



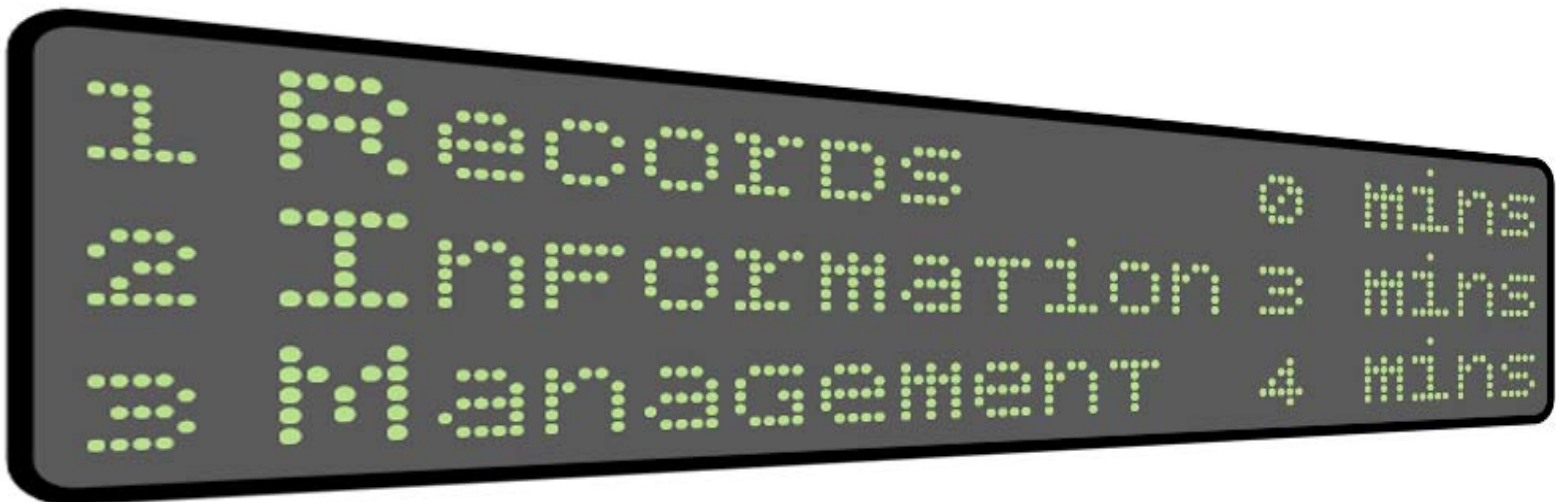
METRO NYC CHAPTER

Volume 41, Issue 5
April, 2011

exchange

Now arriving...

Our biggest issue yet!



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About exchange

exchange is published bimonthly by the ARMA Metropolitan New York Chapter, Inc. (ARMA Metro NYC), P.O. Box 1462, Grand Central Station, New York, New York 10163

ARMA Metro NYC is a local chapter of ARMA International, a not-for-profit professional association and the authority on managing records and information – paper and electronic.

An annual digital subscription to exchange is included as a benefit of membership in ARMA Metro NYC.

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April 2011 exchange 1

President's Letter



Friends,

On Tuesday, April 4, 2011, the Archivists Round Table held a meeting regarding the proposed merger of the NYC Department of Records & Information Services (DORIS) with the NYC Department of Citywide Administrative Services (DCAS). In attendance were representatives from ART, ARMA, SLA and three members of the New York City Council. The important information surrounding this possible merger can be found on a fact sheet in this issue of exchange.

In listening to the discussion regarding this issue, one of the comments that struck me had to do with communication. This individual who made this comment tried to put those in the room, who were very apprehensive over this merger, at ease by suggesting that, even though DCAS has no experience with regard to information services, good communication and knowledge sharing can make this a positive thing. The joke was made that "if you want your office painted, you follow records policy and procedures." The point is, that no matter where your Records and Information Department fits within the organizational structure, it is your job to communicate the importance of records concepts and best practices. World events over the last few years have given you a platform, and it is up to you to step up!

The mission for the New York Chapter Board, as I have mentioned often, is to give you the tools and information you need. Hopefully, our recent all day event on March 15 did this for the over 100 people that attended. Also, we hope our upcoming Spring agenda will continue to do so.

On Thursday, April 21st, we return to the Muse for a dinner meeting with a presentation from Lenore Greenberg and Sal Llanera on the "Electronic Data Discovery Process". This meeting is sponsored by **Recommind**. The following week we have a presentation from Casey McClellan entitled "Working the Workflow." This will be on Tuesday, April 26th at Noon. Remember, ARMA@Noon meetings are only \$10.00 with an advance payment and this includes lunch.

In the month of May, we conclude our dinner series for this year at the Muse with a session on advanced management skills facilitated by Stuart Brooks from RC Taylor Group. This meeting will be on Tuesday, May 17th and is sponsored by **GRM**. The following week on Tuesday, May 24th we are very pleased to have Sophia Empel presenting an introduction to Personal Health Records. Sophia will be presenting a series of sessions on the basics of medical records and this is the first session in the series.

We conclude this year's program with our June 16th Vendor Appreciation night (location to be announced shortly) and our final ARMA@Noon on June 28th. Gene Stakhov will discuss the nuts and bolts of building an enterprise taxonomy.

Happy Spring!

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

○ From the Editor

Spring is finally here (not that you'd know it from the weather as of late) and so is the newest issue of exchange! And not only is it new it's our largest yet... even larger than the *Special Service* edition for our Educational Workshop 2011. Our little 'newsletter' is practically a magazine!

Just for comparison, *Information Management* (published by ARMA International) averages 45 pages each issue *with* advertisements. The issue of exchange you are currently reading is 31 pages *without* advertisements (of course we'd love to change that). Not only that, including our chapter membership, our distribution has grown to over 500+ recipients from across the country. And that does not include the several hundred readers that 'stumble' across our website each month.

