



JUNE 2010 CHAPTER NEWSLETTER

"Celebrating 40 Years of Excellence"

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PRESIDENT'S LETTER

Dear Chapter Members, RIM Colleagues and Guests,

As this fiscal year winds down, I cannot help but think of not just this past year, but last year as well. As per our By-Laws, my Presidency must come to an end. While I view this with both sadness and happiness (two years is a long time!), I am looking forward to continuing on the Board as the Immediate Past President, helping to mentor the incoming Board and Committee members.

So, you may ask yourself - who will be on the incoming Board and who has so willingly volunteered to help out on Committees in the upcoming year? Well, make sure you plan on attending our end-of-the year gala event on Tuesday, June 15th! Preparations have been made to make this a memorable evening. We are not only honoring our wonderful vendors who have so graciously supported us throughout the year, but we are also recognizing our honored members of the year as well as celebrating our 40th anniversary (per ARMA International - we were "born" on February 14, 1970)!



**Chapter
President
Melissa G.
Dederer, CRM**

All of these events will be celebrated at Sangria 46, located at 338 W. 46th, New York, NY (between 8th and 9th Avenues). The evening's events start at 6:00 p.m. Appetizers, a dinner buffet and various drinks are included in the \$40 price. We are planning a very special evening and hope you will be able to attend. This will be an event you won't want to miss! Space is limited so be sure to register now!

As I look back on this year (and my previous term as President), I look back with great pride - I am so proud to have had Boards and Committees that made both years very successful ones. And also, to all of you who have attended the various meetings and other functions we have had over the past two years - I say THANK YOU! Our successful years are because of you, too!

It has been an honor and a pleasure to have fulfilled the role as your leader and I can only hope that you have gained some personal as well as some professional benefits over the past two years. And, I encourage all of you to step up and volunteer your time to help our fabulous, award-winning chapter! Offer to help out on a committee, or a short-term task force. It is a wonderful way to gain experience and make new friends, and help the chapter continue to have successful years!

Please plan on joining me - and other chapter members, guests and special vendors - at our final event of the year. I hope to see you on the evening of June 15th!

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

**JUNE 15, 2010 VENDOR
APPRECIATION & 40th
ANNIVERSARY
CELEBRATION**



You are cordially invited to join us as we celebrate another successful year, thank our sponsors and celebrate our 40th Anniversary at SANGRIA46, located at West 46th Street, NY, NY.

This evening event will celebrate the chapter's 40th year of providing leadership and educational opportunities to our membership. The evening will be filled with kudos, magic, music, to compliment fine food and sangria in a lovely setting. We will acknowledge those companies that have supported the chapter this past year, introduce the 2010-2011 Board of Directors and hand out awards! Region Coordinator, David Pita will make a

special presentation on behalf of ARMA International to the Chapter!

Also, each chapter member will receive a commemorative gift to proudly display on their desk.

Registration is closing soon, so please register today by [clicking here](#).

MEMBERSHIP REPORT, by Lauren Barnes, MLS, CRM

Our Membership now stands at 313!



Please join in welcoming the following new members:

Randall Bourne, Ropes & Gray

Ronald Brash, BlankRome

George Broadbent, Entium Technology Partners

Eugene Chollick, infomanage.biz

Mark B. Clifford, Diversified Information Technologies

Anna Gray, Carnegie Corporation of New York

Paul Panik, MetLife

Len P Powell, Withers Bergman LLP

Eric Ross, Patterson Belknap Webb & Tyler LLP

Amy Sarola, Esq., MLS student @ St. John's University



The premier event in the records and information management field, ARMA International's 55th Conference & Expo, will be held November 7-10, 2010, at the Moscone Center West in San

Francisco, Calif. It's never too early to start planning for the 2010 ARMA International Conference & Expo, which delivers the resources and tools you need to better govern your information. [Register online now!](#)

Real Solutions

If you want solutions to the challenges the records and information management profession faces today, such as developing automated accurate retention schedules or establishing a metadata framework, this conference is a must. The education and face-to-face networking opportunities offered by the conference are stellar. You'll find all the tools you need - including leading-edge education from the top thought leaders in their fields, as well as the best practices, tactics, and technologies -for governing records and information seamlessly throughout your organization.

ARMA Expo

See the industry's emerging technologies as the [ARMA Expo](#) hosts over 200 exhibitors serving the records and information management community. This is a one-time chance to visit with companies offering solutions for electronic content management (ECM), e-records solutions, e-mail management, compliance, and archiving solutions. The exposition is open November 7-8 and free to all attendees.

Where It's Happening

The 2010 ARMA International Conference & Expo is located in the heart of downtown San Francisco, at Moscone Center West. The San Francisco Marriott Marquis is the headquarters hotel, with the Parc 55 as an additional hotel. Close to Union Square, you can hop on a trolley to take in the breath-taking sights on the way to Pier 39 and Alcatraz. Chinatown, historic North Beach, and the Embarcadero are just a few blocks away. There are many excellent and ethnically-diverse restaurants and cafes close by to satisfy every taste. Plan on great food, coffee, and company -in addition to polishing your professional pedigree.

