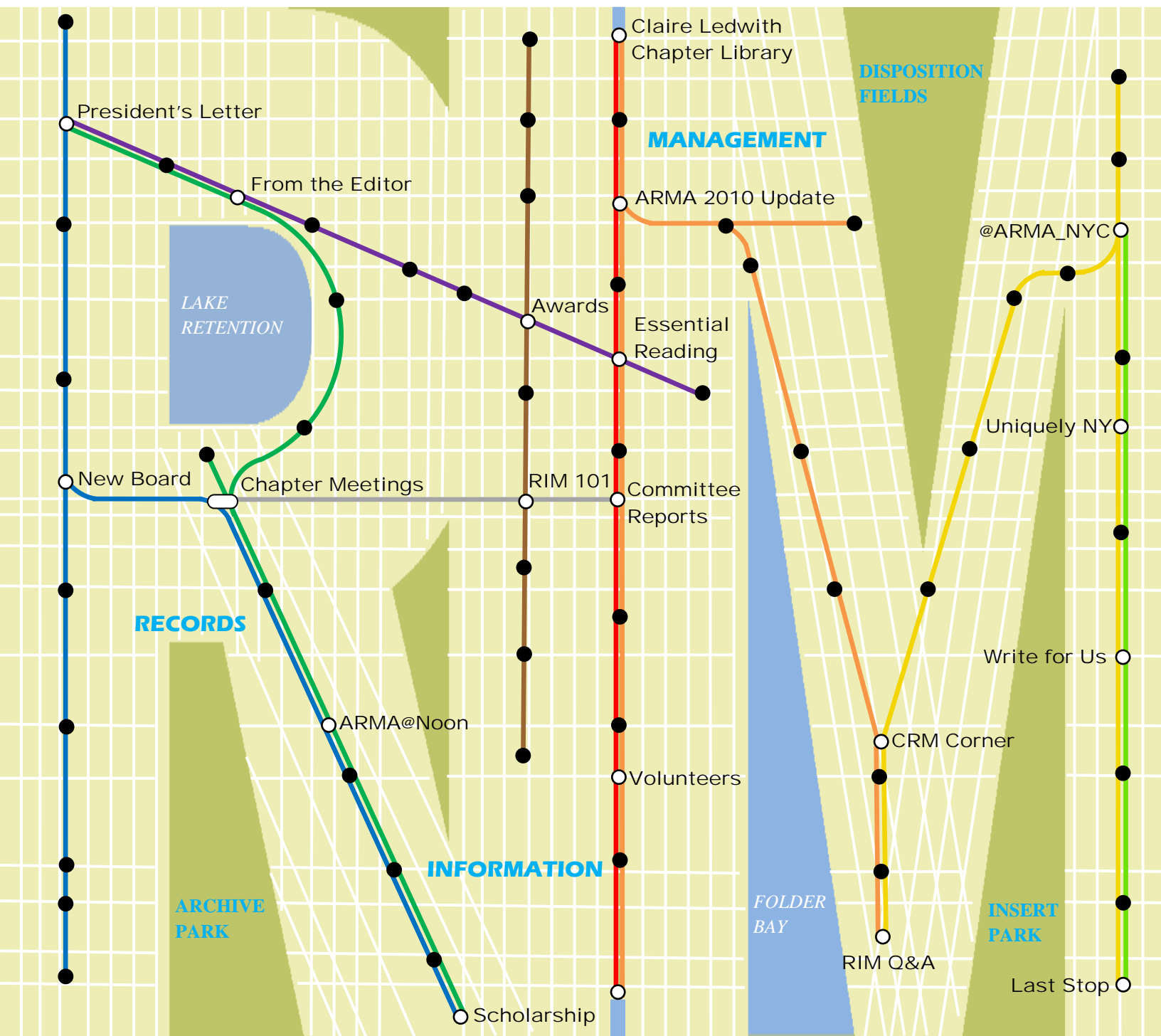


Get on track with our new issue...



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About exchange

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ARMA International is a not-for-profit professional association and the authority on managing records and information – paper and electronic.


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For more information about exchange, including advertising and publishing opportunities, please email us at ARMANYC.exchange@gmail.com.

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President's Letter ○



Greetings,

Hope everyone is enjoying their summer – and what a summer it has been. We have had plenty of high temperatures, and I can't remember a year where we have had sun almost every weekend.

“ARMAgeddon It” was my theme phrase from the last issue, and now we are giving you the opportunity to make sure you are really getting what you need. Once again the chapter circulated a survey to give you a chance to communicate your professional development needs and your meeting preferences. Total Records and Logistics has again sponsored a prize and it will be raffled to one lucky winner among those who completed the survey.

While we are reviewing your responses, we have been busy planning. Our first ARMA @ Noon to be held at New York Life will be Monday, September 20 with Fred Grevin doing a presentation on mystique versus reality in the world of scanning. The data that Fred will be discussing is posted on the chapter web site (www.armany.org). This meeting is sponsored by Pitney Bowes.

The following day on Tuesday, September 21, we are pleased to have Dr. Greg Hunter from the Palmer School of Library and Information at Long Island University joining us at the Muse on 46th Street. This is an evening meeting beginning at 5:30 PM, and it is sponsored by Crown Records Management.

Our CRM review sessions will be held on October 6 & 7, 2010.