Of course we couldn't put together such a great newsletter/magazine without the support of the Board of Directors and several of our members. Once again I am happy to report that in addition to the regular contributors that you look forward to (we hope) you will find several new names in these pages. Additionally, this issue marks the return of Lauren Barnes, CRM students to our Last Stop feature where they review our Educational Workshop 2011 sessions.

All told, it's an information packed edition!

If you have suggestions or feedback on exchange, please contact us at ARMANYC.exchange@gmail.com.

- Jason C. Stearns, CRM
VP, Communications

○ Kudos Column

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.

Sofia Empel, CRM has joined our merry group as a committee member for professional development. She is working very closely with Gene Stakhov on a series focusing on medical records. This will be the first time that this topic has been covered at this level. They are also working on some ideas for higher level educational sessions that will challenge even the most seasoned professional.

Sofia is a recent CRM and a PhD candidate. There is an article introducing this new series in this very same issue of exchange (see page 26).

Jennifer A. Best recently accepted a position as the AVP – Records Management at New York Life Insurance Company. Jennifer has been with New York Life for 10 years and has been working with the Corporate Records Management department on and off for the last five years. Jennifer joins **Ace Romar, Lucinda Donaldson** and **Jason C. Stearns, CRM** on the New York Life team. New York Life is the honored recipient of the first ever ARMA International Cobalt Award for Excellence in Records and Information Management.

Jason C. Stearns, CRM was in Orlando FL, recently at the Archive Systems 1st Annual User Conference. Jason co-lead the session *Tips for Records Management Policies to Ensure Employee Compliance* with Robert Hartley of Archive Systems to great reviews.

Congrats to ALL!

CRM Cornero

If you have not already done so, the registration is still open for the next round of examinations. Registration ends April 28th – so get those applications in now!

The dates for the Spring examinations are:

Parts 1-5: May 2-6, 2011

Part 6: May 12, 2011

If you wish to wait until the Summer round of examinations, the dates are:

Parts 1-5: August 1-5, 2011

Part 6: August 11, 2011

Registration for the Summer exam session is from May 20, 2011 - July 28, 2011.

For those looking for assistance, the Board has tentatively scheduled study sessions in July (dates to be announced as soon as we have them confirmed). Please keep an eye on this “corner” for additional information and look for the email blasts as we will keep you informed through those, too.

For those needing a little encouragement, you can follow in the footsteps of two of our members who have become CRM’s this fiscal year.

Congratulations to Lucy Rieger, CRM, and Jennifer A. Watters Farley, CRM!

And for more encouragement, remember that last year we started the “Alan Andolsen, CRM Scholarship Award” – any new CRM is eligible to apply! See page 18 for details.

SAMPLE QUESTIONS TO TEST YOUR RIM

KNOWLEDGE:

1. The Life Cycle concept of a record is best defined as:
 - a. controlling reproduction of records
 - b. control over the creation, usage, maintenance, retention, preservation or disposition of records
 - c. controlling creation
 - d. controlling disposition
 - e. none of the above
2. ____ technology is a method of delivering information or software updates through a network broadcast, based on pre-specific interests or privileges.
 - a. Internet
 - b. Push
 - c. Spooling
 - d. Portal
 - e. Utilities
3. Management of information resources is concerned with:
 - a. the quality and reliability of information products and services within the firm
 - b. the effectiveness and efficiency with which information handling technologies are employed to help the organization achieve objectives
 - c. introducing a sense of coordination of both information systems, the physical products, and advance technology that makes modern communications systems possible
 - d. all of the above
 - e. a and b

See page 25 for the answer

SERVICE ADVISORY



ARMA@Noon

April 26, 2011: Working the Workflow - Scanning/Capture: Questions and Answers from the Client's Viewpoint

- Casey McClellan, CDIA+

Analysis is the key when considering the efficient implementation of an Electronic Workflow system. When speaking to a vendor, the client not only needs to know what questions to ask but also what answers to have ready. The better prepared the client, the more efficient the implementation. This presentation focuses on those Questions and Answers while reviewing Scanning/Capture as a basic element of Electronic Workflow, and within those parameters, exploring how to translate a Hardcopy Workflow to an Electronic Workflow. The discussion will also examine some case studies that will demonstrate how existing workflows will result in a successful Electronic Workflow implementation with the right Questions and the right Answers.

Casey McClellan, CDIA+

Casey McClellan founded CASO Inc. in 1994 and remained CEO until 2008. Under Casey's dogged hard work and guidance, CASO proudly maintains customer focus as the highest priority.

Casey has kept CASO on the leading edge of content management technology, growing it from a two-person business into a national provider of diverse solutions for hundreds of commercial and government customers.

Casey earned a triple degree from Austin College in Communications, German, and Education. He also graduated from University of Texas with two Masters in Theater Design and Stage Design. In addition to running an Electronic Document Management company, you can also find Casey designing stages and lighting for the New York Pops at Carnegie Hall, or producing an album under his own record label.

May 24, 2011: Personal Health Records: Consumers as Gatekeepers, Records Professionals as Facilitator

- Sofia Empel, CRM

June 28, 2011: Building an Enterprise Taxonomy: The Nuts and Bolts

- Eugene Stakhov, CRM, CDIA+

Each session includes:

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



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

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

o ECM as a Service – Are We Ready?

- Cheryl McKinnon

Summary

Enterprise Content Management (ECM) platforms must continue to evolve in the era of Software-as-a-Service. Organizations need to be agile and adapt to the digital content challenges their information workers are facing. Success will mean delivery of flexible, on-demand, application design and deployment services that easily integrate and connect with complementary technologies, grounded in open standards and APIs. Content management platforms are evolving to adapt to the era of mobile and cloud computing beyond mere storage and retrieval, preparing to transform how content applications are delivered.

