



Happy Holidays



November 2008 Issue

ARMA NYC Metropolitan Chapter Newsletter

In This Issue

[PRESIDENT'S CORNER](#)

[UPCOMING EVENTS](#)

[FEBRUARY 2009 EDUCATIONAL WORKSHOP](#)

[11/12/08 CHAPTER MEETING REVIEW](#)

[CRM NEWS](#)

[ARMA INTERNATIONAL NEWS](#)

[COMMUNITY RELATIONS](#)

President's Corner

Dear Chapter Members, RIM Colleagues and Guests,

As we enter this holiday season, let's all take a moment to reflect on the wonderful things that have happened in our lives this year and try to, for a moment, not let any unfortunate events get in your way.

Our chapter has had three wonderful educational meetings this year with a tremendous turn out at each meeting. Our speakers have enlightened us with lots of new information. We have had the opportunity to network with old friends and make new ones. Those who were able to attend the annual conference in Las Vegas had similar experiences.



Your Board of Directors and Committee Members are working hard to make sure the new year brings you additional opportunities to learn and network. We are planning a holiday event in January, our annual all day event in February and then it's back to regular monthly educational meetings in March (and honoring our members with 15+ years of tenure!). We are also planning on more CRM Study Sessions in the Spring before the next round of exams. Stay tuned for details for each event.

And speaking of the Board and Committee Members, we are always looking for new faces to join us. If you are interested in helping to make this chapter the best one ever, please contact me or any other Board member. There are lots of opportunities to help out. And the experience of being part of leadership for our chapter will carry over into your everyday life - both professionally and personally. You have skills we need! Contact us!

A new year is just around the corner. Let's start it off with a positive step. Please try to join us at our Holiday Networking Event in January. Details about the event will be sent to you in the near future but for the time being, keep Tuesday, January 13 reserved on your calendar for this exciting event!

Enjoy this holiday season. I look forward to seeing you next year.

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

Upcoming Events

January 13, 2009 - ARMA MetroNYC Chapter's Networking Event (TBD) **SAVE THE DATE**

February 11, 2009 - ARMA MetroNYC Chapter's All Day Seminar Event (NYC)

Conference Center @ 23rd Street) **Register & Pay by 12/25/08 & Save!**

March 09, 2009 - ARMA MetroNYC Chapter Meeting @ Midtown Executive Club, 40 W. 45th Street, New York, NY

Topic: CORE COMPETENCIES - Speaker: Beth Chiaiese, CRM

April 07, 2009 - ARMA MetroNYC Chapter Meeting @ Midtown Executive Club, 40 W. 45th Street, New York, NY

Topic (TBD) & Speaker: Dr. William Saffady

May 11, 2009 - ARMA MetroNYC Chapter Meeting @ Midtown Executive Club, 40 W. 45th Street, New York, NY

Topic: RIM STANDARDS - Speaker: Ginny Jones, CRM, FAI

February 2009 Educational Workshop



On February 11, 2008, our annual All-Day Educational Workshop will take place at the NYC Seminar and Conference Center, located at 71 West 23rd Street, New York, NY, 10010, [NYC Seminar Center](#).

The workshop will provide a variety of sessions covering the following topics: Business Continuity, RIM on 0\$ A Day, Marketing Yourself, Marketing Your RIM Program, Sharepoint and a presentation by the 2008 Cobalt Award Winning team from New York Life Insurance Company. Addition sessions are still in the planning stage and will be announced soon!

Our Exhibitors Alley will give you an opportunity to meet with a number of local, national and global vendors, solution providers, suppliers and RIM experts. We will raffling off several prizes at the end of the event. To become eligible for the raffle, simply visit each Exhibitor table, speak with a representative and get your "RIM-GO" card stamped by each Exhibitor.

We are pleased to welcome the members of the Northern New Jersey and Central/Southern New Jersey Chapters of ARMA.

Registration is now open for this event. Register and submit your payment by December 25, 2008 to receive a special discount rate of only \$125.00 for chapter members. After the 25th, the member rate is \$145.00, so [Click Here](#) to take advantage of this special rate.

VENDORS: If you are interested in sponsoring, exhibiting or donating raffle items for this event, please contact Michael Lenhard, VP of Advertising & Sponsorship via email at: mленhard@m3holdings.com.

February 2009 Workshop Sponsors



[Nova Records Management](#)



[Back Thru The Future](#)

Please Visit Our Sponsors

11/12/08 Chapter Meeting Review

Topic: Digital Trends
Speaker: Alan A. Andolsen, CRM, CMC

The growth of digital information has been staggering. Even though paper records and other analog media continues a steady linear increase, digital information doubles in size every four years. Some in our industry have perceived this growth in digital information as a direct threat to the long-term viability of the industry. Others see it as a spectacular business opportunity and have already begun investing in the technology and human resources necessary to capitalize on digital information growth.

Our third Chapter Meeting of the 2008-2009 Season began with the reading of a Thank You letter from the AIEF (ARMA International Educational Foundation). In appreciation for Metro NYC's Grant award that funded a research project undertaken by Virginia Jones, CRM, FAI, Metro NYC was widely recognized both here at home and at ARMA, Las Vegas. In addition, Chapter President Melissa Dederer, reported that the Study produced was timely and well prepared. "Metro truly got its money's worth," she added.