Don't know how many of you were able to read the last print edition of AIIM's publication “Infonomics”, but it contains two interesting articles. One is John Mancini's (President of AIIM International) piece commenting that digital publications are valuable for much more than just environmental reasons. The other is by Steve Kass (President of the New York AIIM Chapter) who points out that ECM is now everywhere, and the photo that leads the article would indicate that maybe he even has some content in his garage. Our job this year is to make sure everyone has that garage door opener to get easy access to that content. This year it's all about the tools!

Hope to see you all in San Francisco!

**- Frank LaSorsa, CRM
President, ARMA Metropolitan New York Chapter**

From the Editor

Welcome to *exchange*, the newly made over ARMA Metro NYC Chapter Newsletter! We're very excited about the new look and hope you enjoy the new features we've added.

In addition to the content and chapter announcements that you have come to rely on, be sure to check out our new and revised features:

- **RIM 101** – New to the RIM profession or looking for a refresher on core concepts? Check out this new column that gets back to RIM basics
- **Committee Reports** – Wondering what the board has been working on? In each issue we'll summarize what we've been up to for you
- **Uniquely NY** – Our take on aspects of our great city that are "unique"
- **Essential Reading** – Wondering what RIM related titles are worth checking out? Each issue we'll provide a review of a new or classic title and share our thoughts
- **CRM Corner** – Partnering with the ICRM and local CRM's, each issue we'll provide useful tips related to this career essential designation
- **Last Stop** – Did you miss the last Chapter Meeting or ARMA@Noon session? Check out this column to find out what happened

We hope you like our new look and content. If you have suggestions or feedback on *exchange*, please contact us at ARMANYC.exchange@gmail.com.

-Jason C. Stearns, CRM

CRM Corner

VP, Communications

Qualifying for the Examination

Attaining the CRM designation is based on educational background, professional work experience and successful completion of a six part examination. Parts 1 – 5 are multiple choice exams and pertain to the following topics:

Part 1: Management Principles and the Records Management Program

Part 2: Records Creation and Use

Part 3: Records Systems, Storage, and Retrieval

Part 4: Records Appraisal, Retention, Protection, and Disposition

Part 5: Technology, Equipment and Supplies

Part 6 is an essay exam and can only be taken after successful completion of the first five sections.

Persons wishing to become a CRM must complete and submit an application form (ICRM Form 1) with supporting documentation indicating relevant work experience and education. These credentials are then evaluated by the Certification Standards Committee to determine that the eligibility requirements have been met.

Fall Examination Registration:

August 20, 2010 - October 28, 2010

Exam Schedule:

Parts 1-5, Monday – Friday, November 1 - 5, 2010

Part 6, Thursday, November 4, 2010

For a copy of the CRM Handbook, forms, or additional information about the ICRM visit www.icrm.org.

SERVICE ADVISORY



2010/2011 ARMA@Noon Meeting Schedule

9/20 Imaging vs. Hard Copy Storage

Fred Grevin, City of New York

For more than thirty-five years, the comment “it’s cheaper to microfilm/scan inactive records than it is to store the paper” has been hurled at records managers, storage vendors, conversion service bureaus, and others. This session examines that proposition by “crunching the numbers”. A worksheet will be posted on the ARMA Metro NYC website for your review. Audience members are invited to bring their own numbers for comparison.

10/14 RIM in the Entertainment Sector

Marcel Rodriguez, NBC Universal

Mary Sherwin, CBS

Additional Dates: 11/23/2010, 1/25/2011, 2/22/2011, 3/29/2011, 4/26/2011, 5/24/2011, 6/28/2011

Each session includes:

- **Leading Practices and Information**
- **Top Notch Networking**
- **Great food!**

All for only \$10 each!

For more information about these sessions, or to register, visit www.armanyc.org

ARMA@Noon Meetings are held at New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010

Session topics are still being finalized. If you would like to suggest a topic for consideration, please contact us at ARMANYC.exchange@gmail.com

Essential Reading

Reviewed by Jason C. Stearns, CRM O

"Think of every form you have ever filled out, every form that has your name on it... Imagine that you can see all the documents in all the filing cabinets and all the databases all across the globe... For our companies and our personal lives, information is out of control. It's time we did something about it. This book is that something." – David Siegel

So begins David Siegel's journey and exploration of the next wave of the internet, the semantic web or Web 3.0. Wikis, blogs, tweets, collaboration... just as we're beginning to understand Web 2.0 and the impact on RIM, along comes Web 3.0.

Let's be clear, this is not your traditional RIM text. In fact, Siegel's approach to Web 3.0 isn't about records or information management at all. It's about information access and how the way we access information is about to change like never before.

That doesn't mean that as a RIM professional you won't find some related concepts and areas of interest.

Security, privacy, taxonomies, ontologies, records, and other concepts and practices of RIM are essential to the future of the semantic web. Siegel explores the role of these RIM concepts and other aspects of this emerging and cutting edge technology.

