

Why did you start the company?

To provide jobs to people with disabilities. With these economic times, it's difficult for people with disabilities to get a job, so we decided we would create opportunities instead of waiting for it to happen. Our primary mission is to support deserving members of our communities who are often overlooked. Waban has successfully provided services to children and adults with developmental disabilities for more than 40 years. Every year, Waban provides help for more than 1,000 adults and children with special needs, like funding a preschool and community support program for 235 children with autism, developmental disabilities and emotional issues. Public funds to support them are always scarce and are often disappearing. Rather than reducing crucial services, SecureRMS was created to support Waban and its clients.

How do you market your business?

We're connected with national organizations with nationwide customers. We do a lot of international marketing and presentations at community gatherings, like the Kiwanis Club. We speak about what it is and why a nonprofit would get involved. Erin, our sales representative, reaches out to companies that need the service.

How do you finance this business?

We applied for an interest-free loan, which we used for basic startup costs.

What has been the biggest challenge running this business?

Getting the word out and finding customers who don't know about Waban. Since most of our potential customers already have document destruction services, it has been challenging to get them to give us a few minutes to tell them our story and help them understand how we can promote their bottom line and in doing so help support their community. We're trying to find the right customers who are willing to make a commitment, and not just out of pocket.

What has been successful about your business strategy?

The feedback we've received has been wonderful. We have created three full-time jobs for people and are on our way to create four more part-time jobs. We have attracted many customers who have recognized the value-added component of our business. Our facility, policies and procedures have been recognized by two independent national organizations as meeting and exceeding standards for the confidential information destruction industry. We've met our timeframes for the startup schedule and have successfully developed marketing materials and framed out our marketing strategy.

What are your goals for the future of this business?

To provide high-quality, confidential information destruction services in Maine, New Hampshire and Vermont at a competitive price, with the value added of creating jobs for people with disabilities and using the business proceeds to support programs that provide services to children and adults with special needs.