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It's a green machine

Small truck a big deal when the business of destroying documents helps the environment

Security is the key word in Colorado Document Security, a Palisade-based company that provides onsite destruction of financial statements, medical records and other documents containing confidential information.

But once the firm shreds all that paperwork into so much unintelligible confetti, there's an environmentally friendly byproduct to the process. The paper is recycled, in turn reducing the greenhouse gas emissions believed to cause global warming.

The business also has doubly benefited from the purchase of a smaller and more fuel-efficient shredding truck that's not only cut operational costs, but also reduced emissions even more.

"It's a win-win on many factors," says Scott Fasken, vice president of operations for the company he started with his wife, Jill, in 2003.

For Colorado Document Security at least, document destruction has become a decidedly green industry.

"We are a green company," Fasken says. "The amount of carbon we remove by recycling the paper rather than composting it, it is just immense."

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Scott Fasken, vice president of operations for Colorado Document Security, stands in front of his new shredding truck — and behind the decision to go with a smaller, more fuel-efficient vehicle. At left, Greg Gerry monitors document destruction at a control panel mounted on the side of the truck.

STORY AND PHOTOS BY PHIL CASTLE

Employers face "Catch 22" in immigration laws

Mike Moran
Business Times

Employers face increasing pressure to ensure they don't hire illegal aliens. Colorado imposes some of the most stringent laws in the nation, in fact, in holding employers responsible for hiring only legal workers.

There's some help in the new federal Employment Eligibility Verification (EEV) program that provides assistance from the Department of Homeland Security and Social Security Administration to complete background checks in only two weeks.

While employers can avoid hefty penalties by ensuring the legality of their workers, they also face charges of discrimination if they perform background checks prior to hiring.

If it sounds something like a "Catch 22" situation, it can be. And business owners and managers attending a Colorado immigration law seminar in Grand Junction expressed frustration at trying to follow the laws.

"If it takes 10 days to verify the legality, can't I tell the person I hire that the starting work day is in 10 days?" asked one businesswoman in the audience.

Mary Price Birk, a partner in the Denver law firm of Baker Hostetler who led the seminar, said there's no clear-cut answer. "The main thing is to treat all employees the same," said Birk, who conducted the seminar for Pinnacle Assurance, a leading workers' compensation insurance provider in Colorado.

Birk said at least two points are certain under federal law:

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Allegiant offers free airline tickets on vacation deals

Allegiant Air will offer a buy one, get one free deal on air fare between Grand Junction and Las Vegas as part of a new promotion for vacation packages.

People who purchase an air travel and hotel package will receive a free roundtrip ticket for a second person. Packages must be purchased by Aug. 22 for completed travel by Jan. 31. A minimum two-night stay is required. Companions must travel on the same itinerary as regular fare passengers. Other restrictions also apply.

Reservations and information are available from the Web site at www.allegiantair.com, by calling (702) 505-8888 or booking through professional travel agents.

Allegiant Air is a subsidiary of Allegiant Travel Company, which links travelers in small markets to resort destinations in Las Vegas as well as Orlando and Tampa, Fla. Allegiant Air offers twice-weekly jet service between Grand Junction and Las Vegas. The company also offers low-cost packages to 40 Las Vegas resort and casino properties.



Green

Continued from page 1

Colorado Document Security replaced its 2004 Peterbilt shredding truck with a much smaller Peashooter truck manufactured by AXO Shredders Corp. in Canada.

Fasken says he primarily was motivated by the savings associated with greater fuel efficiency and lower maintenance costs. He figures he's cut his fuel bill by a third.

In addition, it's easier to get the smaller truck into the alleys and parking lots behind the businesses the company serves in Western Colorado. Moreover, the Peashooter doesn't require a commercial driver's license to operate, he says.

The smaller truck still includes some key features, though, including an automatic operation that lifts and empties carts and an outside control panel with a television screen to monitor the shredding process.

The shredder itself is a bit slower with a capacity of 2,500 pounds an hour. But since the smaller truck takes less time to maneuver, Fasken says he makes up time between stops.

In addition to saving money and time, Fasken says the smaller truck reduces greenhouse gas emissions.

