



January 2010 Chapter Newsletter

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PRESIDENT'S LETTER

Dear Chapter Members, RIM Colleagues and Guests,

Happy New Year to all. I hope you have been enjoying this wintery holiday season. It's hard to believe that the first decade of the new century has already past us. It seems like just yesterday that we were all concerned about systems going from 1999 to 2000! How quickly the time has flown.

We are all looking forward to the new year and hope for many new and exciting things to happen. Your Board has, as always, been working very hard to ensure that the rest of this fiscal year provides you with many educational and networking opportunities.

Our first event of the year is coming up soon. We are having our annual "Member



Appreciation and Holiday" event on Wednesday, January 13 at Hurley's - same place as last year. And, just like last year, there will be surprises to attendees....so if you have not yet registered, please see the article below or visit www.armanyc.org to register. Attendance is limited (because of space limitations) so register soon and I look forward to seeing you there!

Stay tuned for upcoming events, check the "award winning" website to keep abreast of upcoming activities - and for now, mark your calendar for March 18 - that's the day of our annual all-day conference. We are, again, co-sponsoring this event with the Central and Northern New Jersey chapters and are expecting a record-breaking turnout. We hope to see you there, too!

Sincerely,
Melissa G. Dederer, CRM
President, ARMA Metro New York City Chapter

JANUARY 13, 2010 MEMBER APPRECIATION EVENT, submitted by Darryl Harris, VP, Special Events

The Board of Directors invites you to join us at Hurley's Restaurant, located at 232 West 48th Street, New York, NY 10036 from 6-8pm for our Annual Meet 'N' Greet Networking event. This event is a great opportunity for members, old and new, and non-members to get together after the Holidays and network.

Drinks and Appetizers (Sample Menu: Fruits and Cheese, Mozzarella Sticks, Cheese and Bacon Potato Skins, Hot Wings, Mini Pizza, Chicken Quesadillas, Mini Chicken Fajitas, Veggie Dumplings, Beef Empanadas & Chicken Satay) are included in the price (\$25.00)!

This event is sponsored by **REDWALLET CONNECTION**. Please visit their website at www.Redwalletconnection.com.

Space is limited to only 80 registrants, so don't delay and register today! To REGISTER, [CLICK HERE](#). If you are paying by check, please mail your check in advance of the event.



MARCH 18, 2010 ALL-DAY EDUCATIONAL WORKSHOP, submitted by Frank LaSorsa, VP, Professional Development

MARK YOUR CALENDARS! The March 18, 2010 All Day Educational Event will be held at the New York Life Insurance Company Conference Center in NYC. This event is open to all Members, NonMembers, Students and Vendors. Students must have an ARMA International Student Membership to qualify for the reduced rate!!

EARLY BIRD REGISTRATION & PAYMENT RECEIPT DEADLINE IS JANUARY 15, 2010. REGISTER TODAY AT THE DISCOUNTED RATE OF \$125.00

Once again, this event is being co-sponsored by the Central & Northern New Jersey Chapters. Below is a summary of the event and session/speaker info.

- *Keynote Address:** Dr. Stuart B. Weiss, NY Roadrunners Club/NYC Marathon
- *Head in the Clouds:** Judges Ron Hedges & James C. Francis
- *Wikis and Blogs:** Jason C. Stearns, CRM
- *Data Mapping for Successful Conversions:** Melissa Dederer, CRM
- *Getting Your Organization Going with GARP:** Galina Datskovsky, CRM, Lenore Greenberg, CRM, Fred Puzello, CRM, April Dymetrenko, CRM
- *eDiscovery - Search Success, Financial Impact, RIM Role, and Wishlist for the Future:** Maura Grossman, Esq.
- *Writing for Publication:** Susan Goodman, CRM
- *Taxonomy:** Seth Earley
- *Closing Address:** John Mancini, AIIM President

In mid-January, the session times and room locations will be posted and you will be able to select the sessions you wish to attend.

All attendees will receive a conference tote bag containing handouts and a game card, which must be stamped by all vendors in order to be eligible for prizes which will be raffled at the end of the day. Prizes include gift certificates to well known restaurants, theatre gift certificates, digital cameras, iPods, and free admission to future educational events. All participants must be present at the raffle.

SAVE MONEY BY REGISTERING TODAY. IF YOU ARE PAYING BY CHECK, YOUR PAYMENT MUST BE RECEIVED BY JANUARY 15, 2010 TO QUALIFY FOR THE DISCOUNTED RATE!

[CLICK HERE TO REGISTER](#)

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MEMBERSHIP UPDATE, submitted by Lauren E. Barnes, MLIS, VP, Membership

The chapter membership is now at 314 members! We are growing! We want to welcome the most recent new members, and hope to see you at our next event.

