: consider how much time you can realistically commit to the association, considering your other personal and professional responsibilities. Be sure to choose a role that aligns with your availability and interests.

Overall, Kearns says, he regards his involvement with i-SIGMA as a rewarding and enriching experience. He feels that with the right mindset, the association can help service providers find new opportunities and avenues for growth.

"To anyone lucky enough to work with Paul, you are dealing with one of the most knowledgeable information management professionals in the business, and, more importantly, one who always puts clients' needs first."

- Robert J. Johnson

Founder of NAID & i-SIGMA and Principal Advocate for Privata Vox, LLC

A Profile in Service:

Brock Miller, CSDS of Shred Northwest, Inc.



Professional Journey

Brock Miller is the President of Shred Northwest, which he built from the ground up over the past 13 years. Shred Northwest has NAID AAA Certification and has hundreds of positive online reviews from great customers as this business provides services to thousands of local and prestigious organizations annually in the Pacific Northwest and domestically with amazing NAID AAA Certified partners.

Time with i-SIGMA

Brock is currently serving as the immediate past president of the International Secure Information Governance & Management Association™ (i-SIGMA®) and is soon to retire his term on the Board of Directors. Brock is a Certified Secure Destruction Specialist (CSDS) and has also served i-SIGMA (and previously NAID) as Treasurer, Secretary, Director, Committee Chair, and was selected as member of the year together with his fellow Complaint Resolution Council members in 2015 and was then honored again individually in 2016.

Comments on Association Involvement

As Brock's tenure with the i-SIGMA Board of Directors comes to an end and he reflects on his contributions and accomplishments, he speaks about how his involvement with i-SIGMA has been a great value and contributed to many successes. "Having the opportunity to form relationships with experts in the industry who opened a window and shined a light on those things I didn't know that I didn't know... and it rubs off. You learn as you teach and as you share."

"Despite that fact that Brock's usually hanging from a cliff or doing a 300-mile bike trek, he's the most down to earth guy. His professionalism and desire for excellence is inspiring and it's been amazing to work alongside him."

- Brian Connelly
i-SIGMA President Elect and CEO/Owner of
All Points Mobile Shredding

Advice to Clients

For customers looking for a good service provider, Brock believes clients owe it to themselves to be as informed as they can be and should make decisions based on what is truly valuable.

"Today, most all professional service companies have NAID AAA certification without exception . . . that's a given. It's now come down to what differentiates you as the best of those NAID AAA companies and that will set you apart."

Brock attributes much of what sets his company apart is his company's culture and efforts in recruiting and training great people, allowing them the space to create success for the organization.

Advice to Fellow Members

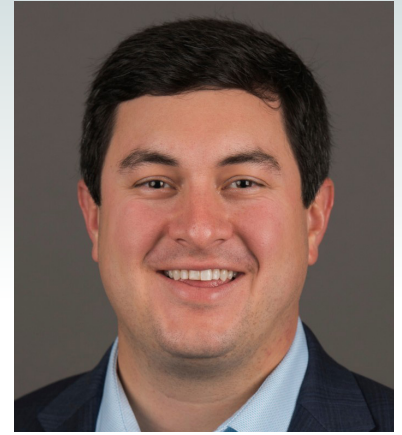
For any i-SIGMA members wanting to become more involved with the association and contribute to the success of its many initiatives through committee work and by taking on leadership roles, Brock suggests they make a presence. They need to take the first step and show up at the annual conference, start shaking hands and meet those

key leaders who are identifiable by the ribbons they proudly wear to not only show their involvement, but also their accomplishments and comradery within the association.

"To lead, you must speak up and be noticed. This takes initiative, but the commitment is worth it, and you truly get out of it what you put into it. Don't just show up, but also volunteer, speak out, take on assignments and take the lead."

A Profile in Service:

Jordan Peace *formerly with Access CIG, LLC*



Professional Journey

Jordan Peace first made entry into the records and information management industry in 2014 where he served as Senior Vice President, Corporate Development for Access Information Management, the largest privately held company in the records and information management industry with over 200 locations across North America, Central America, South America, and the Caribbean.

Prior to his tenure with Access, Peace successfully contributed to a boutique investment banking firm in Knoxville, Tennessee, and focused his advisory work in the shredding and document storage industry. Peace holds an undergraduate degree in Business Administration and Entrepreneurship from the University of Tennessee, Knoxville.

Time with i-SIGMA

Peace recently decided to leave the industry to pursue a new path; however, he leaves having contributed to many successful initiatives. He says none were as challenging nor important as what he and the International Secure Information Governance & Management Association™ (i-SIGMA®) board of directors were challenged with in filling the new Chief Executive Officer role for i-SIGMA, to replace its founder, Bob Johnson. Peace found this to be a near-impossible mission that he didn't take lightly. "Anytime you have someone who founded an industry, you will never be able to fully replace their knowledge, commitment, nor their heart in it."

Peace believes the effort was very successful, and feels the right choice was made. "I'm so proud of our work and tenacity . . . we made it through the transition."

Peace served on the i-SIGMA board of directors since its formation in 2018 under the merger of NAID with PRISM International (and PRISM International before that), first as a director and ultimately as Treasurer.

"Peace's intellect and communication skills have made him an influential voice on the board, and he has always acted with the association's best interest in mind. His talent and energy will be missed."

- Gaines Garrett, CSDS

i-SIGMA Board Member and COO at Secure Shredding and Recycling

Comments on Association Involvement

The mission of i-SIGMA to make the industry better and stronger was parallel to the reasons Peace worked in the industry and loved the industry. He stated that, "The relationships and many friendships built in my time in this industry will last a lifetime."

Peace believes the association serves as an important catalyst in bringing people together, providing many opportunities to learn from one another to solve issues and address concerns.

Advice to Clients

For clients who are searching for the best service provider, Peace recommends first and foremost, to make sure they are fully certified. "You know what you're getting, and you can rest assured you're getting the highest level of privacy, security, and compliance that you should demand out of your provider." Those needing a

service provider should do their best to understand the industry, the laws that may affect their business, and the reasons having NAID AAA and PRISM Privacy+ Certifications is key to maintaining compliance.

Advice to Fellow Members

For members who may want to become more involved and make an impact in the industry, Peace advises they make a point to attend the annual conferences. "You'll meet more people there than any other way during the entire year." Peace began contributing to i-SIGMA by serving on the Annual Conference Committee. This helped him learn more about the association as well as the vast amount of work that that committee, along with i-SIGMA staff, puts into creating great events year after year.

A Profile in Service:

Jason Skrmetti of VRC Companies, LLC



Professional Journey

Jason Skrmetti began his career 19 years ago with the past 13 being in secure document destruction leadership. He currently serves as the Senior Vice President of Operations with Vital Records Control, one of the fastest growing companies in the records management solutions industry. Skrmetti has excelled in key leadership roles over his many years in the secure information destruction side of the business both in operations and sales.

Skrmetti holds a master's and bachelor's degree from the University of Southern Mississippi where he studied business and project management. Skrmetti was also honored as one of the Top 40 under 40 by the Mississippi Journal.

Association Involvement

Being involved with the International Secure Information Governance & Management Association™ (i-SIGMA®) has provided Skrmetti invaluable insight into the non-profit world, as well as giving him the opportunity to collaborate with other high-level leaders to contribute to making the industry more secure. "I feel like my company is better due to the additional knowledge that I can bring to the table that I gained during my time on the board."

Time with i-SIGMA

During Skrmetti's time serving on the i-SIGMA Board of Directors, he was proud of the board's ability to welcome and provide a successful transition to Nathan Campbell as i-SIGMA Chief Executive Officer. Former CEO, Bob Johnson was who Skrmetti felt was most instrumental in him pursuing a position on the board. "It was a pleasure working with Bob a couple years before joining the board."

As the transition took place, working with Nathan felt very natural for Skrmetti as he felt Nathan had great expertise in the industry and the association was in good hands. "I'm excited about the ideas we have talked with Nate about to grow i-SIGMA and ensure it continues as a flourishing organization."

Advice to Clients

When industry customers are looking for the right service provider, Skrmetti believes they should be very concerned with what the providers policies and procedures are regarding the life of their information from cradle to grave. "There are companies out there only concerned about making a profit, and customers need to ensure their vendor has a secure chain of custody and is well insured to provide the maximum piece of mind."

Advice to Fellow Members

i-SIGMA members just entering the secure information protection world should do everything they can to familiarize themselves with the association. It's the leading organization when it comes to compliance in the data security and privacy protection world. It can start with as little as attending a conference to meet other industry experts where there will be ample opportunity to network. From there, volunteer with committees that make the most sense and commit

to your time and make a contribution. "Your contributions of time don't have to be a lot, but as with anything, the more involved you get, the bigger your opportunity is to learn about your industry and help your business." Skrmetti believes there are many benefits to volunteering; however, becoming a much more valuable asset to the member's company as well as the customers it protects is pretty high on the list of reasons.

