

**News and insight to keep you on track...**

# Records and Information Management Uptown & Express



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## About exchange

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For more information about exchange, including advertising and publishing opportunities, please email us at [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com).

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## President's Letter

Trick or treat!

Does Ricky's have a "Records and Information Professional" costume yet?

While our profession may not be this recognizable, we are certainly gaining momentum. This is evidenced by our first evening speaker of the fall season, Dr. Greg Hunter who recently testified before the U.S. House of Representatives on the subject of "Federal Electronic Records Management." Some of his very interesting prepared comments can be found at: <http://tinyurl.com/25gwqss>

Dr. Hunter, who is a full time faculty member at the Palmer School of Library and Information at Long Island University, spoke to us about the stories that are analogous to Digital Records. Mary Sherwin's review of this meeting can be read in this issue of exchange (see "Last Stop") and also Ace Romar reviews one of Dr. Hunter's reference sources. The meeting was sponsored by Crown RMS.

Our first two ARMA@Noon meetings featured Fred Grevin presenting "A Cubic Foot of Storage is Worth a Thousand Images" and Mary Sherwin & Marcel Rodriguez presenting "RIM in the Entertainment Sector." These meetings were sponsored by Pitney Bowes and Cityside Archives respectively.

There is still time to register for our joint meeting with AIIM next Wednesday evening (October 20, 2010). For this meeting, we have a generous special sponsorship from HP allowing us to lower the cost of our typical evening meeting. Our speaker is Barclay Blair, and his session is "CIO – Why the Title is a Lie." To register visit [www.ARMANYC.org](http://www.ARMANYC.org)

Our November 18<sup>th</sup> evening meeting will be held for the first time at New York Life and will feature members from the East Coast Association of Litigation Support Managers (ECALSM). Our November ARMA@Noon is scheduled for Tuesday, November 23<sup>rd</sup> and will be on a SharePoint 2010 RIM topic to be announced.

On a slightly different note, the MS Bike Tour on October 3, 2010 was an enjoyable ride. It is my hope that some of our bike riding members will take part in future events. To that end, TJ Lepore (one of our new members) has volunteered to captain future teams. Also, if anyone participates in other area events, please let us know, as some of your colleagues may want to join.

Lastly, I want to mention that we are once again having a networking event in January. The venue will be announced shortly, but please hold January 13, 2011 for this event. Also, as previously announced, our all day seminar is scheduled for March 15, 2011 at New York Life.

Hope everyone has a hobgoblin fall! Remember, "ARMAgeddon It."

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

## ○ From the Editor

Welcome to the second issue of exchange. I want to start by thanking everyone for the positive feedback, comments and congratulations on our new format and look. We heard from local chapter members, members from across the NE region and from across the country. It appears we're a HIT!

We continue to work on bringing you a top notch newsletter and will be adding feature articles from time to time and special issues for our annual spring workshop and at the end of the chapter year. We will also be including articles from some of our session presenters and local chapter members.

In addition to our regular features, this month you will notice some new names that have contributed their insight to the discussion. If you would like to write an article, book review, or other feature just let us know.

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](mailto:ARMANYC.exchange@gmail.com).

**-Jason C. Stearns, CRM  
VP, Communications**

## ○ CRM Corner

### **Still time to register for the exams**

The next round of the CRM exams is just around the corner and there is still time to register! Go to [www.ICRM.ORG](http://www.ICRM.ORG) to register. The upcoming exam dates are:

**Fall:** Parts 1-5, November 1 - 5, 2010  
Part 6, November 4, 2010

**Registration Open:**  
August 20, 2010 - October 28, 2010

After that, the 2011 exam schedule is as follows:

**Winter:** Parts 1-5, February 7-11, 2011  
Part 6, February 10, 2011

**Registration Open:**  
November 19, 2010 - February 3, 2011

**Spring:** Parts 1-5, May 2-6, 2011  
Part 6, May 5, 2011 |

**Registration Open:**  
February 25, 2011 - April 28, 2011

**Summer:**  
Parts 1-5, August 1-5, 2011  
Part 6, August 4, 2011

**Registration Open:** May 20, 2011 - July 28, 2011

**Fall:** Parts 1-5, November 7-11, 2011  
Part 6, November 10, 2011

**Registration Open:**  
August 19, 2011 - November 3, 2011

For those who are still contemplating pursuing this professional certification visit the FAQ section at [www.ICRM.org](http://www.ICRM.org)

As always, we have quite a number of CRM's in our local chapter so don't hesitate to contact any of them to help guide you through the process!

# SERVICE ADVISORY



## 2010/2011 ARMA@Noon Meeting Schedule

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11/23      **MS SharePoint 2010 Records Management Capabilities**  
Details - TBD

Additional Dates: 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](http://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](mailto:ARMANYC.exchange@gmail.com)

\*Applies to registrations paid in advance only. Walk-in registration and registrations paid on the day of the event are \$15.

Essential  
Reading

Reviewed by Ace Romar

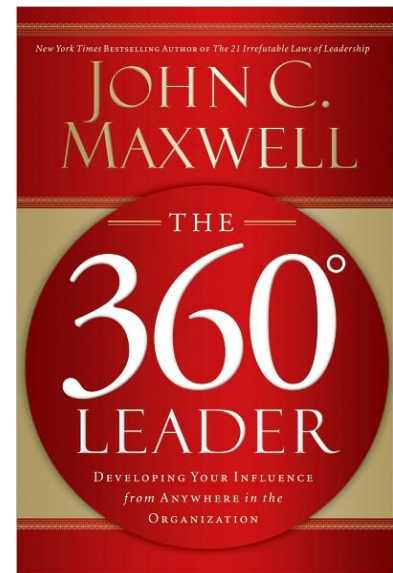
Have you ever felt you shared your strategic points of view on implementing an important initiative only to have it fall on deaf ears from both the top echelons of executive management and the same-level team members that are supposed to work with you? Have you struggled day-in and day-out to execute your projects only to find them pushed aside by other supposedly 'more important' matters? You may have thought that you needed a bigger title and/or a higher position on the corporate ladder to get things done, but you thought wrong and you are not alone.