David Boyhan, Cerberus Capital
John Franco, Kaye Scholar
Gerry Frey, Priority Archives
Angelo Vigorito, graduate student, Queens College

SPOTLIGHT ON: DR. GALINA DATSKOVSKY, Ph.D., CRM, submitted by Crystal Cutler, Executive Vice President

Dr. Galina Datskovsky, CRM, is Senior Vice President and General Manager of the Information Governance business unit within the Governance group at CA, responsible for the CA Message Manager and CA Records Manager product lines. She is also recognized as a Distinguished Engineer at CA, and joined CA in 2006 after the acquisition of MDY Group International, where she served as founder and CEO. A Certified Records Manager (CRM), she is recognized around the world as an expert in records management and associated technologies, including the convergence of records and document management, email and physical records management, and federated records management. She has been widely published in academic journals and speaks frequently for industry organizations such as AIIM, Association of Legal Administrators, Gilbane Conferences, LawNet/ILTA and Cohasset Associates/MER. Galina also serves on the board of ARMA International, a not-for-profit Information Management education organization. When Galina isn't talking about Information Governance, she spends her time as an avid scuba diver and as a concert pianist who has played at Carnegie Hall, most recently in early 2008.



Crystal: This year, Metro NYC is certainly in the spotlight for its history-making activities in two distinct areas; first, as winners of this year's Website of the Year Award and second, as having you, a Past-President, representing it and the entire Northeast Region in a bid for election to the Presidency of ARMA International. These distinctions have not happened in recent history. How did you get your start in the Metro NYC Chapter?

Galina: I started out by attending Chapter meetings. I was a vendor. I saw records management as an important part of the future of information management. My company had a RIM software product; anyone could write, but to write good software, we'd have to learn everything there was to learn and ARMA was a good place to get educated. I enjoyed the content, learning and, there's no substitute for the face to face interactions. RIM is a foundational thing; its information governance of all information. There's always something new, new technologies, new laws. That's what I always enjoyed about it, its fresh, exciting, never stale.

Then the call came for me to serve as Editor of the newsletter. Back then we used snail mail for our distribution. The costs of postage and printing ran several hundreds of dollars each month; with 20-pages or more costing lots more to produce. We took in advertising from vendors. From there I filled various roles. Throughout the years I served as Professional Development, one year as both Professional Development and Newsletter Editor. We filled in; did what we could for the Chapter. I filled every role except Secretary and Treasurer. It was rewarding; I can say that I helped to create and build the Chapter. And, I forged great relationships for life. When September 11th hit, I was driving back from California with then President-Elect Lorraine Anderson. The Chapter was near and dear to our hearts. We knew of so many businesses and people who had been effected. We were on our cell phones, trying to do all we could for people, as we drove across-the-country.

I served at the Regional level. In fact, I think we met at the Regional Conference in Atlantic City where I served on the Regional Committee that brought the Conference that year. At the International level, ARMA is also exciting. It is evolving, working to hear ideas, open new horizons; make a difference. There's so much to learn, so many different professions and industries that must now work together. International's Directors worked to develop a

whole new prospective and strategy for the organization that will attract new members, raise support for and promote the RIM profession.

Crystal: So that's why you're running for President?

Galina: Yes, the profession is at an exciting point; growing bigger, broader, greater through information governance policy and technologies in organizations. With GARP, we become even more visible and within reach. It becomes our opportunity to make our mark, to show that our profession knows how to handle information. I developed GARP. I will present it at Metro's Spring All-Day Educational Event in March 2010. I've experienced this business from many angles; you may recall we sold MDY to CA a few years back. I'm happy to be here, to promote RIM and move it along.

Crystal: A true testament, also, to your leadership. For our readers, in the throws of either developing, cultivating or unleashing their inner leaders, what advice would give? What role has/does ARMA play in the leadership process?

Galina: People, members, should really take advantage of all that ARMA offers. Come to meetings and bring others. Strengthen the profession by promoting the excitement of the profession to peers and newcomers. The Board works hard. It really takes a team effort to bring quality educational programming to the membership. All want to give back, make room for people to get involved. Be inviting; peek and keep people's interest. There's strength in numbers; pull up the professional to your left and to your right. Make sure that people network, avail themselves of CRM opportunities; grow to become their own advocates in the workplace. For me, ARMA has always been a place where people were eager to help each other. When I was studying for Part 6 of my CRM I simply did not know how to study for it. I reached out to fellow International Committee members and a person sent me a bunch of case studies to practice. And, when I was done, that person provided feedback and mentored me. Since then, I've actively mentored others. Helping each other promotes RIM.

