

# CASCADE RE-NEWS

A Quarterly Newsletter of Cascade Asset Management

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Since Cascade opened  
in April, 1999, we've:

- » Paid more than \$4.8 million in rebates to customers
- » Refurbished and resold or donated over 807,297 monitors, computers and printers
- » Collected & processed over 34.7 million pounds of old electronics
- » Demanufactured & recycled over 458,080 cathode ray tubes
- » Kept more than 1.8 million pounds of lead out of landfills
- » Donated more than \$217,000 worth of equipment to local charities and causes in developing countries

## New Web Presence for Cascade

Cascade is pleased to announce that it has completed a major upgrade to its website ([www.cascade-assets.com](http://www.cascade-assets.com)) to provide even more useful content and interactive features to help our customers use it as a one-stop resource for improving their IT asset retirement programs.

The site now features a live feed of news about Cascade and the industry, a direct link to current eBay auctions, comprehensive descriptions of all Cascade services, and a company blog with real-time industry input. In addition, the site has a section devoted to educating readers about the full spectrum of issues surrounding IT Asset Retirement.

"We listened to our customers and created a site that allows them to more easily access

our resources and put these tools to work for their institutions," says Thanh Nguyen, Cascade's Director of Sales and Marketing. In addition to increased customer educational benefits, the new site uses the latest Web 2.0 technology to involve customers and partners to better direct Cascade to meet the growing demands of the industry and to allow the company to all learn and adopt best practices in the industry.

"The site is all about transparency," says Neil Peters-Michaud, Cascade's CEO. "We believe Cascade's Web 2.0 facilitates an honest, open and complete discussion about important industry issues we all face. I hope everyone joins the conversation."

## Proposed Bill Could Eclipse HIPAA Regulations

U.S. Senators Patrick Leahy (D-VT), and Edward Kennedy (D-MA), are sponsoring a bill (S. 1814) which could change health care privacy regulations and potentially replace HIPAA legislation. The sponsors say "fear of a loss of privacy cannot be allowed to deter Americans from seeking medical treatment." The bill is much stronger than HIPAA with increases in the penalties for non-compliance.

Some of the key points of the proposed bill include:

- » Healthcare providers must identify subcontractors and agents who handle PHI (private healthcare information) of individuals.
- » The Office of Civil Rights (OCR) will be replaced with an agency called the Office of Health Information Privacy devoted to enforcement.
- » Increases in civil and criminal penalties related to breaches of privacy.

- » Enforcement will occur at the state level by state attorneys general.
- » Provide for private right of action for individuals.

"The introduction of this bill indicates that privacy issues continue to be of concern" says Kevin Myrant, Cascade Security Manager. "If enacted, this legislation will certainly raise the profile of companies providing information destruction services and perhaps change reporting requirements to healthcare organizations as public disclosure is enforced."

The bill addresses data destruction by requiring data be "fully de-identified, destroyed, and expunged from any electronic, paper, or other files" and that documents be maintained by authorized individuals.

## New Shredder Offers E-Scrap Customers a Safe and Sound Method of Destruction

Cascade is pleased to announce the implementation of a new shredder, the Vecoplan Retech Grinder RG42, into its operation to advance its shredding and separation processes. The purchase, made in conjunction with a Wisconsin Department of Natural Resources (DNR) Demonstration Grant, will allow Cascade to increase recovery rates of usable commodities from e-scrap equipment.

"This new shredding and separation technology will allow us to shred and mechanically separate hard to disassemble devices into recoverable material streams," says Sarah Blaser, Cascade Environmental, Health & Safety Manager. When used in combination with manual disassembly, the shredding and separation operation will demonstrate an innovative approach to domestic e-scrap processing that yields higher recovery rates.

Prior to the addition of the shredder, Cascade estimates it converted 78% of all disassembled materials into new raw materials for other products. With the addition of the new shredder, the company hopes to increase that percentage to 89%. To put

those figures in perspective, incorporating the new shredder into its production will convert an additional 1.3 million pounds of mixed electronic waste into new products. In comparison, most typical shredding operations can only convert about 50% of processed equipment into new raw materials, with the remainder landfilled or consumed as waste-to-energy reprocessing.

The new shredding technology permits Cascade to satisfy the needs of our customers most efficiently and effectively. "Using the shredder allows us to more rapidly address the increasing demand for responsible, domestic electronics recovery and recycling," says Director of Operations - James Windisch. "Cascade continues to demonstrate its leadership as a one-stop-shop for reusable and recyclable IT assets."



## Cascade Named One of the Fastest Growing Private Companies in the US

In August, Cascade was recognized on the Inc. 5000 list as one of the fastest growing private companies in the US. Cascade ranked in the top 25 of its category, Computers and Electronics, and 12th among Wisconsin companies - an overall rank of 1,193, with three-year revenue growth over 300%.

"We are pleased to be a part of the Inc. 5000 list. Our inclusion illustrates the continuing commitment of our employees

and partners" says JJ Vosskamp, Vice President of Finance and Administration. "Cascade works to protect what is most important to our customers: data security, asset value, and the environment. Our growth is the direct result of our ability to effectively meet those needs."

Cascade has experienced continual growth since inception in 1999, with the amount of equipment processed growing at over 40% per year.

## What's New on the Web

[www.cascade-assets.com](http://www.cascade-assets.com)

- » New Website
- » Latest Cascade and Industry News
- » Industry Blogs



## Upcoming Event

### Cascade Open House - Plainfield Facility

All customers are welcome to join us in the many activities we have planned. We are providing educational tours of our process, a seminar from our CEO, a talk from one of our customers, career fair, and more.

If you're interested in joining us please RSVP to:

[tjha@cascade-assets.com](mailto:tjha@cascade-assets.com) or  
1-888-222-8399 ext. 6640

#### Where:

853 Columbia Rd.  
Plainfield, IN 46168

#### When:

November 15th 1-4 p.m.

#### Who:

Your trusted IT Retirement Partner

\*Feel free to pass the word on and invite others who may be interested.