John C. Maxwell's *The 360 Degree Leader: Developing Your Influence from Anywhere in the Organization* is a must-read if you are to truly step back and understand your own present 'human' and 'corporate' condition, and analyze the business backdrop that seemingly 'controls' your everyday efforts to drive your Records and Information Management initiatives and plans. In his seminar at the Muse Hotel, thoughtful presenter and leader Greg Hunter, Ph.D., CA, CRM, described that under our own leadership we will need to develop a "RIM structure" similar to "cathedrals and not as pyramids." Moreover, Hunter explains that we should not lead others down one particular path or have an absolute goal to reach atop the pyramid. Instead, the interfaces between RIM processes, people, and technology should be able to adapt to the changing tastes (art) and resources (science) of the future that will still 'hold up' and 'go up' and be 'pleasing' to the eye.

## **You do not need to be at the top of the pyramid structure of a corporation to get things done**

John C. Maxwell follows a similar philosophy asserting that you are "freer" and possess the tools needed to sustain an initiative or program; you just need to realize your own "middle management" leadership. He goes on to explain that being "at the top" comes with many more controls. He shows how such positions inherently come with limited spheres of influence due to the very nature of the processes and operations that dictate certain checks and balances in a pyramid-leadership structure. This is the very essence that organizational theorists struggle to decipher and revolutionize to improve business productivity. John C. Maxwell is correct in saying that we can lead from anywhere in the organization, but it is up to each of us to understand the matrix of relationships and processes that we are a part of, know what are the inherent limitations, and to lead others and create synergy from there.

*The 360° Leader: Develop Your Influence from Anywhere in the Organization* by John C. Maxwell  
Published by Nelson Thomas, Inc.  
ISBN 9781418525811



### San Jose State University – MARA

San Jose State University launched their Master of Archives and Records Administration (MARA) degree program three years ago. The program is delivered fully online and students live across the continent and interact with faculty and guest lecturers from around the globe, offering them international perspective on current trends in the field. They are now accepting applications for admission to the MARA program in fall 2011.

Visit the SJSU – MARA website for information (<http://slisweb.sjsu.edu/mara>) or contact Dr. Patricia Franks at [patricia.franks@sjsu.edu](mailto:patricia.franks@sjsu.edu)

### University of Oregon – AIM

Established in 1985, the Applied Information Management degree from the University of Oregon is a successful and prestigious, multidisciplinary Master of Science degree from an accredited institution with award-winning instructors, and a worldwide reputation.

The AIM Program incorporates all of the following subject areas:

- Information Management
- Business Management
- Information Design
- Applied Research



AIM takes an applied, multidisciplinary approach, preparing you with a big picture perspective on managing information in a wide variety of organizations and positions.

Visit the UO AIM website for information (<http://uoregon.aim>) or contact Dr. Linda Ettinger at [lindae@continue.uoregon.edu](mailto:lindae@continue.uoregon.edu)

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](mailto:ARMANYC.exchange@gmail.com).

This issue, Kudos goes to:

#### Michael Lenhard

Michael Lenhard has been hired as president of National Records Centers, Inc. (NRC). NRC is a national alliance of over 90 affiliates and agents working together to provide records management services to clients in over 130 major markets. Mr. Lenhard is a member of the board of directors and currently Vice President, Treasure of the ARMA Metro NYC chapter; a former member of the board of directors of Professional Records and Information Services Management (PRISM); a founding board member of the National Records Centers, Inc.; a former chairman of the board and board member of the National Records Centers Consortium; and a current member of the Aircraft Owners and Pilots Association. Way to go Michael!

#### Sofia Empel, MLIS, CRM, CDIA+

Sofia is the 2010 recipient of the Mavis Eppes, FAI Excellence in Records Management Scholarship. She is the President of Records Update, a women-owned WBE (Woman Business Enterprise) certified company, which provides professional consulting about information and records management. She will accept the award at the ARMA International conference in San Francisco. Sofia is a member the ARMA Metro NYC chapter and is also a Ph.D. candidate in Information studies at Long Island University; she is expected to complete her dissertation in a records management related topic by May 2011. Congratulations!!!!

- Anita Castora, CRM

**From Marc J. Makowski:**

Good job [on the newsletter]. Now how about an interactive website?

**Answer:**

We are in the process of revising the look and feel of all chapter communications. In my role as VP, Communications it is my goal to have everything we use to reach out to our members and the RIM community immediately identifiable as having come from the ARMA Metro NYC Chapter. This includes a major revision to the look and feel of our award winning chapter website.

Unfortunately, we still have about a year left in our contract and the current service does not support some of the features we would like to add (including interactive sections for chapter members). In the meantime we are working on a redesign so we can have a clean start once we're ready.