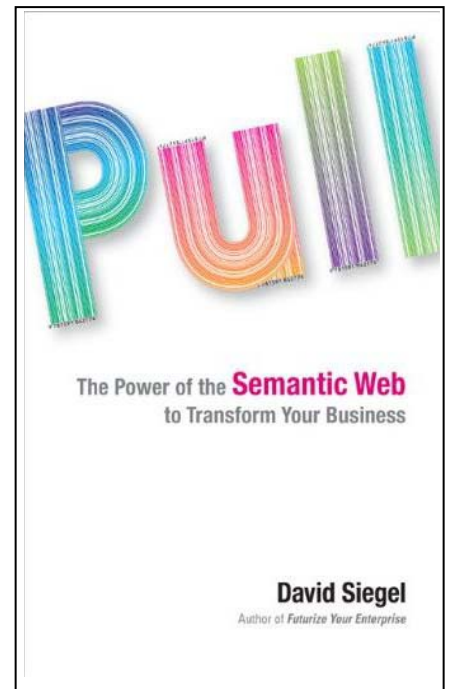
With clear examples, case studies, principles and scenarios, Siegel explores the coming world of the semantic web in an accessible and easy to read format that is perfect for the "non-geek" and those

Just as we're beginning
to understand Web 2.0
and the impact on RIM,
along comes Web 3.0

interested in the future of information management. If you are looking for a practical, real world application of the semantic web and its potential this is the book to start with. With Siegel's guidance you will learn which industries are already adopting semantic web technologies, how to make the shift from pushing to pulling information, the impact on software and hardware used to manage and access information resources, and how to plan a business strategy for embracing the semantic web in your organization.

If you are interested in the future of electronic records and the role of the internet, the "cloud" and related technologies, this book is a good place to start. While there are many books that discuss the future of the web and the potential of semantic technologies, Siegel strikes the right balance of the practical and the possible without burying you in code and technical detail.

Pull: The Power of the Semantic Web to Transform Your Business by David Siegel
Published by Portfolio, a member of Penguin Group (USA) Inc.



Tech Tidbit

Gen Y

Generation Y, sometimes referred to as “the Millennials”, is a specific group born roughly between 1980 and 2001. “Generation Y” spun off from another term which was popularized by Canadian fiction writer, Douglas Coupland, in 1991 with the term “Generation X”.

In their recent book, *Connecting to the Net.Generation* (March 2007), Reynol Junco and Jeanna Mastrodicasa discovered that:

- 97% of Generation Y-ers own computers
- 94% own cell phones
- 76% use Instant Messaging
- 15% of IM users are logged on 24 hours a day
- 92% multi-tasked while IM'ing
- 34% use websites as the primary source of news
- 28% author a blog
- 44% read blogs
- 49% download music using peer-to-peer sharing
- 75% of college students have a Facebook account
- 60% own a portable music and/or video player

With this information, how will businesses respond? Already firms such as AXA Equitable are taking their strategic communications out to Twitter with their newest character and mascot; the 800-pound gorilla. How will Gen Y drive business models around advertising, marketing, customer service, and communications? Will we gain Gen Y-ers' confidence and an edge on business with social networking or will growing regulation and controls around firms' fiduciary responsibility and suitability of products keep such a surge in check? It will be interesting to see how we as RIM professionals (as well as our business peers) will embrace or confront the evolving technological advances and usage by various cohorts—Gen Y-ers, Gen X-ers and more. More importantly, we will soon tackle how we manage the information and records that evolve alongside each type of media.

- Ace Romar

Kudos Kolumn

In each issue of the “Kudos Column” we offer our congrats to fellow chapter members for recent accomplishments. Know someone that passed the CRM, finished a major project, got a great promotion, or some other praiseworthy accomplishment? Let us know at ARMANYC.exchange@gmail.com.

This issue, Kudos goes to:

Jason C. Stearns, CRM

Jason recently graduated from the University of Oregon with a Masters in Applied Information Management. In addition to earning the degree, he received the UO AIM Capstone Award for his research paper "Employing the Generally Accepted Recordkeeping Principles (GARP) to Identify Practices for Efficient and Compliant Electronic Records and Information Management". Capstone Award criteria includes excellence in four categories: (1) execution of the overall research process, (2) depth of the research design, (3) quality of the research outcomes for the intended audience, and (4) the overall strength in AIM coursework. Whew!!! Congratulations, Jason, your hard work has paid off.

Lauren E. Barnes, CRM

Lauren passed all six parts of the ICRM exam and now holds the prestigious designation of Certified Records Manager, CRM. Congratulations! Lauren is Vice President at Credit Suisse and serves as Global Deputy Head for Records & Information Management (RIM) and the Americas Regional Manager. In her spare time she teaches Records Management at Queens College Graduate School of Information and Library Studies. Way to go!!!

- Anita Castora, CRM

RIM Q&A

Do you have a RIM question you need an answer to? A question about the ARMA Metro NYC Chapter, or for the leadership? ASK US!

This is a new feature of the newsletter and it's all about YOU! The ARMA Metro NYC chapter has over 300 RIM professionals in most every industry; at least one of them can help. Send an email to ARMANYC.exchange@gmail.com and we'll track down the answers for you and respond in the next issue.



SAVE THE DATE!



March 15, 2011

The ARMA Metro NYC Annual Spring Workshop is NYC's premier RIM educational event. Join RIM professionals from across the tri-state area for a day of leading edge RIM workshops, case studies, panel discussions and more. Add in top rate networking opportunities and access to the leading RIM vendors and you have an annual event that should not be missed.

We're already hard at work for the 2011 workshop so be sure to mark your calendar and look for updates in upcoming issues of exchange.

