



INFORMATION MANAGEMENT PROFESSIONALS

METRO NYC CHAPTER

December 2008 Issue

ARMA Metropolitan New York City Chapter Newsletter

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President's Corner

Dear Chapter Members, RIM Colleagues and Guests,

Happy New Year to all. I hope everyone was able to enjoy this wonderful holiday season with family and friends. I am looking forward to the new year and all of the great opportunities that await us.

Your Board of Directors and Committee Members have continued to work very hard to make sure the new year brings you continued opportunities to learn and network. Our first event of the year is planned for Tuesday, January 13th at Hurley's in mid-town Manhattan (232 West 48th Street, between Broadway & 8th Avenue). It is our annual get-together where we have a chance to renew friendships, network and meet new people, both ARMA members and non-ARMA members. We look forward to seeing you at this festive. We would like to thank REDWALLET CONNECTION for sponsoring this event! Please visit their website at www.redwalletconnection.com



In February, we are planning our biggest event of the year - our all day educational workshop. This year it will be held at the New York City Seminar and Conference Center, located at 71 West 23rd Street in Manhattan. This educational workshop will provide a variety of sessions covering such topics as Business Continuity, RIM on \$0 A Day, Marketing Yourself and Marketing Your RIM program. There will also be a presentation by ARMA's 2008 Cobalt Award Winning team from New York Life Insurance Company. In addition to the wonderful educational sessions, there will be an Exhibitor Area where you can meet one-on-one with a variety of local, national and global vendors, solution providers and RIM experts. At the end of the event, there will be prizes given away! To become eligible to win one of several prizes, simply visit each exhibit table, have your raffle card stamped, and then deposit your completed entry into the Prize Box. Please visit our web site for additional details and the conference schedule. Remember to register quickly to take advantage of early bird discounts! And an added bonus - Breakfast and Lunch are included!

On Monday, March 9th, we will resume our regular monthly educational sessions, once again honoring the tenure of some of our very valued members! Keep March 9th booked in your calendar. Our speaker is the renowned Beth Chiaiese, CRM, and the topic will pertain to the RIM Competencies - what they are, the value

they bring to you and your organization and a real life example of how to implement them within your organization!

The Board of Directors wish everyone a very happy and prosperous new year. We are focused on providing you educational and networking opportunities, event updates and up-to-date information to help you with your daily challenges of managing your organization's records and information. We encourage you to regularly visit our website - it is updated almost daily. Create a "reminder/appointment" to check it every Monday morning while you are enjoying your first cup of coffee (or tea, or soda or whatever you sip in the morning!). You will be amazed at what you find! You will be kept abreast of new information from not only our chapter, but also from International, ARMA International's Educational Foundation (AIEF), our vendors and other organizations dedicated to bringing you the best in records and information management throughout the year!

I look forward to seeing you at our next meeting.

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

Upcoming Events



Monday, January 12, 2009 - Tuesday, January 20, 2009 - ARMA International

"Managing the Part-time RIM Project Team". This Web Seminar explores several tips and techniques to successfully manage the part-time RIM project team. For more information or to register, [click here](#).

Tuesday, January 13, 2009 - ARMA MetroNYC Chapter's Networking Event at Hurley's, 232 W.48th Street, NY, NY, from 6-8pm. \$20.00 Admission includes drinks and appetizers. To Register, [click here](#). This event is sponsored by [Redwallet Connection](#).

Tuesday, January 20, 2009 - "Planning for Enterprise Content and Records Management in the SharePoint World". This is a free all-day seminar hosted by the Gimmel Group at the New York Hilton. Susan Cisco joined Gimmel Group about a year ago and will be at this event. To Register or for more information, [click here](#).

Wednesday, February 11, 2009 - ARMA MetroNYC Chapter's All Day Seminar Event (NYC Conference Center @ 71 W.23rd Street, New York, NY). Early Bird Registration is ending soon, so for more information or to register, [click here](#).

Monday, March 09, 2009 - ARMA MetroNYC Chapter Meeting @ Midtown Executive Club, 40 W. 45th Street, New York, NY
Topic: CORE COMPETENCIES - Speaker: Beth Chiaiese, CRM

Tuesday, April 07, 2009 - ARMA MetroNYC Chapter Meeting @ Midtown Executive Club, 40 W. 45th Street, New York, NY
Topic (TBD) & Speaker: Dr. William Saffady

Monday, 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

For more information, please visit our website at: www.armanyc.org.