"Integrity and professionalism wrapped up in one package. We are thankful for Jason's valuable input."

- Rick Jackson
Founder of American Document Services.



How to Create a Successful Video for Marketing Purposes

By Robyn Roste

As a data destruction, ITAD, or RIM company, launching and maintaining an active TikTok channel may not be on your marketing to-do list this year (or ever), but video is only becoming more essential as a marketing tool for businesses.

During the pandemic, the buy-in for video skyrocketed. Nielsen reports a 215% increase in online media consumption, rising to 244.4 million viewers in 2020. Video is a focal point for marketers, for good reason. Aside from being widely consumed, it helps improve search-engine optimization (SEO), it is effective at building trust with an audience, it generates leads, and it's a useful tool for education.

That said, you don't have to drop \$10,000 on a three-minute branded video to find success with your video. Hubspot reports that, "consumers and customers prefer lower quality, 'authentic' video over high-quality video that seems artificial and inauthentic." As long as the video represents your company values and connects with your ideal customers, it will work for marketing.

Creating a successful video for a marketing campaign can feel overwhelming, but by breaking the project down into manageable steps, you'll create a video that captures your audience's attention and communicates your message effectively.

Here are six tips for creating a successful marketing video for your business

1. Identify your ideal viewer

You probably already know who your customers are. From the many different types of customers, who is your biggest fan, the person who will buy anything you offer? That's who you want to make your videos for. Try and get a firm understanding of who this person is, and the group they represent, so you can create videos that resonate and create action.

Developing a video with your ideal viewer in mind doesn't leave out other viewers, it simply allows you to create targeted, focused material that will connect with the type of people who are the best fit for your offer. When you create content in this way, it allows you to connect with your audience on a deeper level, which will increase the likelihood of them engaging with your brand and taking action by making a purchase.

2. Determine the goal

There should be some sort of purpose for your video. What do you want your viewer to do once they watch it? What

action do you want them to take? What metrics matter for this project? Your goals should align with your larger marketing strategy and be specific, measurable, and attainable.

At this time, it's also a good idea to determine how you'll know when you've reached your goal. How will you measure impact? How long will you track your video's performance for? What is the number you're looking for that will deem this video successful? Your goal can be anything, but make sure you have one.

3. Decide on the type of video you'll create

Some videos are easier to create than others. For example, if you're filming a message from your CEO or conducting an interview, you'll need a camera, a microphone, some basic lighting, and a set for them to sit at and record.

However, if you're creating an animated video or some sort of augmented reality video, while you won't need a lot of video footage, you'll likely need audio voiceover, specialized software, and someone who knows how to use the software at an intermediate level.

Think about what type of video is reasonable for your business to create, with the current equipment and talent on hand. When you're starting out with video, you don't need a professional setup quite yet, so begin with what you have and grow from there.

4. Make the video

Most marketing videos are made with previous planning. In fact, they generally follow this progression:

- Write a script
- Prepare the talent
- Set up and plan the shoot
- Shoot the video
- Edit the video

- Do post production (add graphics, animations, music, voice over, etc.)
- Upload the video
- Promote the video

There's a place on the Internet for every type of video, but the ones performing best right now are short, to-the-point, and don't take themselves too seriously. Plan a script with an attention-grabbing hook at the beginning and communicate your message clearly and quickly.

If the technical aspects of the video shoot are above your skill level, watch a few tutorials ahead of time and learn how to use the features available on your smartphone or DSLR camera so you can create a good-quality video that is well-framed and well-lit.

During the planning stage, you likely had a platform in mind that you're creating this video for. If not, determine this while you're shooting the video. Some platforms require horizontal videos, some want vertical videos, and every platform has unique specifications to pay attention to. Plan for every possible option so you don't wish you had them later.

5. Upload and promote your video

Once your video is exported and ready to release, you're nearly there! Upload your video to the platform (or platforms), add captions and subtitles, and publish!

Now that the hard work of making the video is complete, you can focus on promoting it.

Start by embedding the video on your website and featuring it somewhere prominent. If you have an email list, it's also a good idea to send your video to your subscribers and encourage them to watch, comment, and share.

Social media is one of the most effective ways to reach the broadest group of people at the same time, but it will only really work at connecting with your ideal viewer if you've spent time growing your followers, posting consistently, and engaging with your community. It's still good to post your video on social media (it's free!), but there may be more powerful ways to promote your marketing video.

For example, if you have the budget for it, you could also run targeted paid ads on social media, to better-connect with your ideal viewer.

Depending on the type of video you created will determine how long of a lifespan it has and how much you should promote it to your audience. If it's not time-sensitive then it can remain relevant for many months and be mentioned on a slow drip. If it's connected to a sale or specific event, then it will have a shorter relevancy period, so it will need to be pushed harder and more frequently.

6. Track and analyze the data

At the beginning of this project you set goals, and now it's time to see how your video is performing.

Your website may capture its own analytics, or you can use Google Analytics to track page views and video views. If you have a call-to-action in the caption, you can also measure how many people clicked on the link.

Most social media platforms come with their own analytics, so be sure to check metrics such as number of views, engagement, and conversions in every one. If your caption directs people to a specific link on your website, you can also check your website analytics to see how many people clicked through.

Another metric to pay attention to is return on investment (ROI). Look at the cost of creating and promoting the video and compare it to the revenue being generated from the campaign.

Tracking these data points and analyzing them will provide valuable insights on how well your video is performing and if your goals are on track. Metrics will also help you make

data-informed adjustments to increase the success of your video and marketing strategy.

Creating a successful video for marketing purposes requires a combination of understanding your audience, having a clear goal, creating content that connects with your viewers, strategic promotion, and data analysis. And remember, this is a learning process. You can't improve until you get started—so just get started!

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ABOUT THE AUTHOR



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The Value of Subcontracting with NAID AAA Certified Companies



In a regulated industry where data security is at the heart of the business and every penny counts, why is subcontracting a benefit? Frankly, it allows a smaller player to extend their reach, both geographically as well as in the services they are able to provide existing clients. We asked a few people about their experiences to gain more insights into this important business practice.

“I realized the value of subcontracting for my business a few years in,” said Margaret Meier, CSDS, president of UltraShred Technologies (Jacksonville, FL, USA). “First, the cash flow and low effort to acquire a regular service customer made sense to me. Later, I realized the inherent value of making connections with key individuals at shredding companies around the state as well as across the country. After winning business requiring a larger reach, we were able to leverage those relationships for success with our own projects.”

However, Meier is a realist and admitted that there can be a downside to subcontracting in terms of value. “Too much of a good thing like subcontracting can set you up for problems.

For example, you risk intrusion into your area by the company you have been working for who decides to take back projects.

This has happened a few times. The realization that your own efforts made this reality possible can sometimes be hard to accept.”

When asked why Meier still subcontracts given the cons, she admitted that “Finding good partners takes time but is well worth it for a maturing company seeking to add to the value of one’s business. For UltraShred Technologies, subcontracting work over 23 years has been a plus on many levels.” She went onto add, “I have found it best to work with people and companies who are vetted, certified, and trustworthy. After all they represent you and also create liability for your company based on their performance.”

Meier isn’t alone in her thinking. Rod Ivey is the district manager of shredding services in British Columbia, Canada for RecordXpress. Recently, he was contacted by a company in Ontario, Canada to subcontract five locations from them.

“It’s easy for them to subcontract to us. We’re NAID AAA Certified, and they are as well. The customer is getting the same level of service across the board,” he said.

Ivey added that subcontracting to NAID AAA Certified service providers makes the process simple—from insurance to quality control and everything in between, the customer has the assurance that their data is being handled securely.

“After winning business requiring a larger reach, we were able to leverage those relationships for success with our own projects.”

- Margaret Meier, CSDS
president of UltraShred
Technologies

“It’s easy for them to subcontract to us. We’re NAID AAA Certified, and they are as well. The customer is getting the same level of service across the board,”

- Rod Ivey
manager of RecordXpress in British Columbia,
Canada

Records and Information Management Companies understand the importance of using certified service providers at every stage of data destruction and regulatory due diligence. It ensures their business is operating under both security best practices and current regulatory compliance.

“Certification is important for the secure destruction process of sensitive and confidential information,” said Nathan Campbell, CEO for i-SIGMA. “From the minute you take possession of the media till the final disposal process, NAID AAA Certification ensures the entire process from beginning to end is adhering to the highest standards, regulations, and due diligence.”

To receive NAID AAA Certification, a company must meet all required specifications, complete an application, and then successfully complete an audit. Depending on the program a company is seeking certification for, there are also required endorsements, such as certified for on-site or off-site services and the type of media they’re certified to destroy. To maintain certification, these companies must renew annually and undergo continued audits including surprise audits to ensure they are always follow protocols.