Uniquely NY

New York is a city known for its food, nightlife, theatre, art, diversity, and so much more. Each issue we will feature our take on something viewed as "Uniquely NY." This month we feature everyone's favorite NY dessert: CHEESECAKE!

Frank's Almost "Junior's" Cheesecake

- 1 lb + 14 oz Cream Cheese
- 7/8 cup of Sugar
- 2 TBSP Corn Starch

- 1 Extra Large Egg
- 1 tsp Vanilla Extract
- 1/2 Cup Heavy Cream

In a large bowl, blend cream cheese until light and fluffy. Gradually add combined sugar and corn starch, beat in egg then vanilla and heavy cream. Pour into a well greased 7" pan with a graham cracker or zwieback crust in bottom of pan. Bake in pre-heated 450 degree oven for approximately 40-45 minutes or until top is golden brown. Cool for 3 hours and then refrigerate until 15 minutes before serving. Top with pie filling fruit if so desired.

Legs & Regs ○

Here is the latest overview of recent legal and regulatory issues involving RIM:

Recordkeeping, Privacy Concerns over Federal Use of Social Media

Twenty-two out of 24 major federal agencies use social media, the General Accounting Office reported on July 22, 2010. This widespread adoption of social media by federal agencies raises complex recordkeeping and privacy issues.

According to *Federal Computer Week*, "Web 2.0 technologies, such as wikis and Facebook pages, present problems for federal records management and maintaining public access to information. Agencies may find it difficult to assess whether public comments on a wiki or a Facebook page are part of the official record and must be preserved, and how often the comments must be captured. This also contributes to problems in responding to Freedom of Information Act requests, especially with regard to social media sites run by third parties, such as Facebook, Twitter, and YouTube."

Federal Agencies Lack Security in the Cloud

The Government Accountability Office (GAO) reported that although most federal agencies are using some form of cloud computing, nearly all lack policies around securing data hosted offsite. According to the July 1, 2010, GAO report, "22 of 24 major federal agencies reported that they are either concerned or very concerned about the potential information security risks associated with cloud computing. Risks include dependence on the security practices and assurances of a vendor, and the sharing of computing resources."

Additionally, the GAO reported, "Federal agencies have begun efforts to address information security issues for cloud computing, but key guidance is lacking and efforts remain incomplete. Until specific guidance and processes are developed to guide the agencies in planning for and establishing information security for cloud computing, they may

not have effective information security controls in place for cloud computing programs."

The GAO also recommended "that the Office of Management and Budget, the General Services Administration, and the Department of Commerce take steps to address cloud computing security, including completion of a strategy, consideration of security in a planned procurement of cloud computing services, and issuance of guidance related to cloud computing security."

New Privacy Rules Proposed to HIPAA

The Department of Health and Human Services (HHS) proposed new rules intended to strengthen the privacy of health records in a notice issued July 8, 2010. "To improve the health of individuals and communities, health information must be available to those making critical decisions, including individuals and their caregivers. While health information technology will help America move its health care system forward, the privacy and security of personal health data is at the core of all our work," Kathleen Sebelius, secretary of HHS, said.

"Added to current rules are provisions about individual rights and protections when third parties handle individually identifiable health information," *Occupation Health & Safety* reported. The new rules modify the Health Insurance Portability and Accountability Act (HIPAA) by:

- Expanding the rights of patients to access their information
- Restricting some types of disclosures of protected health information to health plans
- Requiring business associates of HIPAA-covered entities to be under most of the same rules as the covered entities
- Setting new limitations on the use and disclosure of protected health information for marketing and fundraising
- Prohibiting the sale of protected health information without patient authorization

More information about these, and other legal and regulatory RIM issues, is available at <http://www.arma.org>



Join ARMA Metro NYC ○

WELCOME NEW MEMBERS **Have We Got A Deal For You!**

In addition to all the great benefits you get from joining ARMA, the ARMA Metro NYC Board of Directors has agreed to introduce a program to welcome new members - *a free meeting with the first year of membership!* The program begins this chapter year and all new members are eligible to claim their certificate that will grant them a free meeting. How does this work? And what do you have to do to get your certificate?

1 - If you join the chapter from this point forward, your welcome letter will include the certificate.

2 - If you joined during the 2010/2011 chapter year email us at ARMANYC.exchange@gmail.com Upon verification, we will send you the certificate.

It's that easy. But (always a 'but') there are limitations:

- The certificate is valid for all chapter evening educational meetings, CRM workshops (1 part) or ARMA@NOON
- It is not valid for the Membership Appreciation event, the All-Day Workshop and the Vendor Appreciation and Awards event

You will have until June 30th, 2011 to redeem your certificate.

We want to meet you and share the awesome educational programming we offer and the camaraderie of colleagues in the ever-changing field of records and information management.

We hope to see you at a meeting soon!

○ Write for Us

Have you written an article about RIM or a related topic? Would you like to? Do you have an idea for a regular column? exchange is looking for articles and columns to feature in upcoming issues, so WRITE FOR US!