**- Jason C. Stearns, CRM  
VP, Communications**

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! Send an email to [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)

# 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 a favorite NYC cocktail, the COSMOPOLITAN!

#### Jason's Perfect Cosmopolitan

4 parts Stolichnaya Citros Vodka  
2 parts Cointreau

2 parts Ocean Spray Cranberry Juice Cocktail  
1 ½ parts Rose's sweetened lime juice

Fill a cocktail shaker with ice and add the Stoli, Cointreau, cranberry juice, and sweetened lime juice. Shake vigorously and strain into a cocktail (martini) glass. Garnish with a twist of lemon. The perfect Cosmo should be a light bubblegum pink color.

The origins of the Cosmopolitan are a bit unclear, but two things are undisputed about its origin and popularity: early versions of the cocktail were perfected by Toby Cecchini (veteran NYC bartender at the Passerby) and that the HBO series *Sex in the City* introduced the fabulous pink concoction to EVERYBODY and forever associated the cocktail with NYC nightlife.

## Legs & Regs ○

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

### **Flawed Documents Propel Foreclosure Market in Crisis**

Recent lawsuits have revealed a series of missteps in preparing crucial documents, as many lenders have conceded that their mortgage foreclosure procedures might have been improperly handled, *The New York Times* reported.

The flawed practices that some of the nation's largest lenders, including GMAC Mortgage, JP Morgan Chase, and Bank of America, have begun investigating are reportedly so prevalent that legal experts say additional lenders and loan servicers are likely to halt foreclosure proceedings and may have to reconsider past evictions.

While the problems emerging in courts across the nation are varied, all involve improper handling of documents that were submitted prior to legal foreclosure proceedings.

Some examples include: documents being signed by employees who have not verified crucial information, like amounts owed by borrowers; questionable legal notarization, including varied or forged signatures on documents; and murky paper trails that have led multiple banks to argue that they have the right to foreclose on the same property.



### **U.S. Department of Homeland Security Implementing Private Cloud Infrastructure**

“Government security agencies may strike you as odd candidates for cloud computing,” a recent Data Center Knowledge article began. “But not Richard Spires. Under Spires’ leadership, the U.S. Department of Homeland Security [DHS] is implementing a private cloud infrastructure.”

“Right now we’re doing it in our own facilities,” said Spires, the CIO of DHS. “We have capabilities that look very much like a private cloud.”

The DHS, formed after the 9/11 attacks, is under regular scrutiny from Congress and auditors to streamline and manage its IT infrastructure, and it is instigating a cloud computing initiative to accomplish that. It also hopes to consolidate data centers in an effort to reduce its facilities from twenty-four to two.

The project isn’t without issues, turnover being one of the key focal points. Spires is the eighth CIO in eight years overseeing the agency. He is charged with supervising 15,000 people and a \$6.4 billion, with spending across more than 100 large-scale programs. The two most high profile initiatives are cloud-enabling and consolidation.

“We really are trying to act as a private cloud, moving to a services-based pricing model,” said Spires to *datacenterknowledge.com*. “We are early in this, but making good progress. The current offering includes full virtualization capabilities, a multi-tenant environment, and is paid for as a service. One advantage of the new system is that it makes it easier to manage chargebacks for users within the sprawling DHS purview.”

While DHS isn't averse to hosting some offerings outside of its firewall, with 80-90% of data being classified, concerns about security and accreditation appear to be the primary obstacles.

### **Employee Privacy Under Supreme Court Scrutiny**

The U.S. Supreme Court is reviewing the range of personal queries a government employer may ask during a background check, bringing the privacy versus security concerns once again to the forefront.

According to an article in *USA Today*, the plaintiffs in *NASA v. Nelson* include twenty-eight scientists, engineers and other employees at the California Institute of Technology working under contract at NASA's Jet Propulsion Laboratory (JPL). The plaintiffs are challenging a questionnaire for background investigations that asks for personal details, including about past medical treatment and drug counseling, saying these questions are too invasive because their work is "low risk." The article said an earlier ruling from a San Francisco-based U.S. Appeals Court sided with the plaintiffs, noting the employees had raised "serious questions" about their claim of informational privacy.

Acting U.S. Solicitor General Neal Katyal stressed the post-9/11 environment in his written brief to the Supreme Court, noting that security vulnerabilities revealed through the terrorist attacks led the government to develop better background checks for federal facilities, such as the disputed questionnaire, which took effect at the JPL in 2007. "The government's need to conduct background checks of contract employees is compelling," Katyal wrote in the brief.

Before the Supreme Court on October 5, Katyal told the justices, "Background checks are a standard way of doing business. The government

has required them for all civil service employees since 1953 and for contractors since 2005."

One of Katyal's key arguments is that government information is protected from disclosure under the 1974 Privacy Act.

According to the *Christian Science Monitor*, the plaintiffs' attorney, Dan Stormer, told the Supreme Court justices that this type of background check on contractors performing low risk, non-sensitive work in a campus-like environment like the JPL is overkill. Katyal countered that the contract workers approved for the JPL have unique access to NASA facilities and could get "within six to ten feet of the space shuttle as it is being repaired and readied for launch."

Justice Sonia Sotomayor asked whether there was any limit to what questions the government could ask, and cited genetic makeup as an example. "Could you ask somebody, what's your genetic make-up, because we don't want people with a gene that is predisposed to cancer?"

"Our position here is that the government can collect information so long as it is not disseminated in the employment context," Katyal said.

Justice Antonin Scalia challenged Stormer's position that there is a constitutional right to information privacy. "I just don't see it anywhere in the Constitution," Scalia said.

Stormer cited the Fifth Amendment's protection of life, liberty, and property as extending "the liberty to control information about one's self without governmental intrusion."