CRM CORNER, submitted by Crystal Cutler, Executive Vice President

Good news, the ICRM has a sleek, new look. Their Fall 2009 newsletter, *ProfessioNotes*, features the dramatic redesigns of both their newsletter and Institute logo. View this issue at http://www.icrm.org/newsletter/Fall_2009_ICRM_ProfessioNotes.pdf.



In the news this issue, effective January 1, 2006, the period for completing all six parts of the ICRM exam is limited to five years after the candidate is approved. Candidates approved prior to January 1, 2006 have until January 1, 2011 to pass all six parts of the exam. If all six parts are not completed by this date, the candidate must pay a reactivation fee and restart taking all exams, regardless of when previously taken parts were passed. That deadline is quickly approaching.

Beginning with the 2010 dues cycle, the ICRM will be sending dues invoices via email to all members. The 2010 annual dues invoices were sent out mid-November, with payment due by January 30, 2010. No one likes to lose their designation because of non-payment of dues, especially after working so hard to acquire it. PLEASE be sure to update your ICRM database profile with your current email address and, if you haven't received your dues invoice as yet, please contact the Syracuse office at admin@icrm.org or call 877-244-3128 or 315-234-1904. No email address? They can arrange for you to receive your invoice via postal mail. Payments are accepted online using Visa, Master Card, or American Express, or by mailing a check to the ICRM. This month, in addition to a list of new CRMs, the Institute has also released a list of those who have been Decertified due to either a failure to pay

dues, failure to meet maintenance requirements or resignation.

CONGRATULATIONS TO MATTHEW S. MITCHELL, CRM who passed the November 2009 Exams!

Winter 2010 Exam Schedule:

Parts 1-5 February 1-5, 2010

Part 6 February 4, 2010

Registration Open: November 18, 2009 - January 28, 2010

Test your knowledge & answer the sample questions below.

1. Issues in records management include?

- a. an outgrowth of safety and health regulations.
- b. product liability records.
- c. the right of privacy in personal information
- d. the use of a universal identifying number.
- e. all of the above.

2. Calculating the probabilities of damage or loss of records and information is a (an):

- a. organizational impact analysis.
- b. insurance policy.
- c. cost-benefit analysis.
- d. risk analysis.
- e. disaster assessment.

3. Metadata, described in the broadest sense, is the core set of elements needed for the effective _____ and management of information.

- a. creation
- b. disposition
- c. retention
- d. destruction

e. retrieval

Answer Key: (1) - c, (2) - d, (3) - e.

A.F.L.R., submitted by Jason C. Stearns, CRM

In today's information based economy, we understand that information has value. In fact, many of us are knowledge workers and what we create is information, not widgets, cars, iPods or other tangible good. Of all the information that we create, records are the most valuable. The good news is, by understanding a record's primary value it is much easier to determine the active usage and retention periods. This is actually less complicated than it sounds because typically records only have one of four primary values:

- A - Administrative
- F - Fiscal
- L - Legal
- R - Regulatory

Administrative

An administrative record is primarily used for, and its importance relates to, performing a company's/department's/division's etc. primary function.

Administrative records usually have a very short active use period and a short to moderate retention period. Examples include:

- Purchase requisitions
- Time sheets
- Routine correspondence

Fiscal

A fiscal record is primarily used for, and its importance relates to, documenting the receipt and use of funds. Records with fiscal value are typically related to matters which underlie the day-to-day operation of an organization.

Fiscal records usually have a moderate active use period and a moderate to long retention period. Examples include:

- Ledgers
- Annual reports
- Research and product development

Legal

A legal record is primarily used for, and its importance relates to, proof of compliance with state and federal laws, or establishes the legal standing of the Company.

Legal records usually have a moderate active use period and a very long to permanent retention period. Examples include:

- Contracts
- Leases
- Copyrights and Trademarks

Regulatory

A regulatory record is primarily used for, and its importance relates to, proof of compliance with regulatory requirements, or fulfills a specific regulatory obligation.

Regulatory records usually have a moderate active use period and a moderate to very long retention period.

Examples include:

- Licenses
- Regulatory reports and filings
- Audits

As you can hopefully see, understanding a records value is extremely helpful in determining the records from the cloud of information we are faced with and once determined, how long (approximately) these records need to be maintained.

So, with an understanding the difference between Information v. Records, AIRU and AFLR in our RIM arsenal, the next challenge is figuring out where the records "are" within the organization. Once again, this is easier than it sounds because records typically have one of three key relationships relating to Functions, People, or Events. More on that next time...

Reference:

Penn, I., Pennix G. and Coulson, J. (1994). *Records Management Handbook, Second Edition*. p110-111. Burlington, VT: Ashgate

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