The benefits of writing for exchange include:

- Access to 300+ ARMA Metro NYC members
- Six + issues each year
- Published both in print and online
- Articles announced in Chapter Twitter posts
- Adding your voice to the RIM discussion

If you would like to submit an article, write a regular column, or just have an idea, let us know at ARMANYC.exchange@gmail.com

○ Volunteers

The ARMA Metro NYC Chapter is hard at work on special projects, developing new programs, recruiting new members, reaching out to related professions, coordinating workshops, reviewing scholarship applications, working to support our community, and lots more. To accomplish these tasks we commission various committees. Now is your chance to make an impact by volunteering. No experience is necessary and you can be new to the field, a seasoned expert, or just have an interest in advancing the goals of the RIM profession and the ARMA Metro NYC Chapter. The only requirement is that you must be a current member of the ARMA Metro NYC Chapter.

If you would like more information about committee work, or would like to volunteer, let us know by sending an email to ARMANYC.exchange@gmail.com

The Alan Andolsen CRM Scholarship Fund

This year, the Board of the ARMA Metro NYC Chapter will continue to honor the memory of our dear friend, colleague and mentor, Alan Andolsen by offering a scholarship to ARMA Metro NYC Chapter members who have completed the CRM exam (Parts 1-6) between July 1, 2010 and May 1, 2011:

Alan was a former President of the ICRM, and he championed the importance of attaining the CRM designation. In honor of his efforts, we encourage our chapter members to take the CRM exams. Upon successful completion of all six parts of the CRM exam and receipt of your CRM designation, you will receive a cash award.



Please review the rules below.

1. Description of the Scholarship Fund

- a. Scholarship awards will be made available to ARMA Metro NYC Chapter members who have successfully passed the six-part CRM Exam.
- b. An amount not to exceed \$250 to each eligible recipient will be allocated by the ARMA Metro NYC Board of Directors for this purpose.

2. Guidelines

- a. You must be a member in good standing of the ARMA Metro NYC Chapter.
- b. You must have passed all six parts of the CRM exam between July 1, 2010 and prior to the submission deadline of May 1, 2011. *

3. Conditions of Being Granted a Scholarship Award

You must provide confirmation that you have passed Part 6 of the CRM Exam to the ARMA Metro NYC Chapter Board of Directors to be considered for a scholarship award. This may be done by sending an e-mail with the required documentation to dseverino@nycedc.com.

4. Announcement of Scholarship Award Winners

Award winners will be announced at the June Awards Meeting

During the inaugural year of the scholarship 2009-2010, our chapter award winners were: Lauren Barnes, Sofia Empel and Matthew Mitchell. Congratulations!

* For subsequent years, awards will be issued based on passage of all six parts between July 1 and May 1 (the chapter year).

SERVICE ADVISORY



2010/2011 ARMA Metro NYC Chapter Evening Meeting Schedule

September 21 – The Muse Hotel

Who Knew the Egyptians Helped Us with Digital Records

“Story Telling” with Greg Hunter

Is your digital records program a pyramid? Or would you say it's more like a cathedral? Not sure? We often forget or overlook the meaningful, historical perspective that underlies the big business and day-to-day banality of contemporary records management. But there's a story behind everything, and we know perspective is best achieved when we take a step back.

October 20 – The Muse Hotel

November 18 – Joint Session with SLA – TBD

January 13 – Member Appreciation & Networking Event

April 14 – The Muse Hotel

May 18 – The Muse Hotel

June 16 – Vendor Appreciation & Awards Event – TBD

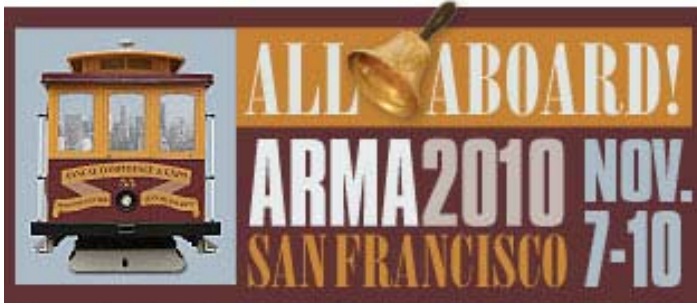
Enjoy dinner and cocktails while you network with Records Management Professionals. Each meeting includes educational sessions, panels, and presentations addressing the latest trends and issues in RIM.

Chapter Board meetings occur two hours prior to the chapter meeting.

For more information about these sessions, or to register, visit www.armanyc.org

Meeting presentation topics are still being finalized. If you would like to suggest a topic for consideration, please contact us at ARMANYC.exchange@gmail.com

Conference Update



While in San Fran

Forget about “Phish food” – have you ever tried “Chocolate Smoked Sea Salt” ice cream. How about “Balsamic Caramel”? These are just some of the flavors that await you at Humphry Slocombe in San Francisco’s Mission district. This unique ice cream parlor was the subject of a July 4, 2010 *New York Times Magazine* article written by Elizabeth Weil. The store is located on the corner of Harrison and 24th Street and is the brain child of Jake Godby. Jake

is a well known pastry chef, who most recently graduated from Coi, one of the most highly rated restaurants in both California and the country. In the article, Weil quotes the store’s front man, “Godby is an artist who sees food as his medium. He’s wielding his paintbrush in ice cream.”