### Learn More

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](mailto: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 30<sup>th</sup>, 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](mailto: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](mailto: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](mailto: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

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October 20 – The Muse Hotel: 5:30p – 8:00p

### **CIO: Why the Title is a Lie**

*Barclay T. Blair*

#### ***Special Session Joint Session with AIIM Metropolitan New York Chapter***

Every day in the courts another organization is forced to admit that it has lost control of its information. We are suffering a plague of information mismanagement, and yet, each year, we spend more on hardware and software to take control of this mess. What's broken? It can be traced to a critical problem: the title "CIO" is a lie. Even though the title contains the word, "information," CIOs are not responsible for information. They are responsible for the systems that just happen to contain the information. So, if the executive with the word "information" in their title isn't responsible for information, then who is? Nobody. And that's the problem. This session will examine how this fundamental breakdown in corporate governance leads to failure. It will build its case through a variety of current court cases, anecdotes, and statistics, and will propose alternative governance structures to address the problem.

November 18 – New York Life: 5:30p – 8:00p

### **Preservation, Legal Hold & Data Accessibility**

#### ***Special Joint Session with East Coast Association of Litigation Support Managers***

Records Management is a critical component of managing legal holds and meeting the duty to preserve information that is potentially relevant to litigation. A proactive and collaborative process can facilitate reducing risk and minimizing costs. This presentation, in collaboration with the East Coast Association of Litigation Support Managers, is meant to provide thoughts to consider when addressing the needs of Preservation, Legal Hold and Data Accessibility.

Panelists Stephen P. Dooley (Sullivant & Cromwell), Joanne Lane (MetLife) and Nick Eglevsky (Kelley, Drye and Warren) will be joined by Eugene Stakhov, CRM to discuss the questions surrounding these issues from the prospective of General Counsel, Litigation Support Manager and Technologist. Derick Arthur will be the moderator for this discussion.

**For more information about these sessions, or to register, visit [www.armanyc.org](http://www.armanyc.org)**

January 13 – Member Appreciation & Networking Event

April 14 – The Muse Hotel

May 18 – The Muse Hotel

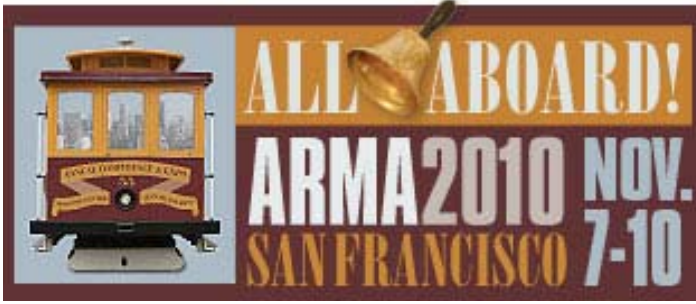
June 16 – Vendor Appreciation & Awards Event – TBD

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.

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](mailto:ARMANYC.exchange@gmail.com)

## Conference Update ○



### ○ While in San Fran

For those of you who are still procrastinating about making a decision to attend this year's conference, a recent check of travel sites indicates that there are still air tickets at good prices. Virgin America has several direct flights leaving on Friday, Saturday or Sunday (November 5<sup>th</sup> through 7<sup>th</sup>.) and returning on Wednesday or Thursday afternoon (November 10<sup>th</sup>

and 11<sup>th</sup>). The RT fare from JFK is still in the \$300 price range. On Expedia there are combination non-stop fares flying in on Delta and returning on American. These fares out of JFK are under \$400.

ARMA has wisely selected a conference location that offers hotels in all price ranges. At the lower end is the Mosser Hotel, which has small rooms starting at \$50 a night. It is clean, modern and has free internet. Nearby is also the Best Western Hotel California (not the one in the song) which has a more conservative feel with lots of antiques. Rooms here are also still under \$100 a night. If you don't mind a cable car ride to get to the conference there are still good prices on Fisherman's Wharf (San Francisco's most popular tourist destination) including the Hilton for around \$135 a night.

#### ***Restaurant Suggestions***

In the August exchange I mentioned Humphrey Slocombe, which is the Mission District ode to exotic ice cream. Coi is the restaurant where Godby, the ice cream artist, learned his craft. This is one of several Bay Area restaurants to receive two Michelin stars. It is located in the North Beach area at 373 Broadway (just a short cab ride from the Moscone Center). Daniel Patterson, who as with many celebrity chefs, has set himself apart from the culinary center of the city in an earthy neighborhood known for many Italian restaurants. The formal dining room here seats only thirty with one set tasting menu at \$135 per person. The lounge menu features less pricy a la carte selections, where you can try a roast chicken or a grilled Gruyere cheese sandwich.

There are several other San Fran restaurants that have received the distinction of Michelin stars. Two of them are Aqua and Michael Mina, which are both located in the Financial District (not far from the Moscone Center). Aqua has a price fixed lunch menu for \$45 per person, which is a bargain for this high end venue. If you venture up to wine country and are feeling flush, try Thomas Keller's French Laundry (reservations recommended). \$270 per person will get you the full monty at this three Michelin star food shrine.

On the other end of the price spectrum, the Grove Yerba Buena offers fast service meals in a very comfortable atmosphere. This will be an ideal place for anyone from the region who is so inclined to meet on Tuesday during the lunch break from 11:30 AM to 1 PM. It is located at 690 Mission Street between Anne and 3<sup>rd</sup> Street (about two blocks north of the Moscone Center). Other moderately priced options near the conference center are:

- **Buca di Beppo** – Howard Street between 4<sup>th</sup> and 5<sup>th</sup>. Family style Italian with all the volume – both food and the noise level.

