

NJSBDC Success 2007 Winners / 2007-Centenary-College-Winner

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Back Thru The Future (BTTF) is a recognized industry leader in the proper environmental handling of electronics and secure data destruction for hard drives, PDAs, cell phones, CDs and backup media. Based in Ogdensburg, New Jersey with close proximity to New York City, BTTF is a Certified Women's Business Enterprise (WBE). Founded by Melanie

J. Haga in 1990, Back Thru The Future has the distinction of being one of the first computer recycling companies in the United States. Melanie serves as President and CEO, and is supported by Daniel F. Bayha, Vice President and Chief Financial Officer.

The company participated in the Centenary College SBDC Student-Powered Project Program, whereby students gain real business experience by performing work for existing companies seeking to expand or enhance the performance of their business. According to Melanie, “The services provided by the Centenary College SBDC 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.”

BTTF is at the forefront of an emerging industry that was spawned by the proliferation of electronic devices that create and store valuable information. Most consumers, including major businesses, erase the information on their electronic devices when they have exceeded their useful life, believing that this is sufficient. However, simply erasing the data or even demagnetizing the device does not prevent a skilled technician from using sophisticated techniques to reconstruct that “destroyed” data. Running the storage device through magnetic fields will not completely obliterate all the data, either. Back Thru The Future uses a combination of methodologies to insure complete data destruction through its Safe Harbor Data Destruction technique. In fact, it has set the standard for data destruction certification for the National Association for Information Destruction.

Daniel Henry is the Centenary College student who headed the team that worked on creating a marketing plan to promote the company. Dan and his team, under the direction of Dolores Stammer, regional director and adjunct professor at Centenary College, reviewed current promotional programs, recommended consolidation of its multiple websites, provided

a targeted prospect list and developed a cogent, cohesive communication strategy. Dan also identified the developer that redesigned BTTF's website in a very cost-effective manner, positioning the company to grow exponentially.