A Platform Approach to Information and Content Management

An ECM platform is a cohesive, end-to-end offering architected and built by a core team with a common vision – whether by vendor or by community. It is intended to be a foundation for the content- or case-centric applications upon which developers and architects can build to solve the problems of their business user audience.

ECM platforms are intended to be used as infrastructure: the underlying plumbing to help business succeed in the knowledge economy. This ecosystem of services, modules, plug-ins and APIs allows organizations to be the makers - to build the applications that are meaningful to their information workers and business objectives. ECM platforms are architected to be extended and configured for specific vertical and horizontal applications. The market is ready for a challenge to the closed and proprietary architectures and licensing models from legacy vendors. New ECM platforms can deliver the modularity and extensibility that allows

organizations to deploy only the capabilities needed for specific content applications. Commitment to open standards, community engagement, licensing models that make sense in the world of the web, and innovative use of open source are characteristics of this new generation of information management platform providers.

The Cloud is Not a Place

“The Cloud” is not a location, but a new delivery mechanism for software services. It is an oversimplification to think of “cloud” applications as just a storage rack on someone else's turf. Cloud service providers can be public (hosted by third parties) or private (hosted inside the enterprise). The essential characteristic is flexible, on-demand content repository services that expand or contract with business needs.

The market is ready for a challenge to the closed and proprietary architectures and licensing models

ECM-as-a-Service architectures are ideally suited to organizations that choose to leverage cloud providers for content storage, design and customization work, or collaboration with their customers and suppliers. The dynamic nature of cloud-provisioned content management applications

means business can respond quickly, by expanding or reducing capacity, the number of authorized users, to help keep costs in line with budget and goals.

Open source licensing that governs many new generation information management platforms removes the outdated friction of per-user or per-seat costs that are irrelevant in the world of the web. Expansion to other business units or departments can happen in alignment with the organization's goals and needs – not dictated by arbitrary vendor restrictions on the number of

users allowed to participate in corporate content creation or consumption.

If we extrapolate the analogy of cloud, then content is the water. The need to move content from on-premise to cloud and even back again can follow cyclical patterns. Companies can optimize their costs and storage by incorporating cloud services into an overall content management strategy, tied to business- or policy-driven rules. Identifying content that is sensitive or legally protected and thus inappropriate for some cloud services is part of the policy definition.

Organizations can assess the flexibility of ECM products to accommodate this fluid nature of corporate content management needs. ECM-as-a-Service vendor models don't lock enterprise content into their own cloud instance, nor to an on-premise only architecture. Gate-keeper models do. Content flowing through its natural business lifecycle should not be hobbled by a locked-in approach to repository services.

Application architects and system administrators also need flexible on-demand services to design, deploy and maintain their business systems. ECM-as-a-Service platforms go beyond the ability to use cloud for storage or application hosting. A rich and ever-expanding marketplace of widgets, add-ons, integration modules or templates allows developers to package and share new enhancements with single-click download and simple plug-in deployment.

Design and Development On-Demand

Enterprises know that information management technologies can encourage competitive edge and productivity. Whether e-mail or office documents, getting the capture, search and distribution experience streamlined is key to adoption. Business

analysts, developers, and architects need to collaborate to tune ECM systems for specific use-cases.

Large or distributed enterprises need configuration or customization tools on-demand. ECM-as-a-Service tools that integrate into a test environment can reduce deployment times. Using cloud services for administrative and app development activities relieves a burden from on-premise IT resources. Design and customization tools available to authorized users, as needed, from anywhere, means rapid response to new requirements, quick testing and deployment with just a few clicks. Creation of new document types, life-cycles, vocabularies, forms, and automated chains of content operations can be done once, and re-used where needed.

ECM providers using closed 'gate-keeper' business models limit customization capabilities with proprietary languages or SDKs, rarely assuring backwards compatibility across releases. Multi-year update cycles, hardware locks, and limited tech support on customizations: putting power into the hands of customers is discouraged or costly. Self-service ECM vendor models celebrate APIs and encourage

extension and customization with architecture purpose-built for creative developers to build essential content applications. Technical documentation isn't hidden behind a pay-wall, and community peer-to-peer idea or app exchange is encouraged. Reusable, future-proofed enhancements that can be shared across business units, with peers, even across a broad community of interest means a more rapid ROI and protection of resource investments than closed-door, single use customizations hobbled by vendor models of the last century.

ECM platforms that are designed as services for developers encourage a community of contributors...

A Future-Proofed Content Management Strategy

ECM platforms that are designed as services for developers encourage a community of contributors with an interest to invest in on-going innovation. Open source development practices build in an extra layer of 'future-proofing' insurance: no single stakeholder can completely set the roadmap.

Active, engaged customer and partner communities have the opportunity to continue development and evolve products that are developed in an open approach. ECM architectures that are designed to be a service to developers make it easy to ensure end-user organizations have the power to control their own content management destiny. Large companies and public sector institutions often demand the source code of their key software platforms be placed in escrow, as insurance against being stuck with an unsupported product in case of the vendor failure or dissolution. Open source ECM platforms by their nature provide this protection service, without additional fees, special contracts or lawyer intervention. The internet is the escrow. In the merger-heavy ECM market, too many good products get left on the wrong side of an acquisition, with uncertain roadmap commitments. Open source ECM platforms designed to deliver the foundational content services to application builders mitigate this M&A risk by ensuring longevity of the underlying architecture, creating stability and confidence.

Software foundations, such as Eclipse or Apache, encourage the adoption and advancement of vendor-neutral platforms, and deliver a tremendous service to developers who seek proven, solid foundations upon which to build applications. Vendor neutral ECM platforms built on open standards and made easily available to a global developer community accelerate the availability and acceptance of content

management repository services beyond traditional ECM vendors.