Once certified, companies are eligible to bid on both private and government contracts and requests for proposals where NAID AAA Certification is required. This certification also means service providers are pre-qualified as meeting all data protection regulation requirements.

“NAID AAA Certification is a vital part of the industry. It allows service providers to offer new services, boosts business opportunities and builds a network of subcontractors to better-serve an area,” said Campbell.

Service Provider members of i-SIGMA can apply for NAID AAA Certification. Certified members are listed on the website and discoverable by company name, location area, type of service, and more.

For companies considering certification, Campbell said it opens up doors—especially in the government market since NAID AAA Certification is often required before contracts are awarded. It also allows companies to expand their services, since they can subcontract additional work to subcontractors who are also NAID AAA Certified.

“This program allows companies to offer more than what they’d be able to do on their own. Having a subcontractor available for specific services means members can provide the client with the complete service they need,” said Campbell.

Approximately 75 percent of surveyed NAID AAA Certified members say certification has made a difference in their business, for both expanding business opportunities and offering their customers peace of mind.

Learn more at isigmaonline.org/certifications.

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ABOUT THE AUTHOR



Robyn Roste is a professional writer living in Canada.

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Meet the New Board

The association would like to thank all of the voting members who participated in this year's i-SIGMA Board of Directors Election. Voting was open from 1 February through 3 March 2023 for voting member representatives. The results have been tabulated and i-SIGMA is pleased to announce the full slate who will serve the membership for the coming year.

Vacant Director Position Filled

It's important to note that with the existing Secretary, Gina Lentine, being elected to the Office of President-Elect, a vacancy for this position was created after the election. The i-SIGMA Board of Directors met on 8 March to discuss the issue. They officially appointed and approved Thomas J. Seibert, Jr. of VRC Companies, LLC (Oldsmar, FL, USA) to fill the vacancy and serve the remaining year term for secretary position.

Additionally, prior to the election's completion, board member Jason Skrmetti became employed by VRC Companies, LLC, creating a duplication in company representation on the board - which is against the bylaws. As such, Jason stepped down and it created a vacancy for a director role. Michael Payton, CSDS of Access CIG (Woburn, MA, USA) has been appointed and approved as a Director to fill this vacancy.

i-SIGMA is pleased to introduce the elected Board serving the association this year. Please take a moment to get to know your representatives a bit better.

Elected Board Members for 2023:

- Gina Lentine of Legal Shred NY (Deer Park, NY, USA) has been elected to the Office of President-Elect
- Gaines Garrett of Secure Shredding and Recycling (Baton Rouge, LA, USA) has been elected to the Office of Treasurer
- Jim Dowse of Time Shred (Hillside, NJ, USA) newly elected director
- Stephen Halstensgard of Shred America/Carolina Shred (Fort Mill, SC, USA) newly elected Director
- Scott Lagios of Morgan Records (Manchester, NH, USA) newly elected Director
- Will Vasey of Jake, Connor and Crew (Kitchener, ON, Canada) newly elected Corporate Partner Director

Board Adjustments for 2023:

- Bowman Richards, CSDS of Richards & Richards, LLC (Nashville, TN, USA) automatically becomes Past President
- Brian Connelly of All Points Mobile Shredding (Stuart, FL, USA) automatically becomes President
- Thomas Seibert of Vital Records Control (Oldsmar, FL, USA) has been appointed to the Office of Secretary to fill the vacancy
- Michael Payton, CSDS of Access CIG (Woburn, MA, USA) has been appointed as a Director to fill the vacancy

Executive Team

President

Brian Connelly

All Points Mobile Shredding
NAID AAA Certified
Stuart, FL, United States



Brian Connelly is the owner and president of All Points Mobile Shredding & All Points Medical Waste. All Points is a family-owned and operated on-site document shredding, hard drive, media & product destruction company as well as a medical waste disposal and compliance company that has been serving South Florida since 1994. Brian was raised on the Treasure Coast. He attended the University of Florida, where he received his Bachelor of Science in Business Administration.

After graduation, Brian and his wife Dawn moved to Chicago where Brian was one of the top options traders on the floor of the Chicago Mercantile Exchange and the Chicago Board of Options Exchange. Brian traded Dow Jones Options for 10 years before moving back to South Florida with his family. Brian is a graduate of the Goldman Sach's 10,000 Small Business Program. He also sits on the Business Development Board for Seacoast National Bank.

Brian became an i-SIGMA Board member in 2018, and shortly after was elected as the organization's Secretary. Brian has served on the Insurance Oversight Committee and was intimately involved in the merger of PRISM and NAID. In 2022, Brian was elected President-Elect of i-SIGMA. Brian and his wife Dawn have four children and live in Palm City. Brian enjoys spending time with his family, coaching his children's sports teams, and playing tennis and golf.

President-Elect

Gina Lentine

Legal Shred NY
NAID AAA Certified
Deer Park, NY, United States



Gina Lentine has nearly 15 years of information governance experience. She currently works with the executive team for Legal Shred and its sister company, MedXwaste. Together these two organizations offer the secure data destruction of paper, ITAD, and Medical Waste as well as electronics recycling. Prior

to this, Gina co-founded Assured Shred, which successfully operated for ten years until it was bought out. During this time, Gina's primary responsibilities included oversight of business development, marketing, and operations.

Gina has most recently served as Secretary on the i-SIGMA Board of Directors and participates on the Corporate Partner Engagement Committee. She has a long history of volunteering over the past decade and serving on numerous NAID committees and its board of directors, before continuing service with all under i-SIGMA. She also is a member and volunteer with the Daughters of the American Revolution.

Immediate Past President

Bowman Richards, CSDS

Richards & Richards, LLC
NAID AAA Certified
Nashville, TN, United States



Bowman Richards is the owner and president of Richards & Richards Secure Shredding in Nashville, Tennessee. He joined the family business in 2008, starting in sales and gradually moving into management. He took over the company in 2018, the same year it sold off its other services (records storage, scanning, data protection) to refocus around its shredding business.

A Certified Secure Destruction Specialist, Bowman has been a member of i-SIGMA and its predecessors since 2008 and currently serves as president of the organization. Previously, Richards served as president elect of i-SIGMA and chair of i-SIGMA's Conflict Resolution Committee, after serving as a member of the committee. He also previously served as the international conference chair for NAID and on the board of directors of PRISM. Bowman is a graduate of the University of Tennessee Knoxville and a member of EO (Entrepreneurs' Organization) in Nashville.

Bowman has been married to his wife Lauren for 13 years, and they have four children: Joye (10), Warren (9), Mary Alwyn (7) and Margaret Lynn (4). The family also has four dogs: Lilly, Ella, Cooper, and Cash. Outside of work, Bowman enjoys golfing and hunting (duck, deer, pheasant, and turkey). He's also involved in the local Christian organization Barefoot Republic.

Executive Team

Treasurer

Gaines Garrett, CSDS

Secure Shredding and Recycling
NAID AAA Certified
Baton Rouge, LA, United States



Gaines Garrett, CSDS is the Chief Operating Officer of Secure Shredding and Recycling (SSR) and Dunlap Government Solutions (DGS). Since joining the family business in early 2017, Gaines has helped grow revenues more than 1000% and established SSR as one of the Southeast United States' largest independently owned shredding companies.

In 2021, Gaines led the acquisition of Landshark Shredding via the formation of a joint venture between SSR and DGS. DGS now holds more than 50 federal government contracts and works with more than 20 i-SIGMA certified teaming partners throughout the country to service our VA Hospitals. Gaines also holds the designation of Certified Secure Destruction Specialist.

In addition to his work in the secure destruction industry, Gaines has been an entrepreneur since his time in graduate school at Louisiana State University. He is a partner in several companies developing products and services across multiple industries. Gaines graduated from LSU with a bachelor's degree in Biological Sciences in 2008 then went on to complete his MBA with a focus in Finance and Entrepreneurship in 2010. He and his wife Lauren have two children, Mai Frances (5) and Park (2).

Secretary

Thomas J. Seibert

VRC Companies, LLC
NAID AAA Certified
PRISM Privacy+ Certified
Oldsmar, FL, United States



Thomas Seibert currently is employed by Vital Records Control as its General Counsel where he is responsible for managing VRC's legal department to support VRC's business operations with strategic legal guidance, all intended to ensure the integrity of its corporate governance conventions.

Before joining Vital Records Control, Tom was owner and CEO of an independent record storage company that provided commercial RIM services in the west Florida market for more than 30 years. He continues to stay active in the RIM industry as

member of its relevant trade associations, and has served on a number of their boards, including that of PRISM. While serving on the PRISM board Tom was a member of the board appointed merger committee which was tasked with merging PRISM and NAID to form iSIGMA. Tom has been a director on the i-SIGMA board since its inception and continues to serve there today.

Tom is a licensed Florida attorney and is registered with the Tennessee Supreme Court and its governing authorities for permitted jurisdictional practice as in-house counsel. He has a J.D. from Stetson University College of Law, and an undergraduate B.S. in Business Management from Jacksonville University.