While visiting the Mission district for Humphry Slocombe, don’t miss touring this section of the city, which has colorful Latin roots mixed with a Bohemian subculture. This subculture is evident at the Pirate Cat Radio Café, where *Pirate Radio* (a recent film) is all too real. Also, don’t miss live jazz at Savanna on Monday night. You can read more at www.travel.nytimes.com

I also want to include mention of one of my favorite tourist attractions – Alcatraz Island. You pick-up the boat to Alcatraz at Pier 33, and they leave approximately every 20 minutes from 9 AM – 4 PM daily with the exception of Tuesday and Wednesday

when they end at 1:30 PM. Most folks don’t know that the Island was not the first location of the prison. This is one of the many things you will learn on the audio tour which is included with the \$26.00 admission. You will also learn that the prison is the former home of Scarface and many other notorious crime figures including the “Birdman”.

Most of the neighborhoods in San Francisco are accessible via public transportation, and this is certainly the best way to get around.

More to come soon....

Don't Miss Programs

In addition to the usual selection of high quality and topical educational sessions, this year’s conference features sessions by members of ARMA Metro NYC:

Sunday 11/7

1:00PM – 2:30PM **Susan Goodman, CRM** & John Isaza, Esq.
IT, RIM and Legal Collaboration: Making ERM Work

Monday 11/8

10:00AM – 11:30 AM **Jason Stearns, CRM**
A Case Study: Implementing Hold Order Management Technology

Wednesday 11/10

8:00AM – 9:30AM **Melissa Dederer, CRM**
Data Mapping 101: Preparing for a Conversion

9:45AM – 11:15AM **Jason Stearns, CRM & Anita Castora, CRM**
Train the Trainer: RIM Training for the Masses

Roles & Responsibilities

Where are You and Where Do You Want to Be: Director, Manager, Supervisor or Coordinator?

As the new ARMA chapter year begins, have you thought about what your professional goals are for this year? ARMA International and the local chapters, such as our award-winning the Metro NYC chapter, offer members many paths to help them achieve their goals.

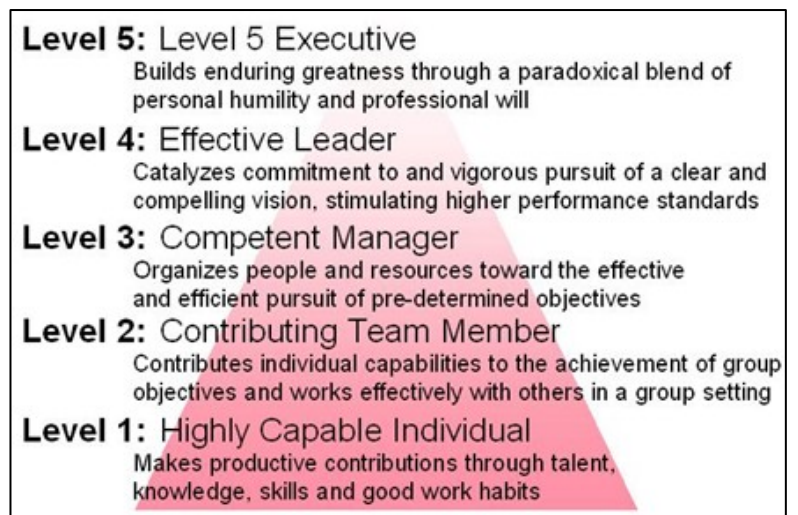
To get started this year, consider your current position and your future goals. Here is a list of common job titles and the responsibilities that are expected from each. Where do you fit in now and where are you planning on heading as you take a path this year to work on your career?

- Coordinator – Deals with tasks and reports to a Supervisor or Manager.
- Supervisor – Deals with tasks and individuals (usually assigning work responsibilities to Coordinators). Reports to a Manager or Director. Supervisor may or may not have hire/fire/salary authority. Usually has recommendation authority over who gets hired, fired, or a raise (or promotion).
- Manager – Deals with individuals, but usually on a group level. Deals with priorities (allocates resources to the most important projects and initiatives). Mostly a tactical perspective. A key responsibility is finding ways to make things happen that a Director or VP has defined as important/a priority. They are usually measured on expected results. They also make the hire, fire, promotion and salary decisions.
- Director – A Director is the “big-picture” person, someone without whom the organization could not move forward. They set organizational (or departmental) goals, either themselves, or collaboratively with the Managers (or VPs). They define the direction of change and effect change. This is a person who decides where the organization (or department) is going (not how they are getting there – that’s the Manager’s role).

If you haven't already done so, I recommend reading *Good to Great* by Jim Collins. He presents the "Leadership Pyramid" to help you understand the level you are working at, and most importantly, the level you need to be working at to get to that next level.

From the RIM perspective, each of the above mentioned positions should be performing at these “pyramid levels”:

Coordinators = Level 1.5
 Supervisors = Level 2.5
 Managers = Level 3
 Directors = Level 3.5
 VP's = Level 4
 CEO = Level 5



So ask yourself, where are you today and where are you heading? What’s your goal this year?