- **Lulu's** – Folsom near 5<sup>th</sup> St. Rotisserie in a chic warehouse setting. Great specialty cocktails and wine list.
- **Thirsty Bear** – Howard btw. 3<sup>rd</sup> and Montgomery. Tapas and microbrews in a pub setting. It gets loud.
- **New Osha** - 3<sup>rd</sup> St. at Folsom. Good Thai selection.
- **Tropisueno** – Yerba Buena Lane near Mission. Best mole in the area. Tends to get crowded at lunch.

### **Sight Seeing**

Although this year's schedule allows little time for exploring the city, I would be remiss in not mentioning a few more noteworthy places. Within walking distance of the Moscone, you will find Union Square, which is the home of Victory Tower dedicated by Theodore Roosevelt after the Spanish American War. If you head south on Market or Mission, you will find the Civic Center, which was rebuilt after the 1906 earthquake and contains City Hall, the Asian Art Museum and also the San Francisco Ballet and Symphony (there are performances for the conference nights). The Embarcadero, Fisherman's Wharf and the San Francisco Art Institute can all be reached via the Powell-Mason line cable car. If you do make it to the North Beach area, don't miss the Beat Museum at 540 Broadway. Here you will find original manuscripts and letters from Jack Kerouac, Allen Ginsberg and Lawrence Ferlinghetti.

It would be terrible if I ended my brief overview without mentioning some of the nightlife. San Francisco is a lively city despite the early curfew, and there is something for everyone. Try the Magic Theatre in the Fort Mason Building for great American productions or Yoshi Jazz Club on Fillmore St. for a romantic evening of jazz music. The Razz Room is my top pick for lounge music. It can be found in the lobby of the Hotel Nikko at 222 Mason St.

Happy travels!

**-Frank LaSorsa, CRM**

### ○ 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*

**Wednesday 11/10** - 9:45AM – 11:15AM

**Jason Stearns, CRM & Anita Castora, CRM**  
*Train the Trainer: RIM Training for the Masses*

### ○ The 2010 Chapter Pin

Just in time for this year's conference in San Francisco, the ARMA Metro NYC chapter is ready to release the 2010 Chapter Pin. Want to be one of the first to see it? Then be sure to attend the October 20<sup>th</sup> chapter meeting where pins will be distributed to everyone in attendance.

In the meantime, be sure to congratulate Marcel Rodriguez for submitting the winning design that celebrates our chapter, our great city and the SF conference.



Sticking with it  
for Twenty Years

The ARMA Metro NYC Chapter has been creating an annual pin to celebrate our chapter for 20 years. Handed out at the ARMA International conference and other events, they're always a big hit.

Last year, Melissa Dederer, our Immediate Past President, put together a shadow box containing a collection of our annual pins. We are asking for your help in making this collection as comprehensive and correct as possible. If you have any pins that are not pictured and are willing to donate them to the chapter, please contact Melissa ([ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)) and she will provide you with information on where to send them.

Also, after looking at this picture, if you see any errors (pins dated incorrectly), please contact her and let her know what needs to be corrected. Our goal is to have a comprehensive collection of our pins by the end of this fiscal year so that we can have it on display for the June meeting.

## Strategic Decisions in eDiscovery, Lifecycle Management and RIM

Today's business climate dictates we take a look at how we manage our information. Each day we are bombarded with emails, data, program files, documents, websites, etc. How do we handle information? Where do we keep it? Who is responsible for preserving it? What are the consequences if it is not properly maintained? Making strategic decisions in eDiscovery, Lifecycle Management and RIM can address these questions.

Let's begin with definitions. **eDiscovery** is the process of finding, reviewing and producing electronic information relevant to legal proceedings. **Lifecycle Management** is the process of moving information based on retention rules through a continuum of storage media. **RIM** is the efficient and systematic control of the creation, receipt, maintenance, use, and disposition of records, including processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records.

Now, take a look at the parties involved that have an integral part: the originator, Legal, IT, Finance, Human Resources, Document Management and Compliance. All have basic workflows consisting of information creation in either electronic or paper form, how it is utilized, preserved for a specified period and then destroyed. Based on job roles, everyone has a degree of responsibility to maintain and preserve records. Inadequate practices and policies can result in non-compliance with regulatory agencies or legal holds, and unethical business practices which can bring financial burdens or worse destroy a company.

So, how do we develop a strategy?

1. Gather a collective team of individuals who will champion the outcome.
2. Evaluate the company's IT infrastructure. Legal holds notification, policies, practices, and regulatory requirements provide the foundation to building strategies.
3. Identify current deficiencies and what are the expected deliverables.
4. Prioritize what records are most critical to the functioning of the business.
5. Execute implementation in stages.

Most importantly, evaluate the strategy throughout the process and going forward. This provides an opportunity to adjust according to the business environment.

**-Deborah Montana**



### Trick or Tweet—Trusting Treats in Social Media Outreach

“The new kind of outreach seems to be working,” says Kit Yarrow, coauthor of *Gen BuY: How Tweens, Teens, and Twenty-Somethings Are Revolutionizing Retail*, “because the new consumers of Generation Y like it when companies ‘treat’ them like the smart consumers that they are, and that they are made to feel like they are truly being ‘served’.”

“Other businesses have tried to capitalize on social media, but they are not always successful. Some business firms are now running blogs, but they are not focused enough on Generation Y interests to get any traction,” says Ron Shevlin, senior analyst at Aite. He adds that a lot of companies such as banks are now concentrating on mobile banking—the integration of business services with cellphones, social networking accounts, and PDAs—to reach this young cohort. “They believe gen Y-ers want to do everything on a cellphone, but that doesn't solve the problems of distrust,” he says.