Executive Director

Nathan Campbell

i-SIGMA
San Francisco, CA, United States



Nathan Campbell returns to the helm of the association as CEO after having served on the board of directors for NAID and PRISM International, the two trade associations that merged to form i-SIGMA in 2018. Prior to joining i-SIGMA, Nathan was the president of Rylyn Associates, offering business consulting plans. He brings more than 25 years of executive leadership, specifically in the information governance space, first from Recall and more recently Access. He is also a Stanford University Executive Program graduate.

Directors

Rick Jackson

American Document Services
NAID AAA Certified
Las Cruces, NM, United States



Rick Jackson is an experienced leader and successful business owner who has dedicated his life to the service of others. Born and raised in Oklahoma, Rick spent the first decades of his adult life in service to his country as a soldier in the United States Army. He retired after 25 years as the Post Command Sergeant Major at White Sands Missile Range, New Mexico. Soon after that, he founded American Document Services, in Las Cruces, New Mexico, where he has been an active member of the local business community for more than 20 years.

Rick is a trusted leader in the Las Cruces business community with more than 21 years of experience in the records management industry. He founded American Document Services (ADS) more than 21 years ago and proudly operates ADS as a veteran-owned family-operated business. Rick and his daughter, Brandi, operate ADS in the greater Las Cruces, New Mexico area. ADS is a full-service records management company, with a full line of business records products and services. At ADS, they “Store, Scan and Shred” the records of more than 1,700 customers in New Mexico, far West Texas, Oklahoma, Colorado, and Arizona. Rick has dedicated his time and energy to supporting other business owners in the industry. He has helped many independent business owners become NAID AAA certified, and he has assisted new startup businesses with strategic planning, budget development, policy, and procedures, writing proposals, as well as advertising and marketing.

Rick has spent the past few years expanding the scanning/imaging technology in his business. Turning one-time scanning customers into recurring customers has been successful and increased his ROI and the company’s bottom line. He is a firm believer that excellent customer service is the key to his success, and it has proven to be better than any advertising dollars ever spent.

Margaret Meier, CSDS

UltraShred Technologies Inc.
NAID AAA Certified
Jacksonville, FL, United States



Margaret Meier is President of UltraShred Technologies, a woman and minority-owned NAID AAA Certified Shredding Company – serving clients in FL, GA, and AL since 2000. Like many small business owners, she and her husband Walt have experienced the “wins” and “losses” the industry. She attributes her success to leveraging knowledge, tools, and resources available through i-SIGMA and Masterminds groups and being open to “better ways of doing things.” Trained as an educator with a master’s degree, she is passionate about high-security, customer focus and staying ahead of the curve - continually studying, networking and searching and implementing best practices. Margaret believes strongly in caring for staff and clients alike thus building a reputation of caring. It also creates a strong team, the underpinnings of all flourishing businesses. She serves on various i-SIGMA committees including the Nominating Committee, Certification Support Committee which she Chairs, and as Director on the i-SIGMA Board for the third time.

Tony Perrotta

Greentec
NAID AAA Certified
Cambridge, ON, Canada



Tony Perrotta is the founder and President of Greentec; a leading provider of ITAD and

E-waste solutions. He founded in 1995 and grew Greentec based on his vision to build the company’s future on helping customers transform their information technology at end-of-lifecycles to a more circular economy — where company data is secure, and the planet is free of waste.

A graduate of the University of Waterloo, Tony is passionate about bringing his dream of a thriving, healthy planet to life. Leading Greentec through several growth phases including R2v3, Controlled Goods, and NAID AAA Certifications, Tony is fueled by the belief that recovery technologies and the circular economy are paramount in creating a better future for our planet.

Directors

Renée Pryor

Shred-X Secure Destruction
 NAID AAA Certified
 Yatala, QLD, Australia



Renée Pryor is the i-SIGMA ANZ Chairperson and has served on the i-SIGMA Board of Directors since 2018. In her day to day role, Renée is the National Sales and Marketing Manager at Shred-X having joined the business in early 2003 when the secure destruction industry was in its infancy in Australia. Over the past 19 years, Renée has held various roles within the Shred-X business and is also a member of the company's Senior Leadership team. Shred-X was one of the foundation members of NAID ANZ and has supported the growth of i-SIGMA (formerly NAID) in ANZ since this time including promoting the importance of NAID AAA certification.

Renée has 2 teenage boys, 2 dogs and a menagerie of pets and licensed wildlife. Renée and her boys live a very active life and enjoy exploring the outdoors and have a keen interest in basketball with Renée as the team manager.

Giovanna Spadoni

OMTRA SRL
 NAID AAA Certified
 Privacy+ Certified
 Milan, Italy



Giovanna Spadoni is currently the third generation and General Director of OMTRA S.r.l. Benefit Company. Giovanna has several experiences in this field thanks to her three great internship opportunities at Richards & Richards in Nashville (USA), Kent Records Management in Grand Rapids Michigan (USA) and Wincanton in Ireland (Europe).

OMTRA S.r.l. Benefit Company was the first Italian company in Records & Information management and Secure Information Destruction. OMTRA S.r.l. Benefit Company is a small firm serving international companies and enterprises since 1956, thanks to the worldwide network of consultants and colleagues. Their goal is to be the bridge between the United States and Europe, bridging the gap for clients in Information Governance and Secure Destruction services. Giovanna's father, Giorgio Spadoni has been an active member of PRISM and NAID since 1993, and Giovanna is currently serving i-SIGMA as a Director

on the Board of Directors and Chairman of the RIM Divisional Leadership Committee.

Giovanna has also served for 6 years on the Board of Directors of a group of young entrepreneurs in Italy (Confindustria), and is an active member of several important International Chambers of Commerce in Italy based in Milan and AIDAF, Association of Family Businesses.

Michael Payton, CSDS

Access
 NAID AAA Certified
 Privacy+ Certified
 Woburn, MA, USA



Michael Payton, CSDS is the Director of Operational Due Diligence for Access Information Management. Prior to joining Access, Michael spent 19 years in the industry at independent RIM companies.

Michael currently serves as chair of the i-SIGMA CSDS Board of Regents and the Privacy+ Committee. Michael is a former President of the Data Protection Association. In 2020, Michael was named I-SIGMA Co-Member Representative of the Year.

Michael has a BA in Human Resources Management and a minor in Industrial Technology from Western Kentucky University.

Jim Dowse

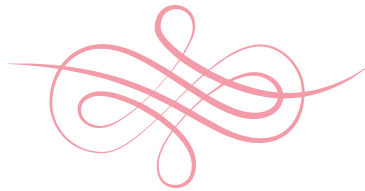
Time Shred Services
 NAID AAA Certified
 Hillside, NJ, USA



Jim Dowse is the COO of Time Shred Services. Jim has over 35 years' experience in the document management and document shredding industry and runs Time Shred Services with a staff of the most accomplished professionals in the document destruction industry. Under Jim's leadership Time Shred has grown to be the largest locally owned Document Shredding company in the New York City area. Since we are a local business, we have a vested interest in providing the residents and businesses in our community with the best shredding service possible. Jim recognized that there was a need for a better and more convenient document shredding service that provided customers with shredding services when

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you!**

EZshred was an original innovator in developing software specifically for the shredding and document destruction industry. Over the years, EZshred has redefined our field, and today our software caters to businesses of all sizes and is used for document destruction, medical waste, record storage, hard drive destruction, and recycling.

We would like to thank our customers for their belief in EZshred and allowing us to help them achieve their goals and vision of success, while always challenging us to be better. The EZshred team is continuously enriched by the people we've met and worked with for 20 years. Whether you have been a life long customer, or just worked with us for a short time, we appreciate your business. Thank you for your unwavering commitment and being part of the EZshred family. We look forward to continuing to serve you into the future.

Sincerely,
The EZshred Team



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Systems**



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SERVICES**



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sales@EZshred.com



ezshred.com

Visit them at #sigmaconf23 at booth 105

Directors

they needed it Monday through Saturday and Time Shred was born. Jim is also a CSDS, Certified Secure Destruction Specialist. This is the highest individual certification for an individual in the document shredding industry.

Scott Lagios

Morgan Records Management, LLC
NAID AAA Certified
Privacy+ Certified
Manchester, NH, USA



Scott Lagios is an owner and Chief Operations Officer for Morgan Records Management, LLC headquartered in Nashua, New Hampshire. He joined the company as the Operations Manager in 2017. Morgan Records Management specializes in document storage, scanning, and shredding services along with digital Mailroom and BPO processes. MRM has a fully integrated medical department to assist patients and customers alike with all their medical records needs.

Scott is passionate about his work and fully embraces the “New England Hustle” style. Creating solutions and driving innovations to improve the daily lives of MRM’s clients and employees are central to his drive. His work has been integral to MRM’s exponential growth and navigational challenges; adding of new business lines, adapting to industry change, and navigating the post-COVID era, and an ownership transition.