Counting the even greater reduction in emissions associated with paper recycling, Colorado Document Security is an



Scott Fasken

FOR YOUR INFORMATION

For more information about Colorado Document Services, call 464-4859 or log on to the Web site at www.coloradodocumentsecurity.com. For more information about document security and destruction, visit the National Association for Information Destruction (NAID) Web site at www.NAIDonline.com.

increasingly green operation, he adds.

According to a formula developed by the Environmental Protection Agency, every ton of mixed paper that is recycled rather than dumped into landfills reduces the emission of carbon dioxide by 4 metric tons.

That means Colorado Document Security reduces more than 2,300 metric tons of carbon dioxide emissions a year. That's the equivalent of generating electricity for nearly 300 houses a year, driving more than 500 cars for a year or burning all the coal hauled in 785 rail cars.

At the same time, recycling that much paper in a year saves the equivalent of 60,000 tree seedlings grown for 10 years.

Fasken says not all document destruction companies recycle shredded paper. Some firms compost the paper because it's too difficult or costly to transport the paper to a recycling center. Composting recyclable materials means adding to carbon dioxide emissions rather than reducing them, he says.



Palisade entrepreneur to help organize national convention

In addition to his responsibilities running Colorado Document Security, Scott Fasken will help organize the 2008 national convention of an information destruction industry group.

Fasken has been appointed chairman of the National Association of Information Destruction convention to be held April 2 to 4 at the Disneyland Resort in Anaheim, Calif. More than 800 NAID members are expected to attend the event.

Fasken also serves as a member of the NAID conflict resolution committee as well as its marketing committee.

NAID is an international trade association for companies providing information destruction services. Suppliers of products, equipment and services to destruction companies also are eligible for membership.



BBB OF THE SOUTHWEST SHARES CONSUMER TIPS

The National Do Not Call Registry

Recently, the Better Business Bureau of the Southwest has had an increase in inquiries about stopping telemarketing phone calls. In order to help alleviate the amount of telemarketing calls consumers receive they should register their phone numbers with The National Do Not Call List.

The National Do Not Call Registry gives people an opportunity to limit the telemarketing calls they receive. Once a phone number is registered, telemarketers covered by the National Do Not Call Registry have up to 31 days from the date the number was registered to stop calling it. The National Do Not Call Registry is managed by the Federal Trade Commission (FTC), the nation's consumer protection agency. It is enforced by the FTC, the Federal Communications Commission (FCC), and state law enforcement.

The registry was created to offer consumers a choice regarding telemarketing calls. The FTC's decision to create the National Do Not Call Registry was the culmination of a comprehensive, three-year review of the Telemarketing Sales Rule (TSR), as well as the Commission's extensive experience enforcing the TSR over seven years. The FTC held numerous workshops, meetings, and briefings to solicit feedback from interested parties and considered over 64,000 public comments, most of which favored creating the registry. Placing a number on the National Do Not Call Registry will stop most telemarketing calls, but not all. Because of limitations in the jurisdiction of the FTC and FCC, calls from or on behalf of political organizations, charities, and telephone surveyors would still be permitted, as would calls from companies with which you have an existing business relationship, or those to whom you've provided express agreement in writing to receive their calls.

The online registration process requires an active email address and can be accessed at www.donotcall.gov. If a consumer registers online, they will receive an email message with a link in it. The link in the email needs to be clicked within 72 hours to finalize the registration process. If a consumer doesn't have an email address, they can register by phone at 1-888-382-1222. Up to three telephone numbers may be registered at one time on the National Do Not Call Registry website. Separate confirmation emails will be sent for each number registered online. Each email must be opened and the link must be clicked in each one to complete the registration process. If there are more than three personal telephone numbers, the consumer will have to go through the registration process more than once. There is a limit on the number of phone numbers that can be registered thusly. Only one phone number can be registered per each call to the Registry, and the call must be from the number to be registered.

Consumers may have received an email stating that their cell phone is about to be assaulted by telemarketing calls as a result of a new cell phone number database; however, that is not the case. FCC regulations prohibit telemarketers from using automated dialers to call cell phone numbers. Automated dialers are standard in the industry, so most telemarketers don't call consumers on their cell phones without their consent. If you receive an email like this please forward it to SPAM@UCE.GOV or call the local Better Business Bureau at (970) 242-2512.



*Independent Gallup Survey of Consumer Attitudes

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