



Computer Re-News

The Quarterly Newsletter of Cascade Asset Management, LLC * "Recycling Technology for the Future"SM



Cascade earns honors

The Wisconsin Manufacturers and Commerce and Small Business Development Center of Dane County recognize Cascade's achievements.

During the month of April, Cascade Asset Management was recognized by its peers in the business and environmental communities through two separate awards.

First, Cascade earned the title "Business Friend of the Environment" from the Wisconsin Manufacturers

and Commerce. Cascade was lauded for its innovative technology to process cathode ray tubes and other electronics for recycling. Cascade is one of nine statewide firms chosen for this award.

"These winners go above and beyond regulatory requirements to protect and support our environment," said Jeff Schoepke, director of the Wisconsin Environmental Working Group®, the affiliate of Wisconsin

Manufacturers and Commerce which sponsors the annual awards. Wisconsin Business Friend of the Environment award winners were selected by an independent judging panel that included representatives from industry, the Department of Natural Resources and the University of Wisconsin-Extension.

Cascade also was selected for the Dane County Small Business Award. Winners were chosen based on their business success, contribution to the

community, and development of a responsible and rewarding workplace environment. Jim Doyle, the Governor of Wisconsin, and over 250 business leaders were present for the ceremony. ■



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

- * Collected over 5.7 million pounds of old electronics.
- * Refurbished and resold or donated over 59,000 monitors, computers and printers.
- * Dismantled and recycled over 44,000 cathode ray tubes.
- * Kept more than 120,000 pounds of lead out of landfills.
- * Provided services to more than 545 businesses and institutions across the country.
- * Donated more than \$115,000 worth of equipment to local charities and causes in developing countries.

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Cascade growing quickly - adds Chicago sales office

Cascade continues to grow to serve the needs of our customers. In the first six months of 2003, we processed as much material as we handled in all of 2002! With added investment in refurbishing equipment, data destruction programs, shredding machines and facility space, we are even better able to serve the growing demands for responsible and safe IT disposition services.

In just the past year, we have:

- * doubled our square footage of warehouse and production space;
- * more than tripled our production workspace;
- * invested over \$120,000 in new processing, testing and material handling equipment;
- * began operating a shredding line for increased media destruction capabilities and faster size reduction of processed equipment;

- * increased our staff threefold; and,
- * developed a thorough set of policies and procedures to manage our operations according to ISO 14001 standards (and we are planning on being audited and receiving our ISO certification by the end of the year);

We also recently added a resource for the Chicago area. Our new sales office can provide direct service to customers in the greater Chicagoland area. Cheri Jones leads our efforts in Chicago, and brings 17 years of information technology industry experience to help you manage your retirement of IT equipment. You can contact her directly at the numbers

listed on this page to have her evaluate your IT retirement needs and provide recommendations for how Cascade can help you. ■

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Media shredding - securing all forms of your data

Cascade provides secure data destruction with its in-house shredding system

Recently, we have fielded more requests for electronic media destruction services. Businesses and institutions that maintain and archive records on tape storage systems, removable hard drives, and other electronic media have used Cascade to collect and securely transport these information resources to Cascade's processing facility for immediate shredding and lawful disposal.

Many companies are familiar with paper shredding services as a means of properly managing information contained in a written format. But nowadays most information is backed-up or kept exclusively in electronic format. In order to remain in compliance with the numerous state and federal privacy protection requirements, and to protect a firm's proprietary information, electronic media storage systems should also be destroyed with the same care as devoted to paper documents.



Cascade is committed to protecting the privacy needs of our customers. We also offer a high level of service to make removal of electronic media from customers' sites simple and convenient. For instance, we recently completed a job that involved removing about 70,000 tape back-ups from storage racks inside a customer's site, and then destroying the 17 tons of tapes in shredders within 36 hours of receipt of the tapes. Cascade provided all the staff to pull the tapes from the racks, freeing up our customer to perform more worthwhile activities. As an added bonus, the customer discovered that we provided the best rate for any comparable service provider.

Give us a call to see if we can reduce your risk from exposure due to the improper handling of your information assets. ■

Complete our customer survey

Cascade has now released 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 is available over a secure on-line web site at www.cascade-assets.com/survey.htm. Completing it is simple; just click most of your responses whenever you have a few free moments at your desk.

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 offers national logistics assistance

Whether you package items, participate in Cascade's bin exchange program, or hire Cascade to gather your equipment, we can help you get your surplus IT equipment to Cascade safely for processing.

No matter where you are, Cascade wants to help you safely get your unwanted information technology equipment from your facility to our processing site. We provide a variety of services to make the packaging and removal process simple and cost effective. While our Wisconsin and northern Illinois customers can enjoy such features as the Cascade bin exchange program and Paragon Development System's Rack 'n Roll deployment program, others can order the convenience of "blanket wrap" hauling services. Cascade has negotiated special rates with nationwide carriers who can carefully collect and package large quantities of equipment for shipment to Madison.

For those who want to package items themselves, we've developed a helpful resource on our web site. Our new "Packaging Guidelines" document available on our "Downloadable Documents" page provides an illustrated guide to preparing equipment for shipment to Cascade in a manner that optimizes its potential rebate return. ■

Legal Updates

A brief update on legislation related to electronics recycling

Minnesota bans CRT disposal in 2005: The State of Minnesota included a ban on the disposal of CRT devices in municipal solid waste, effective July, 2005. This ban applies to all monitors, televisions and other CRT devices generated by businesses or individuals. California and Massachusetts already have CRT disposal bans in place as well.

Wisconsin legislation drafted: State Assemblyman Mark Miller (D-Monona) is drafting legislation for Wisconsin and expects it to be introduced sometime soon. The legislation would require manufacturers of electronic equipment to be held responsible for developing, implementing and funding a computer take-back program. It is likely this measure would face stiff opposition, but Wisconsin is one of about 15 states now targeted by a non-governmental organization leading the "Computer Take Back Campaign" to adopt such legislation.

National program slowly moves forward: No one has yet abandoned the National Electronic Product Stewardship Initiative, but there is still no resolution. They hope to conclude by the end of 2003. ■



Cascade can haul away your equipment on special racks or in carts - save time and effort while getting increased rebate returns.