Scott is a lifelong New Englander. He was born and raised in southern New Hampshire and currently resides in Milford with his wife Missy and their two sons, Mason and Cam. The boys keep them active and on the move! In his free time, Scott enjoys spending time golfing, skiing, and going on vacations with the family.

Stephen Halstensgard

Shred America/
Carolina Shred
NAID AAA Certified
Fort Mill, SC, USA



Stephen grew up in Minnesota and moved to the Carolina’s in 2003. After finishing some time at University of South Carolina Aiken, Stephen got his start in logistics management with Hardin Services Pest Control until 2010. The next six years were spent growing sales and operational experience in the custom

woodworking field, until making a move to CSC ServiceWorks in 2016. During his time there built a new logistic program for their installation teams as well as helping manage the service department. Finally in May of 2018 he made the transition to a new and growing Carolina Shred, starting out as a Customer Service Representative and growing with the company as Shred America was born. Throughout the growth of Shred America, he has worked on route, service, billing and sales. He has taken his knowledge of all his past experiences and been able to apply them through the many new challenges the company has thrown his way.

Stephen’s foundation is built on his wonderful wife Erin and their three children. Stephen and Erin were married on May 7, 2016, in Charlotte, NC. They enjoy the outdoors, spontaneous adventures and grilling out with friends and family. You can find them spending their off time at the softball field, golf course or the beach. Stephen grew up in a huge sports family and enjoys watching any sporting event, but especially anything Minnesota sports and University of South Carolina Gamecocks.

Will Vasey

Jake, Connor & Crew
Kitchener, ON, Canada



Will Vasey is the Sales Director for Jake, Connor & Crew. With over 15 years of sales and marketing experience combined with 10 years in the shredding and waste industries, Will is very familiar with the importance of a strong sales and marketing strategy within an organization.

As Sales Director for the leading manufacturer of shred bin and console containers, Will successfully manages the company’s sales force working with shred and waste companies internationally. His expertise assists companies of all sizes from startups to large multinational organizations. With years of experience in providing the best container solutions worldwide for shredding and waste applications, his knowledge and ability to provide answers and direction are valued and respected by the industry.

NAID AAA and PRISM Privacy+ Certification Program



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

Audit Quality

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

Regulatory Alignment

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

Security Specifications

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

Provide Audit Report

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

Free Compliance Monitoring

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

Oversight

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

Transparency

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

Program Acceptance

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

Program Recognition

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

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

Why Our Industry is Awesome!

Most of you who are reading this already know just how awesome our information governance industry is. I am not just talking about the technical side and the work that is done every day to protect data and keep clients safe and secure. In addition to all of that, what makes our industry awesome, is, well, you!

By putting in the work each day, whether that is in the office, or out driving on the roads, it is the amazing and unique personalities of everyone in our industry that keeps the vibrancy, passion, and dedication to our industry, and the world beyond that, alive!

Here are some of the stories that have been shared with us in the last several months. These stories share a glimpse of the dedication and care that our members have not just in the office but in the world outside.

Jay Babb, the owner of Secure Shredding and Recycling (Baton Rouge, LA, USA) shared,

“Cancer has impacted the lives of many friends in the Baton Rouge, LA community. Secure Shredding and Recycling has partnered with Mary Bird Perkins Cancer Center to offer financial assistance to patients and families diagnosed with cancer. Our newest shred truck was wrapped in a cancer theme. Each month we donate 5% of the proceeds generated from this shred truck to the Mary Bird Perkins Foundation, in support of those families and patients that have been impacted by this dreaded disease. Secure Shredding and Recycling is proud to provide this support in hopes of lessening the financial burden on the families and patients at MBP.”



i-SIGMA Corporate Partner Member, Jake, Connor & Crew shared “Every year, Jake & The Crew’s elves are extra busy during the holidays!! This December, Jake, Connor & Crew, through our JAKE Foundation, has been able to donate 7 carts full of toys to the #ToyMountain Campaign in hopes to provide less fortunate children a better Christmas!”



Many of you may know Emil Brignola III of American Container Equipment and Supplies (Marietta, GA, USA). But what many of you may not know is how Emil gives back to his community by officiating high school basketball. Emil wanted to share: "I had previous experience officiating and decided to get back on the court. The student athletes are great, the coaches demanding and the fans... well, they're fans. What I find most difficult is keeping up with teenagers who are running at full speed. It's rewarding to give back to our community and impact young adults in a positive way. By the way, my full-time job is still selling REGAL Ergo Cabinets and secure carts."



Kathryn Shrum-Stockdale, CEO of Secure On-Site Shredding, Inc (Richardson, TX, USA) shared that "Every October Secure On-Site Shredding, Inc has a shred event that benefits the Susan G Komen fight against breast cancer! We typically raise between \$1,000-\$1,500 . Just one of the ways we give back to the community!

The individuals who make up our industry are dedicated to creating a positive world beyond the workplace. The passion for social causes and commitment to ethics and social responsibility make our members uniquely positioned to make a difference in the world. As our industry continues to grow and evolve, we can expect to see even greater contributions in the years to come.

Thank you all for being you!



Gina Lentine of Legal Shred NY (Deer Park, NY, USA) shared " Legal Shred was proud to partner with Board Games for the Better in an effort to provide people in difficult situations with free board games to help improve mental health, relieve stress and provide opportunities for social engagement. We were able to collect 188 board games for Board Games for the Better. There were so many smiling faces at the Fostercare Holiday Giveaways, and we were excited to be a part of that! "



Maggie Geolat is the Marketing Specialist for i-SIGMA.

Reach her at mgeolat@isigmaonline.org

The logo for i-SIGMA Impact Awards is centered on the page. It features the text "i-SIGMA" in a serif font with a registered trademark symbol, followed by "Impact Awards" in a larger, elegant serif font. The text is enclosed within a glowing, golden circular ring that has a slight 3D effect. The background is a dark blue gradient with numerous small, bright white and yellow dots, resembling stars or data points, and some faint, glowing lines that create a sense of depth and technology.

i-SIGMA[®] Impact Awards

Discover the Latest Industry Innovations for Improving Your Business

The i-SIGMA Impact Awards, new this year, were created to better showcase and acknowledge the new and innovative products and services offered within the industry.

For its inaugural year, i-SIGMA is proud to have received multiple submissions, creating healthy competition in the following categories:

- **2023 i-SIGMA Data Destruction Impact Award**
- **2023 i-SIGMA ITAD Impact Award**
- **2023 i-SIGMA Operations Impact Award**
- **2023 i-SIGMA Security Impact Award**
- **2023 i-SIGMA Information Governance Impact Award**

Stop by all the booths in the Expo at the 2023 i-SIGMA Conference and Expo taking place 30-31 March in Las Vegas to see first-hand all of the fantastic entries, which could bring marked improvements to your business.

Here is a sneak peek at what you will find:

Data Destruction Impact

Product Name:

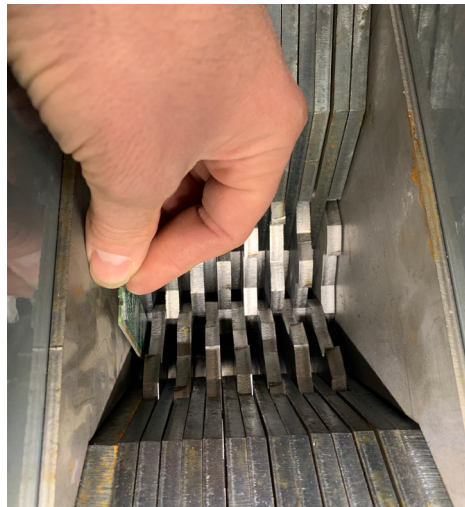
M.2 SSD & Other Small Media Shredding Solutions



Release Date: 27 January 2023

Product Description: In the past, M.2 and other small data bearing devices could pass through some SSD shredders with minimal to no damage if fed improperly. With increased need for destruction of these items, Ameri-Shred developed precision clearance cutterheads that ensure the destruction of M.2 SSDs and other small media.

Stop by Booth #206



Product Name:

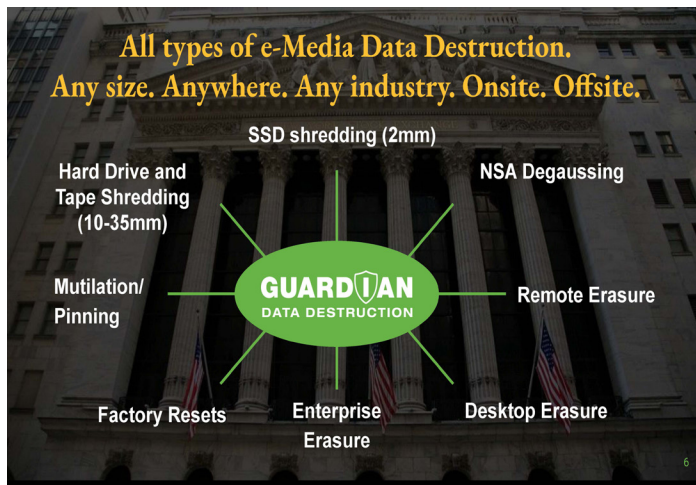
Full suite of onsite e-data destruction services available nationwide



Release Date: 2019-2023

Product Description: Guardian Data Destruction has successfully developed a secure, national, standardized level of operational excellence in electronic data destruction.