SERVICE ADVISORY



CRM Exam Study Sessions

October 6, 2010

- 9:00 – 10:30 **Part 1 – Management Principles and the Records Management Program**
Lauren Barnes, CRM
- 10:30 – 12:00 **Part 2 – Records Creation and Use**
Karen Smith, CRM
- 12:30 – 1:00 **“Brown Bag Session” – Test Taking Tips and Strategies**
Jason C. Stearns, CRM
- 1:00 – 2:30 **Part 3 – Records Systems, Storage, and Retrieval**
Anita Castora, CRM
- 2:30 – 4:00 **Part 4 – Records Appraisal, Retention, Protection, and Disposition**
Susan Goodman, CRM
- 4:00 – 5:30 **Part 5 – Technology, Equipment and Supplies**
Lenore Greenberg, CRM

Each Session is only \$25.00

“Test Taking Tips and Strategies” is *FREE* when you register for one or more sessions

October 7, 2010

- 1:00 – 5:00 **Part 6 – Essay Preparation**
When registering for Part 6 you will need to prepare a writing sample in advance, be sure to register early
Galina Datskovsky, Ph.D., CRM & Jason C. Stearns, CRM

Session is only \$95.00

For more information about these sessions, or to register, visit www.armanyc.org

Committee Reports ○

Professional Development Committee

VP – Gene Stakov, CRM

The Professional Development Committee has been busy filling up the 2010/2011 chapter year schedule with new and exciting event format ideas, speakers and topics.

As many of our members know, ARMA Metro NYC offers both the ARMA@Noon lunchtime sessions as well as our regular monthly evening meetings for education, networking and professional development. In addition, planning begins early for special events like our popular mid-year all-day educational seminar, as well as our CRM exam prep classes. There are emails to be sent, calls to be placed and decisions to be made, and the Professional Development Committee does it all.

Special Events Committee

VP – Darryl Harris

The Special Events Committee is working on several new initiatives:

- Coordinating a group visit to The American Numismatic Society - a museum and research institute devoted to the study of coins from all periods and cultures.
- The January 16th Member Appreciation event – if you have a suggestion for a venue please contact us at ARMANYC.exchange@gmail.com.
- If anyone has any comments or suggestions as to the Muse or the evening meetings please feel free to see me at the meeting or send me an email later on. We would like to get feedback from people who attend the meeting on ways to make them better.

Membership Committee

VP – Lauren Barnes, CRM

The Membership Committee is hard at work promoting the benefits of joining ARMA and ARMA Metro NYC. We have a new chapter brochure to help in these efforts. Please contact us at ARMANYC.exchange@gmail.com. In addition we are pleased to announce our new member welcome initiative (see p.9).

Communications Committee

VP – Jason C. Stearns, CRM

Obviously, the biggest new development for the Communications Committee has been the revamped and redesigned newsletter; we hope you enjoy. The committee also developed and designed the new chapter brochure. Our goal this year is to begin introducing a look and feel to all chapter communications (technology permitting). Please contact us with your feedback and suggestions.

Advertising/Promotion Committee

VP – Derick Arthur

We are hard at work confirming sponsors for our upcoming meetings, focusing on sponsorship for October's meeting by the end of August. We have also been receiving inquiries from new vendors, and will be reaching out to various markets to provide our members with access to a variety of vendors and service providers. If you are interested in sponsoring an ARMA Metro NYC Chapter event or advertising in exchange please contact us. The team is looking forward to another successful year!





CLAIRE LEDWITH CHAPTER LIBRARY

Studying for your CRM, need to research RIM best practices for work, or just interested in expanding your knowledge of the RIM field? Borrow materials from the ARMA Metro NYC Chapter Library!

The original Chapter Library was destroyed on September 11, 2001 during the attack on the World Trade Center. Thanks to generous donations from ARMA International, several Chapters and individual members, the Library was rebuilt and renamed to honor Claire Ledwith after her retirement from the law firm of Cleary Gottlieb, Steen & Hamilton LLP. Claire, a long standing Chapter Member, gave back to the profession by mentoring a number of fellow chapter members and colleagues.

Today, The Chapter Library contains over 50 printed books and hundreds of electronic publications, including speaker presentations, conference materials, and much more. Access to the chapter library is open to all chapter members in good standing.

A new library database is currently under construction and will be available in mid-September. A listing of the current collection will be posted on the Chapter website. Members will be able to look up titles by keyword, title or author. A maximum of two books can be checked out at one time for a period of 30 days. Members must arrange for the pickup and return of all checked out items. Books must be returned in the same condition you receive them and must not be marked up or damaged.

We will be adding about a dozen new titles this year, so check out the next issue of exchange for a list of new titles. We also welcome donations from our members. If you wish to donate a book, you can purchase a book from the ARMA International Bookstore at: www.arma.org/bookstore

**-Marcel Rodriguez
Executive VP & Chapter Librarian**

Advertise with Us

Trying to get your company noticed by the NYC RIM community?

Looking to announce a workshop you are sponsoring?

Just have a message you need to share?

ADVERTISE WITH US!

The benefits of advertising in exchange include:

- Access to 300+ ARMA Metro NYC chapter members
- Access to professionals in Legal, Financial Services, Entertainment, and 15+ industries
- Six + issues each year, published both in print and online
- Newsletters and sponsors announced in Chapter Twitter posts

If you would like to advertise in exchange contact us at ARMANYC.exchange@gmail.com for information, publication schedule and rates.



