



**Top:** Neil Peters-Michaud got the idea to launch Cascade Asset Management, LLC after graduating from the University of Wisconsin-Madison with a degree in philosophy. **Far Left:** Old disk drives, etc., that have been disposed of by Cascade. **Right:** Bins of recycled technology equipment – a testament to the growth Cascade has seen over the last five years.

## Technology recyclers

Neil Peters-Michaud, along with his wife, Jessica, launched Cascade Asset Management, LLC in 1999, but the idea came to Neil after graduating from UW-Madison with a degree in philosophy. That's when he took a job with what is now called the UW SWAP Shop. It was there that that weekly public sales of UW items would take place – oddly enough, Neil noticed that while other items were selling, technology equipment was not. That was 1997 and the next two years he would pursue his MBA at UW – a time he would also conduct all of the necessary market research in order to launch Cascade, which, according to the company, has seen continual growth since 1999 with volumes for the past five years growing at more than 40% per year. Cascade Asset Management offers information technology equipment retirement services – simply put, if your business has old tech-

nology equipment that needs to be disposed of, Cascade can handle its retirement in a safe and environmentally sound process. Says Neil: “We see ourselves more as a technology company that happens to recycle rather than a recycling company that happens to process technology equipment.” Today, Cascade has two processing facilities: its headquarters in Madison, WI, and a facility in Plainfield, 853 Columbia Road. Neil says that both processing facilities take in 1 million pounds of equipment per month. When choosing a second site which became a consideration in spring of 2006 – he is looking to take Cascade to the east and west coasts as well – Plainfield was a perfect fit. “I’m really happy with the decision,” he says about locating in Plainfield. For more information, contact Cascade Asset Management at [info@cascade-assets.com](mailto:info@cascade-assets.com) or (317) 838-7033.