- Physical device inspections for unrecognized data storage form factors (e.g., M.2s, PIEs, SATACOMs, etc.)
- Factory resets: firewalls, iLOs, network switches, WAN network devices, printers, copiers, Apple phones/tablets, autos
- 2mm SSD pulverization and 10mm SSD shred
- Audit, validation, and reporting software
- Custom and combined solutions executed simultaneously at the same location: erasure, degaussing, shred, mutilation, audit, validation, inspection.
- Photo/video documentation by the job/load
- Before/after weight comparisons



- Existing and new secure e-data destruction services performed onsite anywhere in North America to eliminate in-transit risk, provide secure chain of custody and a level of service that meets the highest level of security, responsibility, and compliance.

Stop by Booth #418

Data Destruction Impact *continued*

Product Name: Redesigned Executive Console



Release Date: 1 March 2022

Product Description: The original... now better. Jake, Connor & Crew's Executive Console Series has been redesigned to increase security and functionality. With new dimensions, the depth of the Executive Console Series has been revamped to bring the volume capacity to just under 32 gallons now making the 35" Executive Console JCAHO compliant. The new design now also allows for 15 consoles to be shipped within one pallet opposed to 10 units, greatly reducing shipping costs for the industry. The new modernized look of the console provides a fully grommeted paper slot redesigned to increase security. For customers looking to deposit larger amounts of paper or media, the Executive Console Series is also available with a flip top option allowing a more convenient way to secure a greater number of documents at one time. With additional upgrades including edge banding on all four sides, box inserts or slam locks, as well as multiple color and locking options, the Executive Console is your most proven choice.

Stop by Booth #101



ITAD Impact

Product Name: The Pup Series Console



Release Date: 1 April 2020

Product Description: In response to the increased demand for custom sized containers for the collection of e-waste and hard drives, Jake, Connor & Crew has designed The Pup Series as a more compact and durable alternative to plastic under-desk containers. It features a unique slim design and multiple grommet options to fit any collection need.

The Pup Series comes standard with a durable corrugated insert constructed of tough, double wall cardboard with integrated handles for ease of servicing. Fully compliant with Joint Commission and HIPAA regulations, The Pup Series' sleek, narrow design and plastic tack glides make it the preferred solution for any facility.

Stop by Booth #101



ITAD Impact *continued*

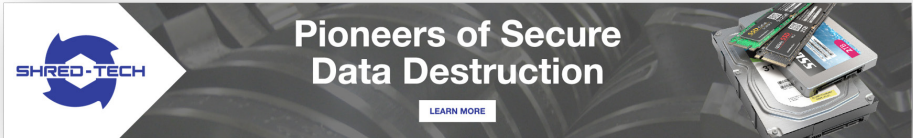
Product Name: ITAD Platform



Release Date: Phased Progression starting Q2-2021

Product Description: This ITAD Vertical initiative impacts the industry with a complete solution for providers to expand their revenue streams with solutions that will allow them to further expand their operations to service multiple ITAD requirements. Shred-Tech began this initiative focused with adding an option to our mobile shred trucks for

a self-contained mobile Dual Chamber HD/SSD Data Shredder. Upon completion of this phase, we then teamed up with a major software company to co-develop a dedicated HD/SSD/Tape/Circuit Board (DBD-Data Bearing Devices) mobile shredding truck model which includes a conveyor and scanning system, fire suppression, security cameras and systems, alarms, a dedicated operator space with controls (climate controlled) and other. This development then leads us into the direction of in-plant based systems to further extend the ability of the provider to expand their opportunity to move in to the E-Waste platform of ITAD. The designed systems will allow the providers to shred and recycle the likes of cell phones, monitors, computers, and towers. At this point in time, batteries must be separated to minimize the risk of fire. We then developed an in-plant shredding system of a “sealed aqueous shredder” design, patent pending, to allow the destruction of all types of E-Waste with batteries included along with all other types of batteries including EV and Li-ion from all consumer and recreational sectors. The focus of ours has been on “End-of-Life” (EOL) cycle and combinations of any of these systems will allow the provider the opportunity to scale their operations to their expertise and abilities, all from a single provider.



Stop by Booth #201

Operations

Product Name: The ShredVANTAGE™



Release Date: 1 March 2020

Product Description:

The ShredVANTAGE™ console has some very unique features. This bin excels in operational excellence and reduces cost, service time and chance of injury.



- Since these consoles can be nested, you can fit 42 units per pallet vs 14 wood consoles which reduces fuel requirements by 2/3.
- These units weigh 13lbs vs a traditional 50+lbs unit making them far easier to deploy or remove.
- Multiple units can be carried with one hand and no dolly is required on stairs.
- Plastic construction protects against scratches, chips and cracks.
- No bag or insert is used which reduces bending and reaching for the operator.
- Hardshell body is safer to empty vs swinging a bag during servicing.
- The body is used to dump materials, so servicing is done in 1/3 the time.
- Can be transported in trunk or passenger seat for quick deployment if an extra bin is needed in a pinch.
- Minimal parts to reduce the need for replacement parts or panels.
- Units can be shipped via UPS.
- Plastic bins are waterproof and will not be damaged from spills, moisture or cleaning products.
- Container cannot become overstuffed so operator does not have to collect paperwork that can overflow in a bag or liner.

Stop by Booth #113

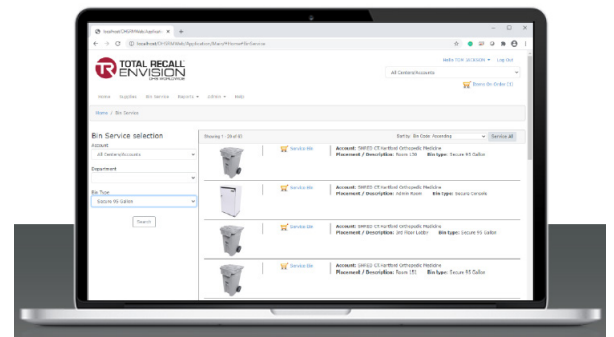
Product Name: Total Recall Envision Secure Shredding and Records Management Software



Release Date: 1 January 2019

Product Description: After investing over seven years and millions of dollars in R&D, we successfully launched Total Recall Envision software, our third-generation product, in 2019. Now, in 2023, we are proud to present the fifth edition of this ground-breaking product.

Total Recall Envision was designed to address the most significant challenges facing shredding and records management operations, such



Operations *continued*

as inefficient routing, ineffective CRM, and slow collections processes. We drew upon 28 years of experience developing two major generation products to create the most impactful product for the secure destruction industry.

Our routing functions have been refined through over 1500 successful implementations, making them highly effective. Our latest product builds upon this foundation by revolutionizing strategic and tactical routing with commercial route optimization that considers critical factors like route revenue, truck weight capacity, customer time windows, and route density. This innovative approach takes the established routing methodology to new heights, providing businesses with an even more intuitive routing solution.

We invite you to watch our video link to witness the game-changing capabilities of Total Recall Envision in action and see for yourself the incredible impact it can have on your operations.

<https://attendee.gotowebinar.com/recording/1975412706303902977>

Stop by Booth #219

Product Name: EZ Tippers MFG



Release Date: 12 January 2021

Product Description: Instead of me describing what impact EZ Tipper has had on the Off-Site/Plant Based section of our Service Industry I'm including a review from one of our clients describing the impact EZ Tipper has had on their day to day operations.

“The worst thing about the EZ tipper is my competitor finding out about them as well. Our employees love them, and I worked with them hands for weeks on to discover why we needed one on every truck, nearly every trip. The EZ Tipper works precisely as advertised, it's allowed us to load out our trucks with less bins, service more bins, save time on swaps, substantially reduce how much lifting/consolidation is performed on the truck, reduce our plant tipper use to just Gaylord tips-thereby extending its life and saves us space on our trucks. It's the right tool for the job and just what we were looking for in terms of assisting our employees with their workload and increasing the productivity in our routes. A big thank you to Lee and his team for the development and sale of the EZ Tipper!”