Mobility Is Essential to an ECM Service Platform

Organizations needing access to their content via mobile devices must carefully investigate the licensing models for mobile content management access. Is it part of the initial license? Or extra because of additional 'value' provided? How many times **can** a user be charged for access to the very same content?

ECM-as-a-Service vendors have architected their products to be mobile-accessible by default, not as an add-on for a separate cost. The provision of APIs and architecture for mobile application design is a characteristic of ECM vendors that understand the need for a platform approach. Support for

standards, strength of a broad community of developers with expertise for major mobile device platforms, including Blackberry, iPhone and Android, means responsiveness to needs of enterprise customers.

...no one should expect to stay on the same version of a product indefinitely

Beyond delivery of mobile access to content management applications, ECM-as-a-Service providers are also helping accelerate a new generation of content app developers, who can use the repository services of the core platform to envision and deliver entirely new content- and case-centric solutions that are born mobile.

Design tools to build vertical or horizontal solutions for mobile, support for standards-driven multi-repository navigation, app stores or exchanges to encourage a developer network are characteristics of ECM platform providers. New generation content-rich applications intended for quick, easy use by busy professionals via popular mobile devices and operating systems can be developed for this entirely new handheld experience. Not a retro-fitting of client server, or Web 1.0-inspired

content applications, but a new user experience for the rapidly growing ecosystem of iOS, Android or BlackBerry.

Protect Investment in Customization

Upgrades and patches are a natural part of the software world—no one should expect to stay on the same version of a product indefinitely. Yet so many ECM deployments end up languishing on outdated releases. Risks include loss of user engagement, lack of integration with new versions of common office applications, or missing out on useful new features that could solve many help desk complaints. Why? Because the customizations done for first-generation ECM products are so rarely portable to newer versions. Customizations are either incompatible or require a rewrite that is too costly and impractical to pursue. Content management products not designed with extensibility in mind can cause the deployment to be stuck – the custom widgets or integrations become an anchor around the neck of productivity and progress.

Easy design services that put power into the hands of not only coders, but business process specialists and information architects, get applications into the hands of busy end-users faster, ensuring constant tuning and iterative improvements can start immediately. ECM-as-a-Service means that organizations can be responsive; developers can tweak and adjust the essential content-rich applications they rely on as business priorities. Maximizing productivity and realizing business value is an on-going objective.

Businesses that are serious about incorporating content applications into their core processes can't be shackled to old, outdated, legacy ECM systems. Agile is a state of mind for successful enterprises today—constant tailoring, tweaking, improving helps tune how the business runs, and ECM platforms should be able to easily keep current with ongoing innovative iterations identified by business analysts and content architects. Your next generation ECM platform should have the tools,

design environments and extensible architecture that is designed to be shaped for your business. No longer should your content management choice be a burden that holds back your corporate evolution.

About Cheryl McKinnon

Bringing 17+ years of experience in the field of information and enterprise content management, Cheryl founded Candy Strategies Inc. in 2010 to offer consulting and advisory services to end-users, systems integrators and software vendors who are ready to explore a 21st century approach to digital content governance and preservation.

Open source, open standards, the rise of the participatory web: the enterprise content management business is in the midst of a substantial shift. Productivity, information sharing, corporate memory preservation and the desire for a more social workplace and marketplace are driving organizations to rethink traditional assumptions about document, records and digital asset management. Cheryl and Candy Strategies helps organizations bridge this shift from old to new.

To contact Cheryl:

Via e-mail: Cheryl@CandyStrategies.com

Twitter: [@CherylMcKinnon](https://twitter.com/CherylMcKinnon) or [@CandyStrategies](https://twitter.com/CandyStrategies)

Essential Reading

Reviewed by Marcel Rodriguez, erm^P

Do you cringe when asked to prepare a presentation?

Do you want to capture and maintain the attention of your audience?

Are you struggling with information overload?

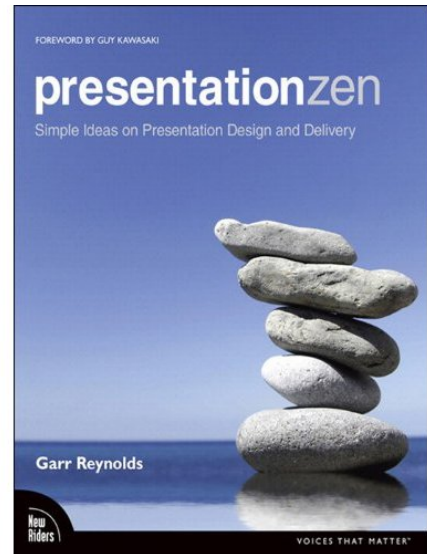
Are you tired of dull and drab looking presentations?

If you answered, “yes” to any of these questions, pick up a copy of *Presentation Zen*.

Presentation designer and internationally acclaimed communications expert Garr Reynolds provides a simple strategy for impacting your audience by creating a core message and maintaining this message throughout your presentation. This is not a “how to use PowerPoint” book, nor does it address skills and techniques on how to hone your speaking. Instead, Reynolds addresses the creation and delivery of a presentation holistically. The book focuses on three primary sections:

- Preparation
- Design
- Delivery

Presentation Zen challenges the conventional wisdom of making “slide presentations” in today’s world and encourages you to think differently and more creatively about these three essential components of your presentations.



Reynolds also provides excellent advice on how to improve your presentations skills by infusing practical advice with touches of Zen philosophy. This book will make you rethink everything you've known (and likely done) about how a presentation should be designed and delivered.

Check out the companion website at www.presentationzen.com. Omm.....



Presentation Zen: Simple Ideas on Presentation Design and Delivery by Garr Reynolds
Published by New Riders Press
ISBN 9780321525659

Can We Ever be 'Green' Enough? ○

Right around the corner is Earth Day 2011, which marks the 41st annual celebration of the environment.