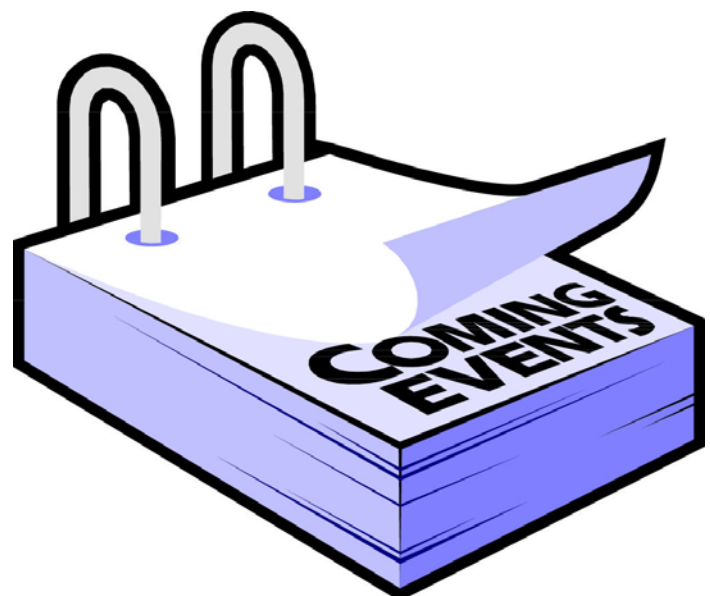
| Date | Event/Location |
|--|--|
| September 20 th , 2010 Monday | ARMA@Noon, New York Life |
| September 21 st , 2010 Tuesday | Dinner meeting, The Muse |
| October 6 th & 7 th 2010 Wednesday & Thursday | CRM Study Sessions, New York Life |
| October 14 th , 2010 Thursday | ARMA@Noon, New York Life |
| October 20 th , 2010 Wednesday | Dinner meeting, The Muse |
| November 18 th , 2010 Thursday | Dinner Meeting, TBD |
| January 13 th , 2010 Thursday | Member Appreciation, TBD |
| January 25 th , 2011 Tuesday | ARMA@Noon, New York Life |
| February 22 nd , 2011 Tuesday | ARMA@Noon, New York Life |
| March 15 th , 2011 Tuesday | Spring Workshop, New York Life |
| March 29 th , 2011 Tuesday | ARMA@Noon, New York Life |
| April 14 th , 2011 Thursday | Dinner meeting ,The Muse |
| April 26 th , 2011 Tuesday | ARMA@Noon, New York Life |
| May 18 th , 2011 Wednesday | Dinner meeting, The Muse |
| May 24 th , 2011 Tuesday | ARMA@Noon, New York Life |
| June 16 th , 2011 Thursday | Vendor Appreciation & Awards Event, TBD |
| June 28 th , 2011 Tuesday | ARMA@Noon, New York Life |



The ARMA Metro NYC Board of Directors is pleased to announce our 2010/2011 Chapter Events Calendar.

As you can see, we are still finalizing the details and dates and locations are subject to change. For full details including event descriptions and speaker bios visit us on the web at www.armanyc.org or follow us on twitter @ARMA_MetroNYC.

If you have any suggestions for upcoming meetings, please email us at ARMANYC.exchange@gmail.com.



○ Last Stop

June 15, 2010 Chapter Meeting

The official end of the 2009/2010 chapter year culminated in a celebration of our loyal sponsors and members at the annual Vendor Appreciation and Awards Dinner on June 15, 2010 at Sangria 46 in Midtown.

The scope of the event was multifaceted:

- A tribute to the chapter's twenty corporate sponsors who made the many educational sessions, dinners and meetings possible;
- Award key chapter members and leaders for their tireless contributions to ARMA Metro NYC;
- A celebration of the 40th anniversary of the official formation of the chapter; to introduce the incoming 2010-2011 Board of Directors; and of course - in the truest spirit of your local ARMA affiliate - to eat, drink, be merry and party!

Guests were treated to scrumptious Spanish-inspired delicacies like braised chorizo, paella Valenciana and chicken churrasco. Non-stop pitchers of wine and sangria kept the smiles on and the chatter at a respectable but not overly obnoxious din.

Vendors, guests, chapter and Board members blended together to form an organic mass of networking, mingling and the occasional flirt or two and there were plenty of new introductions and reconnections with old acquaintances. "The year-end ARMA meeting was a great opportunity to reconnect with colleagues and friends not normally seen during the year. Of course, being fueled by sangria and munchies certainly helped to elevate the mood even as our ears rang with the lilting rendition of *Lady of Spain* from the strategically located accordion player," said Eric Ross, Records Manager at Patterson Belknap Webb & Tyler.

Outgoing President Melissa Dederer, CRM took the stage mid-way through the event to announce the award winners: *New Chapter Member of the Year* - Eugene Stakhov, CRM; *Honored Member of the Year* - Deborah Montana; and *Chapter Member of the Year* - Jason C. Stearns, CRM. Melissa herself was surprised with a unanimous nod from the Board of Directors and committee members for *Chapter Leader of the Year*. Speeches and photo ops were balanced out with friendly heckles from an entertained (and entertaining) crowd.

The evening rounded out with the announcement of the incoming Board of Directors: Frank LaSorsa, CRM, President; Marcel Rodriguez, Executive Vice President; Deborah Montana, Vice President - Secretary; Lauren E. Barnes, CRM, Vice President - Membership; Michael Lenhard, Vice President - Treasurer; Derick Arthur, Vice President - Advertising/Promotion; Darryl Harris, Vice President - Special Events; Jason C. Stearns, CRM, Vice President - Communications; Eugene Stakhov, CRM, Vice President - Professional Development; Donna Severino, Vice President - Collaborative Partnerships; and Melissa G. Dederer, CRM, Immediate Past President.

We extend our thanks once again to our sponsors and chapter members. A great time was had by all!