Tyler Cope - Sun City Records Management

Stop by Booth #417



Operations *continued*

Product Name: 64 Gallon Overhang High Security Lid



Release Date: 1 March 2018

Product Description: In the document protection industry, the most commonly used rolling cart is the North American 64 gallon. Most carts of this size come from re-purposed waste bins with lids that were not designed for the document protection industry. Jake, Connor and Crew has the only carts that have been purpose designed for document collection, security, and destruction. This is evident with the 64 gallon High Security Overhang Lid. The upgraded security features include a thicker and more durable plastic than that which is used on a standard waste cart, an enhanced anti-fish diverter molded into the paper slot, and a reinforced overhanging skirt that envelops the entire base of the cart with the lid. This enveloping of the base by the Overhanging High Security Lid makes unauthorized access to any of your carts a futile endeavor. If you want the highest security possible on the most commonly used cart in the industry, use the North American 64 gallon High Security Overhang Lid and you will stand above the competition!

Stop by Booth #101



Product Name: O'Neil Mobile v3.1.0.21



Release Date: 1 January 2023

Product Description: O'Neil Mobile allows RIM organizations to securely manage operations through the use of a mobile device running Android or iOS. Companies can use their device of choice to process service requests through a single application that can be used for the retrieval, delivery, tracking, pickup, and refiling of stored records. Additionally, customers can sign directly on the mobile device to provide a full chain of custody throughout the process.

Record center staff can quickly access key information as well as seamlessly synchronize data through the use of Wi-Fi or cellular communications. O'Neil Mobile can also leverage the GPS capabilities of the mobile devices to provide real-time feedback (when connected to a network) including the device's location, the workorders that are currently in process on the device, and the details of any uploaded workorders.

The application installs easily from the Google Play or Apple Store and has the ability to automatically update, eliminating the need for IT involvement for each new release. With over 5,000 downloads from the Google Play store alone, O'Neil Mobile has become a key tool for RIM organizations around the world.

Stop by Booth #209



Operations *continued*

Product Name: Q-Shred Mobile App Upgrades

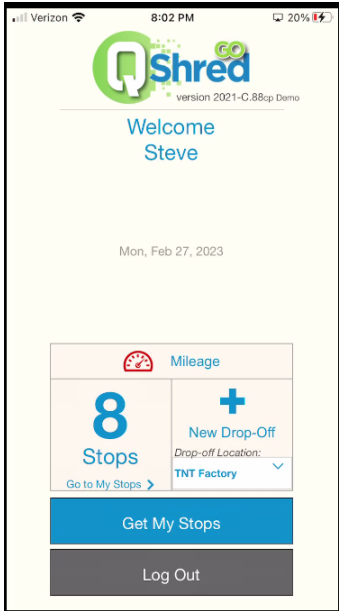
ShredMetrics, LLC

Release Date: May 2019 - January 2023

Product Description: "Operations" is all about managing a business so it runs as efficiently and profitably as possible. In this context, ShredMetrics nominates "Improvements to the Q-Shred Mobile App" as a High Impact Innovation in the Operations category.

Managing remote field operations is full of known challenges. The Customer claims a bin was missed... but the Driver swears they serviced it. The Driver says they pick the most efficient route, but the fuel bills seem too high. And sometimes the Driver jots down notes to turn in at the end of the day... but sometimes not. The Q-Shred Mobile App addresses all of these situations, and more.

Stop by Booth #303



Product Name: Shred-Tech Connect



Release Date: i-SIGMA 2023 Expo/Show

Product Description: Shred-Tech Connect is a set of digital tools that will allow our customers to monitor their fleet on a real-time basis for both their chassis unit and ALSO the shredder systems which will be a first for the industry. The digital tools will

allow customers to monitor their equipment and implement preventive and PREDICTIVE maintenance plans into their operations. This system enables customers and industry partners the ability to see all records and drawings related to their equipment while allowing them to order parts through our e-parts portal 24/7/365. Shred-Tech Connect will interface with our new "Zendesk" Service initiative and allow real-time tracking and follow-up with all service needs and requests. One of the most exciting tools within our Shred-Tech Connect platform is the "Fire Detection" system that will be introduced at the EXPO in Las Vegas. Fire Detection will be available on all trucks and offered to all customers and industry parties regardless of make of truck. Fire Detection is viewed as a need in the industry for the safety of all employees and operators as well as to protect the asset.

Shred-Tech Connect and Fire Detection will be able to be retrofitted on units going back 4 years.

Stop by Booth #201



Security Impact

Product Name: The ShredVANTAGE™



Release Date: 1 March 2020

Product Description: This alternative console was designed to increase security and remove the chance of breaching a container to gain access to confidential information. Many features were included to make this superior to any on the market. This gives both the shredder and the end-user piece of mind.

- The lid of the ShredVANTAGE™ engages below the rim of the body so no one will be able to pry open the unit.
- Additives have been included in the manufacturing process for added strength and the body cannot be flexed or manipulated to gain access.
- There are 3 engagement points to secure the lid around the entire surface.
- The tapered receiver plate is metal to ensure consistent locking for years to come.
- A paper deflector has been added so no one can see any documents within the container.
- The container cannot be overstuffing and paper cannot be accessed once deposited in the unit until the lid is opened using the appropriate key.
- ShredVANTAGE™ consoles do not have hinges that can become damaged due to overstuffing, causing a unit to fail.
- There is no door or latch that can be bypassed to open the unit.

Stop by Booth #113



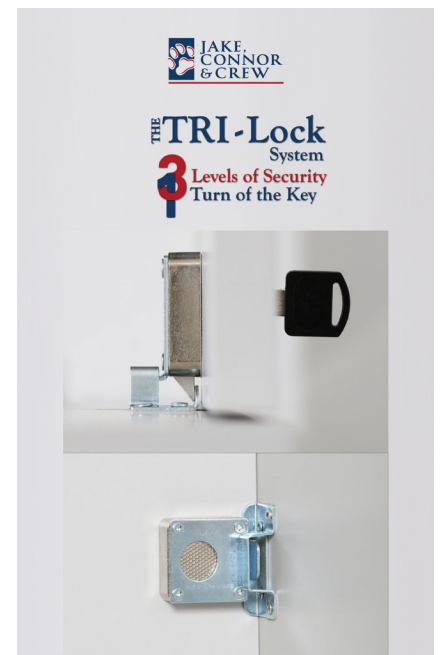
Product Name: Console TRI-Lock System



Release Date: 1 January 2020

Product Description: The best just got better. With the addition of the new TRI-Lock System, security and durability have been increased to a whole new level. Available in a self-closing or traditional deadbolt design, the tamper-proof TRI-Lock System offers three unparalleled levels of security:

1. Solid Steel Protection Plate Guarding the Internal Catch
2. Solid Steel Protection Plate Shielding the Lock Deadbolt
3. Solid Steel Tamper Proof Catch



Security Impact *continued*

The TRI-Lock System is conveniently available in multiple key series to match your current inventory and the self-closing option greatly increases service time for the industry. Designed by our engineering team and exclusive to Jake, Connor & Crew, the TRI-Lock System is now offered at no additional charge with all our Executive and e2 Consoles!

Stop by Booth #101

Product Name: O'Neil Stratus v7



Release Date: 1 December 2022

Product Description: O'Neil Stratus provides RIM Organizations with top notch security with the integration of features such as Single Sign On (SSO), multi-factor authentication, SSL and configurable password policies.

RIM employees can securely access their information from a web browser, allowing for direct access from anywhere that they have a network connection. With additional capabilities to restrict user access to the system based on IP addresses, O'Neil Stratus gives any record center the ability to easily and securely maintain their application.

O'Neil Stratus is also available through O'Neil's hosted cloud solution that provides additional layers of security including transparent data encryption (TDE) of the database (both at rest and in-transit), managed backups and regularly scheduled upgrades that are completed without the need for local IT support. O'Neil's hosted solution ensures that RIM organizations are always able to securely access their data.

Stop by Booth #209



Information Governance Impact

Product Name: uRISQ



Release Date: 1 January 2021

Product Description: Impact is defined as having a strong effect on something. We feel uRISQ is an Innovation that will help impact the industry and help i-SIGMA Service members innovate and enhance their service offerings. uRISQ innovates how small to medium size businesses achieve regulatory compliance in regard to data privacy and data security. Locking the doors and keeping all the data behind lock and key is no longer a reality. In today's business ecosystem, data is collected, stored, and transferred at rates that outpace what the small to medium size businesses (SMBs) can protect.

The uRISQ platform is the privacy compliance suite that allows the small to medium size business to take leaps ahead of this data flow. uRISQ's five independent modules allows a business to institute and manage necessary controls to decrease their risk of data loss. Each module serves a direct purpose in controlling the business' risk(s).

Stop by Booth #213



Product Name: Pedigree Series Cart (4-Wheel)



Release Date: 1 March 2019

Product Description: Exclusive to Jake, Connor & Crew, our Pedigree Series Document Protection Carts provide a new standard of security, durability, and versatility for the Shredding Industry. The new 4-wheel cart base includes raised caster pockets specifically designed for dual-locking caster wheels, providing optimum fastening, and mounting characteristics. The 4-wheel design is the most ergonomic option greatly increasing maneuverability and preventing workplace injuries.