Social media prospecting campaigns that work are the ones that are ‘trustworthy’ and feel the most authentic and real, say the experts. Kimberley Palmer of U.S. News & World Report writes, “It's hard to imagine many consumers signing up to follow an executive's missives on his daily grind, but contests featuring high-interest-bearing accounts or discounts on investment accounts [get Gen Y-ers to sign up.]” Recently, companies from Starbucks to Southwest Airlines have also found success using Twitter and Facebook for giveaways, contests, and sales promotions.

“If Facebook fans and Twitter followers are any mark of a firm's popularity, TIAA-Cref and Vanguard are easily the coolest kids in the fund industry,” says Jackie Noblett of the Financial Times. “By and large,” she adds, “using the ‘friends’ metric, the largest fund complexes are overwhelmingly the most popular on social media websites such as Facebook, Twitter and LinkedIn.”

But it is still unclear if these social media measures are just “glorified popularity contests” as some experts call them. Business firms and industries today are still trying to make sense of these new media, as are records and information managers. As many business industries and firms are still rushing to get into this latest craze, we need to be prepared to deal with the obvious issues in e-retention obligations. This means having an e-paper trail of the business discussions and interactions we have with prospects and customers so that we clearly show that we are tracking our efforts for business, legal and regulatory purposes.

More importantly, we need to provide ‘for the record’ that each of our firms is doing everything it can to conform to fiduciary duties and responsibilities, and hold ourselves to a standard. Moreover, we are the ones that can help show that, not only do we integrate social media with our business via a “look and feel” of being real, authentic and trustworthy, but in fact demonstrate that we are.

-Ace Romar



## Committee Reports ○

### **Membership Committee**

#### **VP – Lauren Barnes, CRM**

As of the beginning of October, the New York Metro Chapter has 310 members. More than ever, the benefits of belonging to the NY Metro chapter help us each to gain insight on industry trends and best practices through evening meetings, ARMA@NOON and our CRM exam coaching sessions. And even better, our members work in wildly diverse fields and speaking with each other face-to-face has enormous value – I encourage all members to participate.

Please join the Board of Directors and welcome 16 individuals who have become chapter members since July 1<sup>st</sup>:

- Marlus Coutinho, Recall
- Lucinda Donaldson, New York Life Insurance
- Monique Harding, student – St. John’s University
- Gustavo Hernandez, Alliance Bernstein
- John Hong, student – Queens College
- Albert Hong, Knowledgent Group
- Margaret Vollmer, student
- Jim Marrone, Advantage Technologies
- Grant McLeod, Macquarie Group
- James Merrifield, Finn Dixon & Herling LLP
- Michael Morris, Millican & Associates
- Thomas Moss, Security Mutual Life Insurance of NY
- Nicholas Porcelli, Sidley Austin LLP
- Ace Romar, New York Life Insurance
- Anthony Russo, Autonomy, Inc.
- Vera Tate, Alliance Bernstein

We look forward to seeing you at upcoming events.

### **Professional Development Committee**

#### **VP – Gene Stakov, CRM**

With the September evening meeting and two ARMA@Noon daytime sessions in the books, this year's professional development calendar is in full swing.

If you haven't registered yet for the upcoming October 20th joint AIIM/ARMA evening meeting, what are you waiting for? You may still be able to snag a spot. This is going to be a blockbuster event featuring noted speaker and author Barclay Blair. Space is very limited so don't delay.

November is looking to be a busy month for us as we host a joint evening meeting with the East Coast Litigation Support Managers on the 18th. A panel of experts will discuss and explore issues surrounding preservation, legal hold and data accessibility. This is going to be another great opportunity to further your knowledge and participate in an interactive discussion with some of the foremost specialists in the world of legal records management - at a reduced rate! Stay tuned as well for details around our ARMA@Noon on the 23rd when we host a discussion on the topic of Microsoft SharePoint.

Finally, we have begun planning for our mid-year all-day educational event to take place in mid-March. If you have any suggestions for topics and/or speakers, please drop me a line at: [vpproddevelopment@armanyc.org](mailto:vpproddevelopment@armanyc.org). If you were at last year's event and have feedback on any of these topics as well, I'd love to hear from you.

We're always looking for volunteers to assist in committee tasks. If you want to further your own RIM career by interacting with industry leaders and adding relevant insight to your chapter's professional development circuit, why not join us?

## **Communications Committee**

### **VP – Jason C. Stearns, CRM**

Our revised and revamped newsletter is a hit! Thank you to everyone for your feedback and support. In upcoming issues look for articles from our speakers, board members and chapter members. Don't forget, if you'd like to write a feature article or regular column contact us via email at [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)

Over the next several months you will begin to see our 'transit' theme on more and more of our communications. Once our "rebranding" is in place the next big project will be an update and redesign of the chapter website. Already an award winning site or goal is less a change and more of an enhancement. We hope to introduce interactive elements including discussion boards, blogs, twitter feeds and more. If you have suggestions for the chapter website, or have some Internet design skills and would be willing to volunteer some of your time, please contact at [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)

## **Special Events**

### **VP – Darryl Harris**

We are currently reviewing venues for the January Member Appreciation event. We are in discussions with Tonic and Dave & Buster's as possible venues, however if you have a suggestion for a venue please contact us at [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)

## **Advertising/Promotion Committee**

### **VP – Derick Arthur**

We continue to reach out to sponsors for our upcoming meetings and events. We met with various vendors at the September AIIIM meeting who expressed interest in sponsoring future ARMA Metro NYC meetings.

