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December 7, 2007

For Immediate Release

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Technology Disposal Company Captures Business Success Award



L-R: Dolores Stammer, NJSBDC regional director and adjunct professor at Centenary College, Melanie J. Haga, founder, president and CEO of Back Thru the Future (BTTF), and Daniel Henry, Centenary College student team leader

Ogdensburg, NJ. (Dec. 6, 2007). The New Jersey Small Business Development Centers (NJSBDC) honored 15 business owners from throughout New Jersey on Nov. 30 as part of NJSBDC's 2007 Small Business Growth Success Awards. "The business

leaders being recognized reflect the zeal that defines successful entrepreneurship," said Brenda Hopper, statewide director of the NJSBDC. "The Success Award honorees are part of NJSBDC's network of clients dedicated to growing their businesses in New Jersey," Hopper added.

Sussex County recipient, Back Thru the Future (BTTF), headquartered in Ogdensburg, provides proper environmental disposal of electronics and secure data destruction for hard drives, PDAs, cell phones, CDs and backup media. (www.backthruthefuture.com). Melanie J. Haga founded the company in 1990 as one of the first computer recycling companies in the United States.

The NJSBDC Student-Powered Project, a program of Centenary College, whereby students gain real business experience by performing work for existing companies seeking to expand or enhance the performance of their business, provided much needed marketing assistance to BTTF. According to Melanie, "The services provided by the NJSBDC at Centenary College through the student-powered projects were amazing. They helped to focus our attention on the really critical issues and target markets. They identified cost-effective resources that consolidated and enhanced our on-line presence."

Back Thru The Future is at the forefront of an emerging industry that was spawned by the proliferation of electronic devices that store information. Privacy concerns and regulatory mandates precipitate the need for cost effective, but secure and compliant technology disposal.

Daniel Henry is the Centenary College student who headed the team that worked on creating a marketing plan to promote BTTF. Dan and his team, under the direction of Dolores Stammer, regional director and adjunct professor at Centenary College, reviewed current promotional programs, and made valuable recommendations, solidly positioning the company for exponential growth.