The new plastic formulation and re-engineered base with reinforced ribbing greatly increases field life and the integrated lift bar now allows for greater durability and reduced assembly time. The 64 gallon NA model now comes with a patented "anti-fish", overhang lid offering additional security and tamper protection. Available with an internal lock or padlock, the Pedigree Series carts are purpose designed document protection containers providing unmatched strength and ergonomic benefit.

Stop by Booth #101

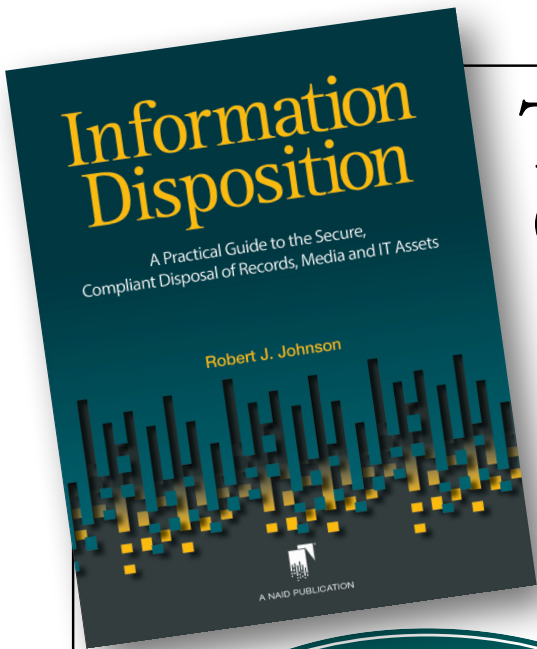


The logo features the text 'i-SIGMA' in a bold, serif font with a registered trademark symbol, followed by 'Impact Awards' in a larger, elegant serif font. The text is centered within a glowing golden circular frame that has a bright light at its base, creating a lens flare effect. The background is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

i-SIGMA[®] Impact Awards

Winners of the 2023 i-SIGMA Impact Awards will be announced at the 2023 i-SIGMA Conference and Expo taking place 30-31 March in Las Vegas, where all entries will be displayed. Discover which new industry innovations will best assist your business this year and which will be designated as “award winning” by a panel of industry judges.





The 1st Complete Guide for the Secure Destruction Industry

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

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IN IT TO WIN IT!

2023 i-SIGMA Conference & Expo Exhibitors

Exhibitor	Booth	Exhibitor	Booth
Accent Wire Tie	313	O'Neil Software, Inc.	209
American Container Equipment & Supplies, LLC (ACES)	315	Shred Metrics	303
Allegheny Shredders	225	Shred Nations	301
Alpine Shredders Limited	312	Shredfast, Inc.	109
American Baler Company	308	Shred-Tech	201
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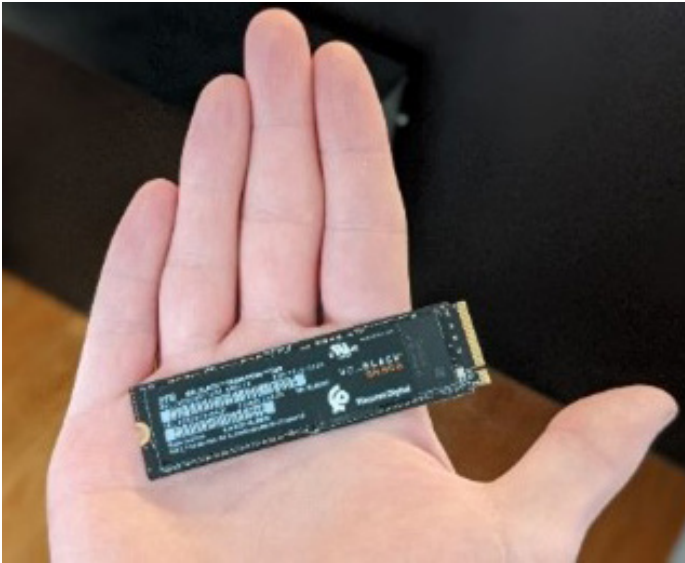


M.2 SSD & Other Small Media Shredding Solutions

Ameri-Shred is an i-SIGMA Corporate Partner Member

Problem: Data Bearing Devices Keep Getting Smaller

M.2 SSDs and other small data bearing devices can pass through some SSD shredders with minimal to no damage if fed improperly.



Generally, M.2 SSDs are 3 mm thick, 22 mm wide and 60 mm or 80 mm long; although card lengths can vary.

Solution: Ameri-Shred developed precision clearance cutterheads that ensure the destruction of M.2 SSDs and other small media. These cutterheads are available on all new SSD shredders as an upgrade. A retrofit upgrade package is also available on any model purchased after 2018



ABOUT US: Ameri-Shred's solid reputation is based on providing innovative solutions and exceptional customer service for over 40 years. Our industrial shredders are best known for their superior durability and advanced engineering. We can design, manufacture, install, and service your industrial shredders and shredding systems worldwide.

Avis Announces Recycling & Waste Equipment Division Formation



This is a press release and update from i-SIGMA Corporate Partner, American Baler Company

Upland, IN – Avis Industrial Corporation is pleased to announce the formation of its Recycling & Waste Equipment Division, which brings together three wholly owned Avis subsidiaries: American Baler Company, Harris Waste Management Group and International Baler Corporation.

The three companies have been in business for 289 years combined, offer the largest breadth of recycled materials baling solutions, operate four manufacturing locations and support the largest global installed base of balers for recyclables. While each company will continue to operate individually, the new structure will bring to market unmatched recycling and waste compaction solutions. As a result of the divisional focus, the

individual businesses will realize benefits through best practices sharing, process standardization, organizational optimization and consolidated corporate reporting.

“We began building our ownership position in these companies back in 1979,” says Greg King, president and CEO of Avis. “As an industrial holding company focused on long-term investment and growth, Avis is committed to optimizing the value and solutions these companies offer to their customers and team members. Our capital base allows us to support their business operations, which ensures unmatched support for their customers.”

“We are pleased to announce that D.J. VanDeusen will serve as the president of the Recycling & Waste Equipment Division in addition to his current role as president and general manager of Harris” King says. Dave Kowaleski, president and general manager of American Baler and Roger Griffin, president and general manager of International Baler will continue in their leadership roles and provide support for the integration activities associated with the new division.

“Bringing these three renowned businesses and their teams more closely together will provide unprecedented solution capabilities to our recycling and waste industry customers. It will allow us to deliver new units and parts support on shorter cycle

times, provide optimized field service coverage, and generate broader advancement opportunities for our team members,” VanDeusen says.

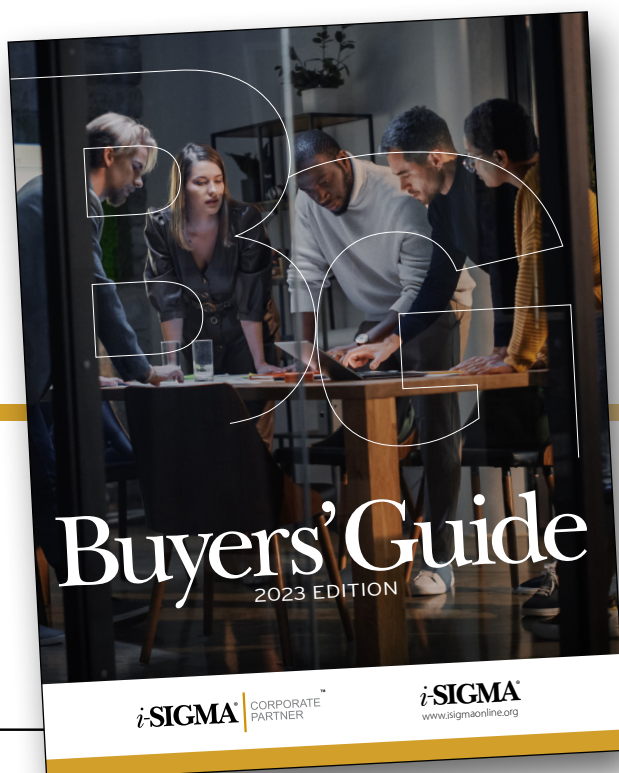
“In a world of constant change, these companies are all built on a heritage of performance, reliability and support. Working together we will be able to harness that heritage more effectively, allowing us to offer greater innovation and value for our customers,” he adds.

The combined product offering of the Recycling & Waste Equipment Division includes single-ram, horizontal, two-ram, ferrous and specialty balers, scrap metal and automobile shear/baler/loggers, heavy-duty shredders and high-volume waste and scrap compactors.

Based in Upland, Indiana, Avis Industrial is a privately held industrial holding company. Through its 11 wholly owned subsidiaries, each trusted brands in their sectors, Avis is an innovative and diversified global supplier of quality products and creative solutions.



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