In New York City, there are many celebratory events listed within the fun and interactive Earth Day site (www.earthdayny.org). As you review this site, you'll see the City adopted an 'E' campaign, inspired by Mahatma Gandhi's quote, "Be the change you want to see in the world". The 'E' campaign is designed to educate and inspire people to take positive action for the Earth.

Other environmental campaigns, such as "Make a Green Difference," "Reduce, Reuse, Recycle," "Pitch In for the Earth." and "Pick 5 for the Environment" also embrace the common theme that we can each take simple steps to improve our impact on the environment.

As I reflect on my daily activities, I realize I can continue to make improvements.

Examples include:

- 🌱 Do I really need a hard copy? Think before printing.
- 🌱 Do I need to keep the water running when I brush my teeth?
- 🌱 Why haven't I changed my apartment light bulbs yet to energy efficient lighting?
- 🌱 Why am I still buying bottled water at home when I've already gotten accustomed to a reusable drinking mug at work?
- 🌱 Why don't I regularly carry a reusable bag (*that easily fits in my brief case, pocketbook or coat pocket*) to help eliminate use of store paper/plastic bags?
- 🌱 What other items can I be recycling? Read local recycling guidelines.
- 🌱 Why haven't I started using 'green' cleaning products?
- 🌱 What have I done to continue my education about the environment, such as reading and volunteering more?

The two questions for you are:

What changes can you make to improve your impact on the environment?

Will you?

- Lucinda G. Donaldson



From Jose Rosado:

Can you please let me know the procedures involved in submitting an article for publication?

Answer:

To submit an article for publication in exchange, send an MS Word or Mac Pages formatted version of the article to ARMANYC.exchange@gmail.com. We gladly accept submissions for regular features (RIM 101, Uniquely NY, Last Stop, Essential Reading etc.), feature articles, and one time 'unique' pieces. As editor, I will work with you to refine and copy edit the final version before it is published.

We are always looking for new ideas for articles and new features. If you only have a rough idea of an article that you'd like to write, I can work with you to flesh out the details. Your article can focus on nearly any topic related to RIM, the Chapter, or a 'celebration' of the City we love.

The Chapter's Board of Directors has final editorial discretion on all published pieces.

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

Do you have a question about the ARMA Metro NYC Chapter, or for the leadership? ASK US! Send an email to ARMANYC.exchange@gmail.com



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 a review of a new restaurant by our very own Frank LaSorsa:

SHO – 40 Broad Street

There is no more "Big Time." The excess of some resulted in frugality for all the rest of us. So much so, that the periodic over indulgence at one of New York's still abundant upscale haunts is all the more to be savored.

A Midwestern friend of mine who likes nothing better to out "New York" his New York friends recommended SHO to me after visiting over the summer. I had never even heard the name mentioned. He enjoyed SHO more than some of the Michelin starred restaurants in Paris (where he is lucky enough to dine often, and, by the way, he is a school teacher) and commented on the fact that such a subtle and skillful chef is ill-advised having a restaurant with the eponymous name "Shaun Hergatt SHO."

Once you get past the name and your pangs of guilt for this indulgence, you're in for a treat. Chef Shaun takes common fare such as a poached egg and, with white asparagus and garden herbs, it becomes an extraordinary appetizer. Likewise for the diver sea scallops with a lime jelly, which were only on the menu for a few weeks when they were in season last month.

The selection of entrée includes an Amadai with edamame and scallion oil (this is about as far away from beef and broccoli that you can get) and a cracked soba risotto with a house cured egg yolk.

A three course dinner at SHO is \$75.00 without beverage, tax and tip. For a New York bargain, you can have a two course lunch for \$27.00 and a three course lunch for \$33.00.

After your meal, finish your day and head uptown to see *Priscilla – Queen of the Dessert!* You'll love it.

- Frank LaSorsa, CRM

Legs & Regs o

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

State Department Works to Defeat Internet Censorship Enabled by U.S.-Made IT

As Middle East countries have started to use the Internet to protest against their regimes, the regimes have started to push back and have tried to repress the movements by censoring the Internet. In this growing movement, the United States has found itself in the reality that American companies are providing much of the technology used to block websites. According to a *Wall Street Journal* article, the role of Western companies in Internet censorship poses a dilemma for the United States.

In a speech last year, U.S. Secretary of State Hillary Rodham Clinton said, "Censorship should not be in any way accepted by any company from anywhere. And in America, American companies need to take a principled stand."

The article stated that the State Department has spent more than \$20 million in this last year to fund software and technologies that help people in the Middle East avoid Internet censorship that is sustained by Western technology.

According to the article, when asked about the policy, a senior State Department official said the United States is responding to "a problem caused by governments abusing U.S. products." When governments repurpose U.S.-made tools "to filter for political purposes, we are involved in producing and distributing software to get around those efforts."

The article noted that there are no special export restrictions on web-filtering technology, and makers of web-filtering technology say they can't control how customers use their products.

"You can add additional websites to the block list," said Joris Evers, a McAfee software company spokesman. "Obviously what an individual customer would do with a product once they

acquire it is beyond our control." McAfee Inc. provided content-filtering software used by Internet service providers (ISPs) in Bahrain, Saudi Arabia, and Kuwait.

The *Wall Street Journal* reported that in recent years, American companies have aggressively sought new customers abroad. The global web security market, including filtering, was valued at \$1.8 billion in 2010, stated Phil Hochmuth of IDC, a market research firm. The Middle East and Africa accounted for about \$46 million and is growing at about 16% a year, Hochmuth said.

According to the article, the use of filtering to block websites could be seen in March in Bahrain, where a group of mostly Shia protesters took aim at the country's Sunni ruling family and met a violent crackdown. The article stated that Batelco, Bahrain's main ISP, filters the web using McAfee SmartFilter software and Blue Coat technology, from two American companies.

Ali AbuRomman of the Bahrain ISP network team said that the government regularly uploads lists of websites to block, including some political sites, to the country's ISPs.