If you are interested in sponsoring an ARMA@Noon session, an evening chapter meeting, or our spring all-day educational workshop please contact us at [ARMANYC.exchange@gmail.com](mailto:ARMANYC.exchange@gmail.com)

For those of you who have already sponsored or signed up to sponsor – many thanks! Support the chapter, be a sponsor!



## ○ CLAIRE LEDWITH CHAPTER LIBRARY

The chapter library is available to all current members of the ARMA Metro NYC Chapter.

To view a listing of the Library collection, please visit <http://tinyurl.com/ARMANYC-Lib> to download a copy of the spreadsheet.

To request an item from the collection, please email

[Marcel.Rodriguez@nbcuni.com](mailto:Marcel.Rodriguez@nbcuni.com) and provide the title and author of the book(s) you need.

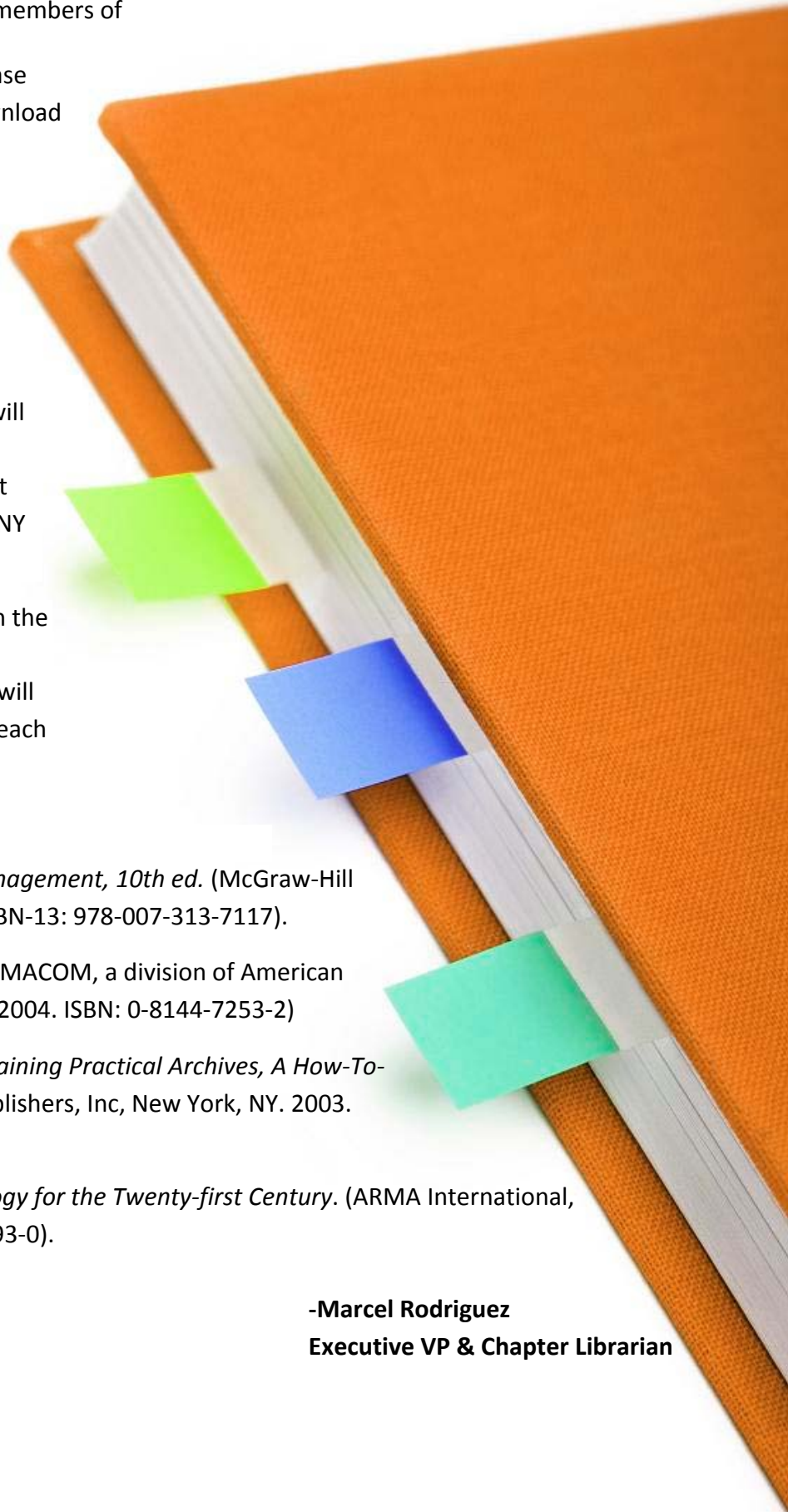
You may check out two books at a time and will need to make arrangements to pick up and return them to the Library, which is located at 30 Rockefeller Plaza, Suite 1465E. New York, NY 10112.

Books must be returned within 30 days and in the same condition as you received them. If the books are not returned or are damaged, you will be invoiced for the full replacement value of each damaged or unreturned book.