FOUR QUESTIONS, submitted by Jason C. Stearns, CRM

Is it just me, or does it seem that our approach to the basics of RIM have been focused on fours? We reviewed the four characteristics of a record as outlined by ISO 15489 (AIRU) and we reviewed ways to assess the primary value of information (AFLR) in an effort to begin to understand record value and retention. This time, we are going to continue our discussion by

looking at another multiple of four that will help you determine if the document, data set, or other information is potentially a record.

Once you assess a set of information against the four characteristics of a record and evaluate the primary value that information against the 4V's, you have come a long way in culling out the records from the universe of information that swirls around you. The challenge is, even after doing this you still may not have a record. This aspect of RIM makes it a mix of art and science. Like art, different people can look at the same thing and come back with a different assessment. With training, and this is the science part, those differences can be minimized through the application of standard processes and assessments. This is where AIRU, AFLR and our next set of four come in. I refer to these as the "four questions" or CANL:

Create or own?

Anywhere else?

New or unique?

Legal or regulatory?

With these questions you can begin to identify the records. It's not 100% (*art*), but these questions offer a simple tool (*science*) to help you and even non-RIM folks get at those bits of valuable information that are "appropriate for preservation," the records!

Create or own?

The first question to ask when trying to figure out if the information you are reviewing is a record is "Do you (or your business area, manager, team, process... you get the idea) create this information or own it?" This first of the four questions is possibly the easiest to apply. It also accomplishes the most in helping to identify potential records from all the copies of information that exist. If the answer to this question is no, you are dealing with a copy. Copies are NOT records. There are a multitude of business reasons to keep this information around while it has value or purpose, but once those no longer exist there is no obligation to keep the copy. These copies represent a significant portion of the information we deal with. We all get copies of meeting agendas, presentations, RFPs, memos, drafts, proposals, reports, email, etc. Unless you create that information, or have direct responsibility for it after its creation (that is you "own" it), you can and should get rid of it once it no longer has value to you. The record creator/owner has the responsibility for managing the record.

Now if you answer the question "yes" that means as the owner/creator of the information, there is a good possibility that it is a record... that's where the rest of the questions come in.

Anywhere Else?

Now ask, "Can this information be found anywhere else? If so, where?"

While assessing the information, it is important to figure out where it can be found. If you have a hard copy for example, and the electronic version is available, in most cases the electronic version is the record (properly managed, it does a better job of meeting the four requirements because it is more "usable" than a paper copy filed away somewhere). If you have a report that your department "owns," figuring out all the places it exists will help you identify the owner within the department. Ideally you want track this down to a single person, or a small group. They have the responsibility for managing the record, and can tell you how it is used and why it is created, which will help with overall RIM goals.

If you have access to the one and only version of the information, it is very likely a record. So on to the next question...

New or unique?

"Is the information new or a unique interpretation of existing information?" The other way to think about this is to ask, "Is this information a composite of existing information pulled together for ease of use, reference, or some other purpose without any interpretation, modification or change?"

A great deal of the information we contend with is compiled from other sources for convenience and ease of use. When information is pulled together in this fashion, it typically is not a record. A reference list of vendors, addresses for frequently emailed colleagues, excerpts from charts and reports... we chop up all kinds of information into smaller and more useful bits. If the resulting information is an unchanged excerpt or portion of the original document, it typically does need to be maintained as a record. The source documents are records, but the sliced and diced information is not.

On the other hand, if after chopping up the source information you go onto provide an interpretation of the compiled information; merge it with additional information to get new information, or "massage" the data you have created a new record and should maintain it accordingly.

Legal or Regulatory?

"Is there a legal or regulatory requirement mandating the creation of and/or retention of this information?" If the answer is "yes," you have a record and you'd better be sure to manage it accordingly.

Let's face it, for better or worse, we live and work in a heavily regulated society. As a result, there is often information that we create, or are told we must create, that we will need to retain just because someone (the State, a regulator, the IRS, etc.) says so. In some cases we may create it anyway, but we are required to keep it for a period of time beyond which it has value to us. In these cases, the value, use or purpose of the information is really immaterial; the information is a record and you either create and manage it accordingly or face the consequences.

If there are no legal or regulatory requirements dictating the creation and/or retention of the information, then the decision to keep maintain the record is influenced more by its purpose, use, value and characteristics (AFLR and AIRU). The decision on if and how long to keep the record is primarily a business decision, the key is to make sure it is realistic and reasonable.

AFLR, AIRU and CANL. It's an alphabet soup like guide to managing your records. Admittedly, it is pretty basic, but then again this is RIM 101. If you can master these key concepts, you will be the majority of the way down the path to becoming a RIM expert. There is some more to learn and we'll cover that next time, but here's a hint:

GARP and LFOH!



We hope you enjoyed the educational programs and special events this past year! We encourage each chapter member to get involved by joining a committee and serve on the Board of Directors.

Thanks to all of our members and sponsors for making this year a huge success! Have a great summer and remember to check the chapter website throughout the summer.

Sincerely,

The Board of Directors, ARMA Metro NYC Chapter