A *Wall Street Journal* reporter tested the Batelco connection in Bahrain and found that online-community forums for Shia villages and the websites of at least two human rights groups were censored. "Site blocked," the screen read in English and Arabic when the Journal reporter tried to view the sites. "This website has been blocked for violating regulations and laws of Kingdom Bahrain."

Conference Highlights Best Practices for IT Savings

On March 10, 2011, more than 120 senior government officials and IT industry representatives met to share IT best practices at a closed-door workshop at the Center for American Progress (CAP). According to the CAP, it held the workshop to help U.S. Chief Information Officer Vivek Kundra implement his 25-point reform agenda for Federal IT management. The workshop was designed to identify the hard-to-find expertise from success stories in overcoming government IT challenges.

The CAP noted the success story of the U.S. Department of Agriculture (USDA), which dropped its 21 unique e-mail systems and adopted a “cloud computing” initiative. The initiative allows 120,000 USDA staff and support contractors to share a single integrated e-mail system that costs less than \$8 a month per user, a cost savings of almost 40% over the old system.

According to the CAP, the federal government spends \$80 billion on information technology each year. The case studies presented at the conference show that cost savings are possible. Some of the best practices highlighted by CAP and described below included: moving to the cloud, centralizing funding pools, fast-track governance, incentives for professional certifications, and data-driven reviews.

Moving to the Cloud

The CAP noted that the push to consolidate IT purchasing and move to cloud computing is expected to fundamentally shift federal spending in the next few years. Kundra estimates that the government should be spending \$20 billion a year on cloud computing systems, and senior IT officials are already convinced that the move will deliver multiple benefits for the taxpayer.

Centralizing Funding Pools

According to the CAP another way budget managers have managed to overcome inefficiency of fragmented IT service providers is to concentrate all the appropriate money into

centralized funding pools. An example of this is when the State Department Chief Information Officer created a “Working Capital Fund” in 2007 that allowed 27 internal organizations to buy fee-for-services computer systems from a single internal provider.

Incentives for Professional Certifications

According to the CAP, agencies have struggled to provide IT managers that can handle large IT programs. Due to the lack of IT managers, the Office of Personnel Management is expected to offer quicker promotions to Federal employees who become certified as Project Management Professionals. The Social Security Administration is also taking proactive steps. The administration has begun to provide specialized training for dozens of employees with the help of the Federal Acquisition Institute, which has allowed them to better manage major IT projects.

Data-Driven Reviews

The CAP noted that the most difficult problem IT managers face is getting back on track those projects that are over budget and behind schedule. It highlighted that the Office of Management and Budget has attempted to handle this by setting up high-level, data-driven reviews of such projects called TechStat sessions. According to the CAP, multiple agencies are implementing similar internal reviews to identify problem projects more quickly. Kundra also stated that TechStat sessions for 26 major federal IT projects have resulted in \$3 billion in savings.

“When I arrived in government, one of the things I was astonished to find was that there was no place I could go if I was struggling in an area,” said keynote speaker Richard Spires, Chief Information Officer for the Department of Homeland Security. “I recognize that there’s not a one size fits all. I recognize that what works for Homeland Security is not going to directly translate for the Small Business Administration, but the essence, the principles, some of the tools and templates can.”

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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 are available to ARMA Metro NYC Chapter members who successfully passed the six-part CRM Exam.
- b. The ARMA Metro NYC Board of Directors will allocate \$250 for each eligible recipient.

2. Guidelines

- a. You must be a member in good standing of the ARMA Metro NYC Chapter.
- b. You must pass Part Six (written) of the CRM examinations between July 1 and May 1 of the current fiscal year.
- c. A letter requesting this scholarship must be submitted to the ARMA Metro NYC Board of Directors. For the fiscal year 2010-2011, please send all submission requests to dseverino@credit-suisse.com.

3. Conditions of Being Granted a Scholarship Award

- a. The ARMA Metro NYC Board of Directors will confirm all submission requests with the ICRM.
- b. The ARMA Metro NYC Board of Directors will confirm membership status with ARMA International.

4. Announcement of Scholarship Award Winners

- a. Award winners will be announced and the scholarship funds will be awarded at the June Awards Meeting.
- b. ARMA Metro NYC retains the right to use your name and/or any photographs taken at the Awards meeting to promote and publicize this scholarship program and or Chapter activities

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

SERVICE ADVISORY



2011 ARMA Metro NYC Chapter Evening Meeting Schedule

Wednesday, May 18, 2011 – The Muse Hotel: 5:30p – 8:00p

“The Manager in Records Manager: You Mean I Have to Manage People Too?”

Presented By: Stuart Brooks

As a Records *Manager*, you rely on your people to get things done ---- and thus to build your department’s reputation! We’ll take a quick dive into the *manager’s role* in building a team that is committed to your goals. From setting those goals, to communicating, to teaching and motivating, to checking in, to correcting, it is... alas... *all up to you* to build a team that delivers. Some managers love the people management side of their role, while others simply tolerate it. Either way, we’ll look at the most critical elements of “performance management” that can help any manager be more confident, and will help a good manager be even better!

About the Speaker:

Stuart Brooks is a principle at RC Taylor Group located in suburban Philadelphia. They specialize in leadership development, corporate training and executive coaching. For 24 years he has provided training solutions, consulting services and executive coaching across multiple industries. The RC Taylor Group focuses on the ‘human side’ of performance – helping individuals, teams and organizations maximize their personal effectiveness while enhancing performance and productivity. We seek to be partners in the outcome; committed to the success of our clients.

For more information about this event, or to register, visit www.armanyc.org

Upcoming Evening Meetings:

Thursday, June 16th – 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.

If you would like to suggest a topic for consideration, please contact us at ARMANYC.exchange@gmail.com

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Building an Enterprise Taxonomy: High-Level Design Techniques

Document classes within a taxonomy – or record categories within a file plan – may be represented in any of a wide variety of fashions. As such, there are several design styles and techniques available for use when building a taxonomy. The following describe some of the more common design styles.