February 11, 2009 All-Day Workshop Update

For those of you who have not registered for this event, please note the "Early Bird" registration fee of \$125/\$150 (Member/NonMember) has been extended through Friday, January 9. The fees will increase to \$135/\$160 (Member/NonMember) from January 12-16. After January 16, the fees will increase to \$145/\$170 (Member/NonMember). As a reminder, you must register AND submit payment by the deadline(s) in order to receive the discounted rates. Checks should be mailed immediately and postmarked by the deadline(s). The chapter address can be found at the bottom of this newsletter.

To Register, [Click Here](#).

SPONSORSHIP UPDATE

We are pleased to welcome the following Workshop Sponsors and Exhibitors:

[IRON MOUNTAIN](#)

[BACK THROUGH THE FUTURE](#)

[NOVA RECORDS MANAGEMENT](#)

[BELFORS](#)

[GRM INFORMATION MANAGEMENT SYSTEMS](#)

The Chapter would like to express our appreciation to each of the sponsors listed above for supporting this event. We encourage everyone to visit their websites.

SESSION INFORMATION

"Raising the Bar for Competent Professionals at Every Level !"

This year for the first time the New York and New Jersey Chapters have joined to present this educational event!

- 1) **"Sharepoint - The All Purpose Tool of the Future"** - Matt Brown - Forrester Research - this session will explore the trend toward this product and point out some of the ways we can utilize it to further our RIM programs.
- 2) **"2008 Cobalt Award Winner"** - Jason C. Stearns, CRM and Barbara E. Dale, ECM - New York Life Insurance Company is the honored recipient of the 2008 ARMA International Cobalt Award. Jason and Barbara will present an overview of the NY Life Records Program and discuss it's history, communications strategy, compliance and training efforts.
- 3) **"Text Mining"** - Breck Baldwin, PhD - Alias-I - this interactive session will include group experiments and homework (don't be scared) as it teaches us automatic text classification, conceptual indexing and information extraction.
- 4) **"Keeping Your Gig in 2009"** - Barbara Safani - The sobering developments at some of the nation's most well-known companies have served as a catalyst for many to examine their current work situations and future career management strategies. Participants will learn: key career mgmt. strategies that will make you irreplaceable in 2009; how to build online presence that will position you as a leading edge candidate in your field; tips for preparing should you need to look for a new job in 2009.
- 5) **"Business Continuity"** - Ken Knott - Proskauer Rose - Many of us have meetings after there is an emergency. Time passes, we forget and the final plans are never completed and certainly not tested. As information professionals we can add value here, and Ken will demonstrate how.
- 6) **"Social Networking: Strategic Records Tool or Total Waste of Time"** - Jeffrey K. Brandt - Crowell Moring - Employees have created "Facebook" sites. The RM and others are connected via "Linked In", but have no idea why. Legal counsel is freaking out over the exposure. What is this stuff and how do we use it to our advantage ?
- 7) **"Records on \$0 A Day"** - Speakers TBA - this session will explore how to run your RIM program by utilizing existing and hidden resources within your organization. In addition, you will take away information on where to get free help and how to utilize vendor resources without hiring them. Three card Monty will not be discussed.
- 8) **"E-Discovery, Luddite Lawyers & Search Term Sufficiency"** - Adam Losey - Foley & Lardner.

Lawyers have a specific and codified legal duty, born in Manhattan, to understand a client's information technology systems. Records managers should be prepared to work with lawyers and explain to them what goes on behind the curtains in simple and easy to understand terminology. Strategies will be given on how to go about dealing with "luddite lawyers." The presentation will also cover recent case law critiquing traditional keyword search methods and other timely e-discovery topics.

Breakfast and Lunch will be served
Vendor exhibits during lunch break
Poster session during lunch break
Individual resume review during lunch break
Keynote speaker TBA
Closing remarks - Matt Brown - Forrester Research

-Frank LaSorsa, CRM

VP/Professional Development

Membership Update

Welcome to the following new members:

GARY ANZALONE, New York, NY
ROBBEN BAPTISTE, Newark, NJ
LYNN CHON, New York, NY
HAMPTON COLEY, New York, NY
LINDA GRAY, New York, NY
FELIX JOSEPH, New York, NY
LOREN MARTZ, Long Beach, NY
BRIEN MILESI, New York, NY
KENNETH NEAL, New York, NY
ROBERT WICKSTROM, New York, NY

-Lauren Barnes, MLIS
VP/Membership



ICRM News

As a reminder, the ICRM has issued a Notice that for all active CRMs, dues will increase: effective January 1, 2009, the new dues will be set at \$200.00/year and the Inactive Status for CRMs will be dropped.

