



# Computer Re-News

The Quarterly Newsletter of Cascade Asset Management, LLC \* "Recycling Technology for the Future"<sup>SM</sup>



Hard drives before and after being shredded for secure destruction at Cascade.

## Joined at the HIPAA

Cascade partners with health care providers and other institutions to meet the privacy demands of the Health Insurance Portability and Accountability Act.

With the recent enactment of the federal Health Insurance Portability and Accountability Act, Cascade has been

nesses to shred, erase or modify records containing personal information or face heavy fines.

Medical records and personal data exist in many forms, from paper records and charts to electronic data stored on hard drives, tapes, diskettes, and storage libraries. In order to ensure all data about an individual are protected, they must be secured in all their forms.

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

- \* Collected over 4.8 million pounds of old electronics.
- \* Refurbished and resold or donated over 47,000 monitors, computers and printers.
- \* Demanufactured and recycled over 36,000 cathode ray tubes.
- \* Kept more than 93,000 pounds of lead out of landfills.
- \* Provided services to more than 545 businesses and institutions across the country.
- \* Processed equipment for over 3,000 households.
- \* Donated more than \$95,000 worth of equipment to local charities and causes in developing countries.

called on to provide secure data destruction for its clients regulated under the Act. Hospitals, health insurance firms, and other institutions maintaining personal medical records are now mandated to provide assurances for the protection of individuals' medical privacy in any medium that contains personal medical data.

In addition, states have enacted personal privacy rules that impact how you manage data. A Wisconsin law effective February 1, 2000 requires financial institutions, investment companies, medical businesses and tax preparation busi-

### Cascade's Security Services

- \* Electronic data scrubbing of hard drives with a proprietary wipe process;
- \* Physical hard drive destruction in Cascade's shredder;
- \* On-site data wiping or hard drive pulling service by Cascade technicians;
- \* Detailed Certificates of Destruction;
- \* Insurance protection and guarantees for customers; and
- \* Large scale media shredding; both on-site and off-site.

Cascade has been providing secure electronic media destruction for hundreds of customers. Some are mandated to destroy this information, while other institutions recognize the need to protect corporate secrets and other proprietary information from the outside world. Cascade has even successfully passed "information security audits" from clients looking to verify our destruction methods and security practices. Let us know how we can protect you. ■

## Diverse coalition helps Cascade with spring Computer Round-up

This spring's Computer Round-up was supported by a multi-stakeholder group of manufacturers, municipalities, retailers, local businesses and volunteer organizations to help fund, promote, and work the event. Cascade was able to bring together international consumer electronics manufacturers like Sharp Electronics with local governments and community groups to help make this ongoing public service a success.



Since its first Madison area household computer collection event in 1999, Cascade has processed over 300,000 pounds of equipment for more than 3,000 households. More details on the recent collection event, a list of all sponsors, and pictures and data from past events are available at our web site. ■

## Cascade certified as Minority Business Enterprise by state

After a lengthy application process, Cascade has now been certified by the State of Wisconsin as a Minority Business Enterprise. Certification was contingent upon verification of active minority ownership and the successful review of the company's financial and operational activities.

State agencies and private businesses seeking to conduct more work with Minority Business Enterprises are encouraged to contact Jessica Peters-Michaud, co-owner of Cascade. There are often incentives for companies and agencies to contract a percentage of their work to such firms.

Cascade is honored to be recognized by this certification and will continue to demonstrate our high level of service to all clients. ■

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## Talk & Tour showcases IT Life Cycle Management

You're invited to a seminar this May to learn from industry leaders and your peers about how to better manage your IT assets from purchase to retirement.

Cascade is pleased to team up with Paragon Development Systems (PDS) and WasteCap Wisconsin for a Talk & Tour seminar this May 14th in Oconomowoc, WI.



The seminar will include a tour of this computer manufacturer's cutting edge pc box manufacturing facility and imaging stations. In addition, there will be discussions and demonstrations of IT life cycle asset management strategies that help reduce the total cost of ownership of IT equipment. Cascade will also offer more details on its partnership with PDS and their Rack n Roll PC deployment and packaging system. This patented system greatly reduces packaging waste and increases efficiency when removing and retiring unwanted IT equipment from customer facilities.

There is a \$35 fee for participating in this seminar, and the fee is waived for WasteCap Wisconsin members. For more details or to register, contact WasteCap at 414-961-1100 or go to [www.wastecapwi.org](http://www.wastecapwi.org).

### UW-Extension to host computer recycling workshop June 18th in Waukesha.

A seminar on the state of electronics recycling in Wisconsin will be hosted by UW-Extension. They will be providing sessions on current regulatory requirements for generators of old IT equipment, information on what to look for in a computer recycler, and security/environmental liability concerns. Contact Cascade for more details and registration information. ■

## Cascade customer service survey to be released soon

In the next couple of weeks, Cascade will release its second comprehensive customer service survey to its clients and others interested in IT asset management and recycling. Our goal is to better understand the requirements of businesses and institutions looking for a cost-effective and environmentally responsible IT asset management service.

The survey will be available over a secure on-line web site. Completing it will be simple; just click most of your responses whenever you have a few free moments at your desk. You will receive an email or postal mail notice with instructions on how to access the survey site soon.

All responses will be grouped together and individual responses will remain confidential. Your responses will greatly assist Cascade in developing new programs and investing in technologies most desired by our clients. In addition, you can offer us valuable feedback on our existing programs to help us refine our approach.

As with the last survey, everyone who completes the survey will receive a FREE BAG OF ANCORA

COFFEE - an artisan coffee roaster from our home town of Madison. The coffee was a big hit in the offices who participated in the survey last time. Don't miss out. ■

Help influence Cascade's future development, and then receive fresh, artisan roasted coffee just by completing our survey.

## Cascade staff increases to twenty-one

In the last 6 months, we've increased volume by more than 50% and now process more than 250,000 pounds of IT equipment per month.

Cascade is pleased to report it continues to grow and invest in its own sustainable development, despite tough economic times. Even though we've found many companies are deferring purchases of new IT equipment and may not replace their old systems as quickly as during more robust economic conditions, we've discovered many more businesses and institutions searching for ways to get the most value out of their unwanted IT assets.



When every penny counts, Cascade has become to some a source of revenue for otherwise unproductive assets. For other companies, we provide a quick, convenient and environmentally responsible disposal opportunity that can open up wasted space for more productive uses.

With the near doubling of our staff since last fall, Cascade can respond to your requests faster than ever before. Items processed for resale typically generate a rebate in 2-3 weeks now. Equipment can be picked up from our service area within two days, and items from across the country can be hauled away in less than a week. We hope you can meet our new staff through pickups or visits to our facility. Regardless, be assured that they are all working to provide you with the best service possible. ■

### Web Updates

A list of tools, resources and information recently added to our Web Site: [www.cascade-assets.com](http://www.cascade-assets.com)

**Downloadable Documents:** On our homepage, click on the animated icon labeled "downloadable documents" for pdf files of our sales sheets, past newsletters, reports on our CRT glass-to-glass recycling program, and copies of presentations.

**On-Line Sales of Used Equipment:** Link to our list of active sales and auctions for a variety of tested, refurbished and warranted equipment.

#### Demonstration Web Sale Shop for Employees:

Cascade has been contracted to host secure on-line web sales of used computer equipment collected and processed by Cascade for a business and prepared for sale to that company's employees. Look at this demonstration sale site to evaluate its application for your own needs. ■

### Trade old ink jet cartridges for paper

Office Depot will give you a ream of recycled content paper for every empty ink jet cartridge brought in to one of their stores through September, 2003. ■