



Computer Re-News

The Quarterly Newsletter of Cascade Asset Management, LLC

CASCADE
ASSET MANAGEMENT, LLC

New building calls for open house celebration!

Informational seminars, tours, ribbon cutting and great food set tone of day



Cascade's new national headquarters

It started early morning, Wednesday, November 9th, as a steady rush of people flowed in through the doors in anticipation of the day's events. The month preceding this day was one of the most hectic yet for Cascade Asset Management. Not only was business booming in their new 32,000 square

foot state-of-the-art processing facility, but preparations were being made for an all day open house to celebrate the move.

The morning featured seminars on IT Asset Management, focusing on Life Cycle Management, Regulatory Issues, Environmental Considerations, and also featured the Midwest Premier of the Basel Action Network's film *The Digital Divide: Hi-Tech Use and Abuse in Africa*. The morning seminar was completed with a panel discussion and forum regarding best practices. Many companies exhibited and tours were given.



The afternoon seminars focused on Green Building and included speakers from area recyclers, energy companies, builders and suppliers. A tour of Cascade's facility showcased many of the energy efficient and environmentally sound features of their new green building.

The day concluded with a crowd estimated at over 200 guests who gathered around for the ribbon cutting ceremony. Cascade was honored by the Mayor of Madison, received a certificate from U.S. Senator Russ Feingold's office, and was awarded a grant for over \$59,000 from the WI-

DNR to continue efforts in plastics recycling. Neil Peters-Michaud, CEO of Cascade, and his wife, Jessica, Co-Founder of the company, were on hand to cut the ribbon and accept the awards. The crowd then proceeded to enjoy a reception full of great company and great food. ■

to see pictures of the event visit
www.cascade-assets.com

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

- * Collected over 16.6 million pounds of old electronics
- * Refurbished and resold or donated over 741,000 monitors, computers and printers
- * Demanufactured and recycled over 225,000 cathode ray tubes
- * Kept more than 899,000 pounds of lead out of landfills
- * Donated more than \$165,000 worth of equipment to local charities and causes in developing countries
- * Paid more than \$2.3 million in rebates to customers

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Cascade accepted into MARs program

Techsoup.com and Microsoft have teamed up in creating the Microsoft Authorized Refurbisher (MAR) program. The program offers qualified computer refurbishers worldwide licensed copies of Microsoft Windows 98 Second Edition, Windows 2000 Professional and Microsoft Works 7.0 to help create suitable computers for donation or minimum cost sales. Cascade was accepted this past September as one of the first for-profit businesses into a once exclusively non-profit organization program.

In order to gain eligibility, a MAR must maintain successful references and meet particular requirements.

Not only does Cascade receive great references from many companies, but they also meet the condition of being an asset management company that will refurbish at least 50 donated PCs yearly for use in schools, non-profits, charities or public libraries at little or no cost to the recipient. MAR participants will gather at an upcoming conference in San Francisco this January. Discussions will center on continuing efforts and creating standards for noncommercial and commercial computer refurbishing programs. ■

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Midwestern e-scrap recycling proposal drafted

Recently, several Midwestern states have joined in a regional initiative to develop a consistent and unified approach for managing waste electronics. The Midwest initiative is similar to that undertaken by the ten North-eastern states under the Council of Governments and builds on model legislation developed through their efforts and input from stakeholders. It is hoped that the proposed legislation will have a positive effect on the region by reducing the likelihood that one state's policies will have a detrimental impact on neighboring states.

Included in the Midwest policy initiative are: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and Wisconsin. On Friday, November 18, 2005, an informational meeting was held at the EPA office in Chicago, IL to bring together stakeholders from the region to discuss the recent proposal and have them provide commentary on the proposed options available under the plan. Present were individuals and groups representing manufacturers, retailers, recyclers, non-profits, local government and NGO's. The policy sponsors will be assessing the input they received to create a more solid proposal by February of 2006. ■



To read Cascade's comments go to : www.cascade-assets.com

Cascade increases insurance coverage

To meet the growing demands of large institutional clients, Cascade raised their general liability insurance coverage from \$2 million to \$5 million per occurrence. Also added were \$5/\$10 million in aggregate for Pollution Liability insurance coverage. Cascade will soon be adding the Errors & Omissions liability coverage at the same level. These two policies ensure that Cascade's customers will be taken care of should an incident involving mishandling of data or equipment occur.

Cascade is one of the only companies in the industry that has insurance limits this extensive. The cost of litigation from identity theft and land fill clean up makes insurance costs expensive and many companies elect not to offer this kind of security. Although Cascade does not foresee any future needs to use this insurance, it's a comfort to their customers, large and small, to know it's there because all clients can benefit from this substantial protection. ■



Fall schedule keeps Cascade staff busy

Being the best in the industry takes effort and Cascade is no stranger to doing what it takes to remain on top.

In recent months, Cascade employees have attended numerous conferences and trade shows to keep current on industry information. They have also exhibited at many of the same events in an effort to solidify relationships with their customers.

The fall schedule included conferences that focused on IT Asset Management, Information Destruction, Electronic Waste and Recycling, IT Life Cycle Management, Regulatory Issues and industry specific events. "We really enjoy the opportunity to learn new information and share it with customers and employees," said Cascade

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Sales and Outreach Executive Craig Fonzen. "But the best part is getting to meet our customers face-to-face. We sincerely appreciate our clients and want to do whatever we can to add value to our relationships." ■



Recent recycling round-up

Residents show their concern for the environment

On Saturday, November 12th, more than 950 carloads of electronic equipment were dropped off at the city of Madison semiannual electronics round-up in just 5 hours. More than 92,000 pounds of TVs, monitors, computers, stereos, cell phones and other electronics were collected. The next Madison collection event for residents will be held in April, 2006. ■