To download and read the Study entitled, "USA Federal Requirements for Personal Information Protection", [Click Here](#).

Arlene Bronstein was honored for her years of Membership and Records Management service as she retired from the RIM profession. Chapter President, Melissa G. Dederer,

CRM, presented Arlene with a Certificate of Merit and a lovely crystal bowl from Tiffany's.

Recognition also went to NY's own, NY Life Insurance Company, who was the first-ever recipient of [ARMA International's Cobalt Award](#).

Mark Kamien addressed the Membership on behalf of the evening's Sponsor, [InfoCurrent](#).

VP-Chapter Membership, Lauren Barnes, addressed the Membership on behalf of a noteworthy Community Service event; Launch of the "[Just Tell.org](#)" website and youth Step Team. Written by kids, in kid's language, "Just Tell.org" helps sexually abused kids and teens learn how to choose an adult to trust and tell about their abuse. Donations of \$25.00 were common for this event however, donations of any amount continue to be welcomed. Visit the website or call 1-800-4-A-Child.

Chapter Executive Vice-President, Crystal Cutler received the Chapter Member of the Year Award on behalf of Metro NYC and ARMA International. Then, desserts and the commencement of our Educational segment, "Digital Information Trends." Presenter Alan Andolsen, CRM, CMC, is President of both Naremco Services and the ICRM and a 35+-year Member of our Metro NYC Chapter.

A captivating presentation that highlighted the abounding opportunities resident in the exponential growth of digital information; Alan reminded everyone that the challenge continues to be, how to manage it all? We'll have to know where the Digital Information lives and when needed, how to get it all back.

As we embrace Web 2.0, we must ask, what about Web 3.0? How do we deal with Cloud Computing, E-Ink, Holography, Electronic Ink, RFID Powder and the Human Body as Network.

Will the definition of a document change as a result of these new technologies. What will the evolution of Records Management look like in 5 or ten years? Will we be ready? However, President Andolsen admonished Members, "Don't get blindsided by these emerging technologies, learn a bit more."

As President of the ICRM, Alan encouraged the membership to pursue their CRM certifications. In addition to the knowledge gained, CRMs earn 35 - 40% more than non-certified Records Managers.

At the closing, one attendee mused, "Al, is that really you up there presenting to us tonight or a hologram?" To which Alan replied, "Beam me up, Scotty."



Melissa Dederer & Crystal Cutler



Melissa Dederer & Arlene Bronstein



Diane Ibarra, Frank LaSorsa & Darryl Harris



Louise Vignola, Deborah Montana & Katherine Gallagher



Alan Andolsen, CRM, CMC

CRM Corner

Test your knowledge:



1. What are the costs involved with break-even analysis?
 - a. Facilities and random costs
 - b. Forecasted and quantity costs
 - c. Product and employee costs
 - d. Fixed and variable costs
 - e. Planning and labor costs

2. A major hurricane wipes out several businesses and governmental buildings. This would be an example of a _____ disaster.
 - a. Class 1
 - b. Class 2
 - c. Class 3
 - d. Class 4
 - e. Class 7

3. An average single letter-size page scanned at 200 dpi, and stored as Group 3 TIF, requires approximately _____ bytes of storage.
 - a. 10,000
 - b. 20,000
 - c. 50,000
 - d. 75,000
 - e. 100,000

Answer Key: 1. (b), 2. (b), 3. (c)

ARMA In The News

Employees Best Defense Against Data Theft



Hotel News Now - November 2008

Security breaches have recently become a bigger problem for many hotels which for the industry means it is time to do a better job of securing data and training employees. Kevin Joerling, senior manager of standards and records management for ARMA International, discusses the importance of getting employees the right training to avoid the loss of sensitive data putting the organization at risk in this article for the Hotel News Now website.

[View Article...](#)

To Protect and Preserve Law Firm Records

American Association of Law Libraries Spectrum - November 2008

In this article about the protection of law firm records and the role records manager's play in making sure records are available, ARMA International is acknowledged as a professional association who educates on the principals of records management and the ethics associated with. The article also quotes Beth Chiaiese, a member of the ARMA International Board of Directors.

[View Article...](#)



Community Relations - Project Hospitality

In celebration of their quarter century of caring, innovative and nationally recognized service to the homeless and hungry, Project Hospitality offers two donation opportunities; to donate to their general fund or to their Project 25 Endowment Campaign at

www.projecthospitality.org.

Project Hospitality seeks to realize its mission both by advocating for those in need and by establishing a comprehensive continuum of care that begins with the provision of food, clothing and shelter and extends to other services which include health care, mental health, alcohol and substance abuse treatment, HIV care, education, vocational training, legal assistance, and transitional and permanent housing.

During this holiday season, please consider those less fortunate and give.....

Chapter Website Quick Links

[Home Page](#)

[Upcoming Events](#)
[Membership](#)
[ARMA International](#)

The Board of Directors wishes you and your loved ones, a very Happy Holiday Season.

Sincerely,

ARMA Metro New York City Chapter