Effective January 1, 2010, dues will be set at \$250.00/year.

Please visit www.icrm.org to review their Newsletter for more details.

CRM Corner

Exam Dates: Parts 1-5 February 2 through 6, 2009
Part 6 February 5, 2009

Registration: November 19, 2008 to January 29, 2009

Our next Chapter CRM Study Session will be held in advance of the Spring exams.

In the meanwhile, test your knowledge with the sample questions below.

1. According to the Theory Y view of worker behavior the average person
 - a. prefers to avoid responsibility.
 - b. likes work inherently.
 - c. cares little about security, neither financial or personal.
 - d. seeks responsibility under the proper conditions.
 - e. has much ambition.
2. A disturbing fact of inefficiency frequency is that ____ percent of the papers filed are never referred to.
 - a. 20
 - b. 45
 - c. 50
 - d. 90
 - e. 95

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) - d, (2) - d, (3) - c

-Crystal Cutler
Executive Vice President

Community Relations

These have been interesting times. Given the fall of businesses and markets it has become a good time to take stock, build new or rebuild old relationships and skill sets. 'Tis the Season' for the Records Manager and the forecasts look promising. Drivers like litigation, corruption and emerging technologies will push and keep our profession to/at the forefront. So, for the purposes of relating to the community at large within this current climate, the following checklist should jump start the year and help it maintain momentum throughout. Health, wealth and happiness to us all.

1. Giving:

With so many programs struggling for survival, 'Tis the Season to pick one Charity to give to all year long, rather than several Charities to which to give a one time donation during the Holidays.

Also, many sites report on the donation-worthiness of Charities. Choose Charities that give 90% or better of their donations to help the populations they say they serve, rather than to pay high administrative costs.

And look carefully at the type of donation you make. For example donating an old car to Charity sounds nice, but depending on your income and tax structure, a \$1500.00 vehicle could end up being valued at about \$200-300 bucks. Better to sell the vehicle for the \$1500 and then donate that \$1500 in cash to the Charity of your choice.

2. Stay Connected:

If you haven't already done so, join the Records Management Listserv by sending an email to LISTSERV@LISTS.UFL.EDU. Leave the subject line of your message blank. In the body of the message, type SUBSCRIBE RECMGMT-L Your Name. DO NOT type in your e-mail address. Enter your full name, regularly capitalized.

Regularly attend Chapter Meetings and Chapter Events.

For some real fun, log in and listen to the radio program, www.insidetherecordsroom.com. No matter your title or years of experience, by adding these three opportunities to your regimen, you won't even realize how much smarter and more Records savvy you are becoming.

3. Take Stock:

Visit www.arma.org for a self-assessment tool.

Visit www.icrm.org/newsletter/ICRMNewsletter2008summer.pdf, for an article containing an evaluation Form you can use to determine the present state of effectiveness for your Records and Information Management practices.

4. Get involved:

As always, our Chapter continues in its commitment to serving the community at large. Contact Crystal Cutler, Chapter Executive Vice-President, cutlcr@consumer.org to,

Serve on a Chapter Committee or Special Taskforce.

Volunteer for our Community Relations effort. Your volunteerism would be greatly appreciated and worthy of recognition.

Submit postings of upcoming Community Events. Type either "Community Relations Volunteer" or "Community Relations Request" in the subject line of your email.

Visit the chapter website and download a form to outline the information needed to aid our decision making. Wherever possible, please submit Requests at least 30 days in advance.

I also welcome input for making our Chapter the best it can be. Email me with your "Chapter Suggestions" or "Chapter Concerns" in the subject line.

- Crystal Cutler

Executive Vice President

Thank You...

... for supporting the Chapter in 2008. We wish everyone a Happy and Prosperous New Year!

Board of Directors

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Melissa G. Dederer, CRM - Chapter President

Crystal Cutler - Executive Vice President

Deborah Montana - Vice President/Secretary

Frank LaSorsa - Vice President/Professional Development

Lauren Barnes, MLIS - Vice President/Membership

Carol Trapano - Vice President/Treasurer

Darryl Harris - Vice President/Special Events

Michael Lenhard - Vice President/Advertising & Sponsorship

Marcel Rodriguez - Vice President/Website & Newsletter
and Immediate Past President

ARMA NYC Metropolitan Chapter

208 East 51st Street, #335
New York, New York 10022