In all cases, it is assumed that document-specific metadata and security structure is inherited and propagated from parent classes to children.

Organizational Design: the classes are modeled around the organization of the enterprise. In this design style, named lines of business (LOB) classes are used as parent containers of the document classes they use. The subsequent layers of the hierarchy then follow the organization down into smaller and smaller groupings. In this style, content is seen as a direct function of its parent LOB.

Functional Design: the classes are modeled around the higher-level abstractions of the functions that an organization carries out. Within the discipline of records management, a functional file plan is often the recommended best practice. According to ISO 15489, “Classification by function is based on the

context of a record’s creation and use, rather than on the content of the record itself. This method means that the record will be classified according to why it exists – that is, its function – rather than what it is about – that is, its subject. An analysis of business activities and processes thus provides an understanding of the relationship between an

organization’s business and its records”

TAXONOMY:

1. The classification of organisms in an ordered system that indicates natural relationships.
2. The science, laws, or principles of classification; systematics.
3. Division into ordered groups or categories

Content-centric Design: the classes are modeled around the intrinsic meaning behind the underlying content. In a document taxonomy, this is also known as the document-centric design style (whose records management counterpart is the subject-based file plan) because it effectively marginalizes the relevance of organizational unit or function in the definition of

the document. Instead, focus is shifted to differentiating between content types by describing each content element’s purpose and unique characteristics.

This is just a small taste of a topic that will be examined in great detail at the June 28th, 2011 ARMA@Noon session, *Building an Enterprise Taxonomy: The Nuts and Bolts*.

- Eugene Stakhov, CRM, CDIA+

Gucci's Spring Fashion: eRIM Is the New Black

Cybercrime goes high fashion:

Recently, a Gucci network engineer who was fired by the company used his expertise and insider access to wreck havoc on the [systems] of the Italian fashion house," according to an indictment by Manhattan District Attorney (D.A.) Cyrus R. Vance Jr. NBC News reporter Kelly O'Reilly also stated that Sam Chihlung Yin was accused of creating a VPN token in the name of a fictional employee in order to access Gucci's network. He also socially engineered his way to abuse his employee discount, ship merchandise to Asia in bulk, and "access and control the company's computer systems, shutting down some of its servers and networks, and deleting data from others." Yin faces up to 15 years in prison if found guilty. The Infosecurity.com news column outlined that Yin deleted documents, emails and servers, as well as shut down servers for 24 hours (talk about Gucci 'going black'!). As a result of the destruction of data, Gucci store managers and e-commerce sales staffers from across the country experienced a 'black-out' and were unable to access any records, files or information saved anywhere on its network. In total, the D.A. estimated that Yin caused \$200,000 in damages as a result of diminished productivity, document restoration and remediation measures, and other expenses.

These 'crimes of fashion' are not new to RIM professionals. In this day and age, these cybercrimes have been the 'trend' for white-collar criminals; social engineering has been the primary mode to commit them (whether through new social networking sites or traditional emails or web chat rooms). There are many variations of a social engineering attack, but the aim is the same by the perpetrator: persuade an unsuspecting person to execute a desired act. Just look at the FBI.gov website and anyone will see how in 'vogue' these crimes are. Unfortunately, Gucci's incident led to an actual 'black-out' for its users. As RIM professionals, each of our firms uses systems similar to Gucci for managing email, web publishing, imaging, data, and other electronic records for its operations. Our companies execute their own security protocols (we hope) because the damage from such crimes can affect business exponentially and quickly over a short period of time. The costs are not just financial (according to Pinewswire.com \$43.8 B annually), but include damage to corporate culture morale and public and consumer confidence in our business and brands.

Many electronic/enterprise content management (ECM) system vendors are parading down the 'runway' offering a 'one-stop shop'; standard functionality for protecting records and information developed in conjunction with in-house information security and technology personnel, and unique tools 'tailored' to help personnel manage the abundant amount of legacy electronic records and information that gets produced for business needs, hold orders, regulatory inquiries and litigation. From roundtable discussions that I have had among my peers and from my own due diligence research on ECM 'collections', the systems have only recently offered 'designer' tools that can help define specific electronic records for long-term preservation and apply shorter retention of certain records and information. The real crucible for all firms still remains to be a company's records retention schedule and employee application of policies and procedures... bar-none.

From my own experiences discussing and reviewing systems on a security review board and helping to implement and test systems, I discovered that system software and applications must be evaluated based on definitive needs, and then procured, tested and implemented rigorously. It is our job as RIM professionals to assess the true records management capabilities of any system and to help our business partners see the eRIM 'silhouette'; by providing high-level eRIM issues and needs of each system, and outlining specific eRIM solutions. Gucci may be a fashion house but it is not dissimilar from many of our own corporate 'models.' It is an example of how important it is to partner with other departments that we may or may not 'clash' with to develop effective policies and procedures. More importantly, we can help our partners 'design and pattern' an eRIM program that only enhances our firm's overall RIM strategy. While the 'fashion lineup' of new systems can enable users to stay records compliant, reduce security risks, eliminate the need for unnecessary physical storage space, and improve the efficiency of business operations, this same efficiency can 'clash' and work against your company's RIM 'design.' This is especially true if the strategy lacks a full understanding of the eRIM implications from which successful, cohesive and effective policies and procedures are drawn.

Now that you know that eRIM is the new black, now go out there and design your masterpiece; you better work!