### **NEW ADDITIONS**

1. Ivancevich, John M. *Human Resource Management, 10th ed.* (McGraw-Hill Higher Education, New York, NY. 2007. ISBN-13: 978-007-313-7117).
2. Flynn, Nancy. *Instant Messaging Rules.* (AMACOM, a division of American Management Association, New York, NY. 2004. ISBN: 0-8144-7253-2)
3. Hunter, Gregory S. *Developing and Maintaining Practical Archives, A How-To-Do-It Manual. 2nd ed.* (Neal-Schuman Publishers, Inc, New York, NY. 2003. ISBN: 1-55570-467-0).
4. Saffady, William. *Micrographics: Technology for the Twenty-first Century.* (ARMA International, Prairie Village, KS. 2000. ISBN: 0-933887-93-0).

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



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METRO NYC CHAPTER

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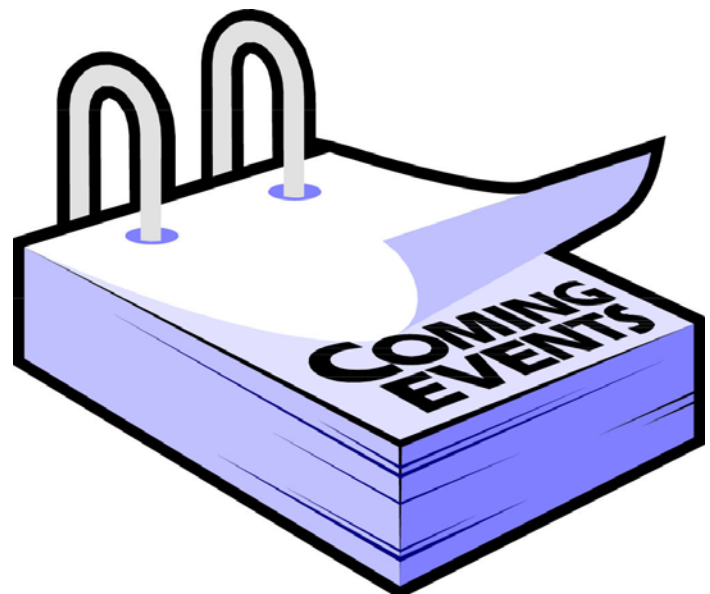
<b>Date</b>	<b>Event/Location</b>
October 20 <sup>th</sup> , 2010 Wednesday	Dinner meeting, The Muse
November 18 <sup>th</sup> , 2010 Thursday	Dinner meeting, New York Life
November 23 <sup>rd</sup> , 2010 Tuesday	ARMA@Noon, New York Life
January 13 <sup>th</sup> , 2010 Thursday	Member Appreciation, TBD
January 25 <sup>th</sup> , 2011 Tuesday	ARMA@Noon, New York Life
February 22 <sup>nd</sup> , 2011 Tuesday	ARMA@Noon, New York Life
March 15 <sup>th</sup> , 2011 Tuesday	Spring Workshop, New York Life
March 29 <sup>th</sup> , 2011 Tuesday	ARMA@Noon, New York Life
April 14 <sup>th</sup> , 2011 Thursday	Dinner meeting, The Muse
April 26 <sup>th</sup> , 2011 Tuesday	ARMA@Noon, New York Life
May 18 <sup>th</sup> , 2011 Wednesday	Dinner meeting, The Muse
May 24 <sup>th</sup> , 2011 Tuesday	ARMA@Noon, New York Life
June 16 <sup>th</sup> , 2011 Thursday	Vendor Appreciation & Awards Event, TBD
June 28 <sup>th</sup> , 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](http://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](mailto:ARMANYC.exchange@gmail.com)





## ○ Last Stop

### **September 21, 2010 Chapter Meeting**

Greg S. Hunter, PhD, CA, CRM, presented *Storytelling, Digital Records and the Search for Meaning* and provided the ARMA Metro NYC Chapter with some excellent “food for thought” following dinner and dessert at the Opening Evening meeting of the Year.

Greg used the art of storytelling to convey how stories can be used to succinctly illustrate a point, and help the listener to remember this point long after the presentation is done. Stories give the listener a “hook” to remember the point.

Greg used his technique, and told us several stories related to Physical and Digital records, and several other “illustrative” stories, which the chapter members were able to take with them, and use. I, for one, found myself repeating the stories the next day several times to my customers and friends to make my own points.

What were those stories, you ask? One was related to the initial technology used for the US Census in 1960. 10 years later, it took 4 years and some creative data processing on behalf of the National Archives, to take in the data because the technology used in 1960 was outdated. The point: The importance of Planning Ahead with Digital Records.

A second one, and my favorite, was related to the Domesday Book of 1086, commissioned by William the Conqueror. This book has data on every hamlet in his kingdom, and is perfectly preserved to this day. 900 years later, the experiment was repeated in the UK using “state of the art” technology. Within 10 years, this data was un-readable. The point: we will know more about our ancestors from 900 years ago than we will about today’s people, again, if we do not plan ahead to preserve our records effectively.

Another story was about the Freiburg Cathedral, and was used as a synonym for our mission as records managers: although at first glance the cathedral looks like it was planned and perfectly symmetrical in every way, it was in fact constructed over many hundreds of years, with the interruption of a war, and with many different architects and architectures. The early architecture, “Romanesque,” was heavy and served as a very solid base. The later architecture, “Flamboyant Gothic,” reached higher, was thinner, and more elegant. Greg suggested that we are in the “Romanesque” age of Digital Records Management. We can set the best foundation possible for those folks in the future who will be reading and building on our digital records.

Finally, Greg reminded us that it is not always the biggest, best, largest company or typical method that solves problems. Often times it is one person, thinking “outside the box”, who comes up with the successful solution. Such was the case with John Harrison, a clock maker who used a clock on a boat to determine Longitude.

Stories help us remember, and we as records managers can use them to spread our messages.

**-Mary Sherwin**