-Ace Romar



Committee Reports

Membership Committee

VP – Lauren Barnes, CRM

The ARMA New York Metro chapter continues to grow. We are 316 members strong! Please join me in welcoming the newest members:

- Wendy Chang, Skidmore, Owings & Merrill LLP
- Jeff Bridges, Boehringer Ingelheim Pharmaceutical, Inc.
- Steve Markey, nControl
- Lourdes Camacho, Simpson Thatcher & Bartlett
- Alex Captain, Tiger Global Management
- Matt Rakoff, TAB Products, LLC.
- Michael Field, Oce Business Services
- Katherine Epanchin-Butuc, Student, Queens College

For our May meeting, we will invite those celebrating a significant anniversary to receive a beautiful ARMA International Tenure Pin. If any of you have received an earlier invitation, but could not attend when the pins were presented, please join us in May to receive yours. Let me know, though! I want to make sure we have enough! Don't forget! New members this year have the opportunity to come to a meeting free - use the coupon attached to your welcome letter!

Treasure's Committee

VP – Melissa G. Dederer, CRM

The final numbers are in and the Educational Workshop 2011 was one of our most successful events to date. The income from this annual event allows us to provide educational sessions throughout the year, often at lower than actual cost so that they remain affordable to our members. In addition to the hard work and efforts of the planning committee, we would like to thank the members of the Northern New Jersey and Long Island ARMA Chapters.

Collaborative Partnerships

VP – Donna Severino

We are continuing to work with several professional organizations (HIMANYC, SLA, and others) in an effort to plan events and educational sessions that benefit our membership and theirs.

HIMANYC

We will revisit presenting another medical records topic in 2012.

ECALSM

ECALSM has agreed to jointly present an e-Discovery program with ARMA Metro NYC in the Fall.

LLAGNY and SLA

As noted previously, LLAGNY and SLA have expressed an interest in holding a hands-on SharePoint 2010 training in the Fall. Since ARMA has also discussed similar training, it will be a good opportunity to collaborate.

CRM Award

Our newest CRM Award submission is from **Jennifer A. Watters Farley, CRM**. Jennifer is a Records Supervisor at the law firm of Latham & Watkins, LLP. She obtained her CRM in September 2010.

Special Events

VP – Darryl Harris

We are hard at work making arrangements for our year end vendor appreciation and networking event. We have reviewed several possible locations and hope to try a new venue as a way to thank our sponsors and vendors for a successful year. Look for full details soon on the web, in your email, and of course here in exchange.

Communications Committee

VP – Jason C. Stearns, CRM

So who knew after our first special of exchange that the very next issue would be our largest yet? With only two issues left on the year we are actively working to make sure that each issue keeps improving. We recently had a suggestion for a new feature (thanks to Lucy Rieger) and will debut this new feature in the next issue. We have also decided to throw our hat in the ring for the Newsletter of the year award and are preparing our submission. We can use the help of the entire membership with this application, please see page 27 to see how you can help. Finally, the contract for our website is almost up and we will begin the final design phase before our launch. We are looking for volunteers with skills in web design. If you would like to assist us please contact me at ARMANYC.exchange@gmail.com

Advertising/Promotion Committee

VP – Derick Arthur

The calendar for the remainder of the chapter year has been set and we have a limited number of sponsorship opportunities for the upcoming dinner meetings and ARMA@Noon educational sessions.

Lastly, and new for this year, we have sponsorship opportunities in both the exchange and on our award winning web site.

If you would like to sponsor a chapter event, advertise in exchange, or place an ad on our webpage, please contact me at vpadvertising@armanyc.org for details and pricing.

Professional Development Committee

VP – Gene Stakov, CRM

The Professional Development Committee is excited to announce the formation of several topic series that will round out this season and continue to pave the way for next year's meetings and educational events. The first will deal with the ever-increasingly salient topic of Electronic Health Records. The series will be led by our newest committee member - Sofia Empel, CRM. Sofia is slated to delve deep into the topic of EHR, opening it up with next month's presentation on Personal Health Records. The second series will focus on the "M" in RIM. This executive-level series will deal with issues pertaining to the management strategy aspects of Records Management, and will open up with Stuart Brooks' evening presentation at the May dinner meeting.

If you've taken one of our CRM exam preparatory classes at any time, let us know how you're doing with your endeavors. We're planning another day of CRM prep sessions chaired by our esteemed local chapter CRM's this Summer. Feedback is always welcome.

If you have any suggestions for topics and/or speakers for any of our formats, please drop me a line at: vpdevelopment@armanyc.org.

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? Reach out to the Vice-President, Professional Development at: vpdevelopment@armanyc.org

o Claire Ledwith Chapter Library

If you are preparing to study for the CRM Exam, the Chapter Library is an excellent resource for finding books and other publications listed in the ICRM Bibliography. We have copies of *Information and Records Management* by Robek, Brown and Stephens; *Records Retention Procedures* by Donald S. Skupsky, *Managing Electronic Records* by William Saffady, and many others.

Visit the Chapter Library on the Chapter Website (<http://www.armanyc.org/resources/library>) to view our current collection.

Checkout/Return Policies

- You may check out up to two items at a time.
- You must make arrangements to pick up your items.
- All items must be returned within 30 days.
- Items must be returned in the same condition as you received them.
- You will be charged the full replacement value for all damaged, lost or unreturned items.

We are also working on developing a system for our electronic catalog which contains presentations, e-pub documents and articles of interest. Stay tuned for more information.

The following ARMA International Titles have recently been added to the library:

- *Implications of Web-Based, Collaborative Technologies in Records Management*
- *Vital Records Programs: Identifying, Managing, and Recovering Business-Critical Records*
- *Metadata: A Basic Tutorial for Records Managers*
- *Guideline for Outsourcing Records to the Cloud*

Please send suggestions for improving the library collection or services to Marcel.Rodriguez@nbcuni.com.

-Marcel Rodriguez
Executive VP & Chapter Librarian



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ARMANYC.exchange@gmail.com for information, publication schedule and rates.'"/>

YOUR MESSAGE HERE!

ARMA
METRO NYC CHAPTER

exchange

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 and 200+ additional RIM professionals *NATIONWIDE!*
- 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.

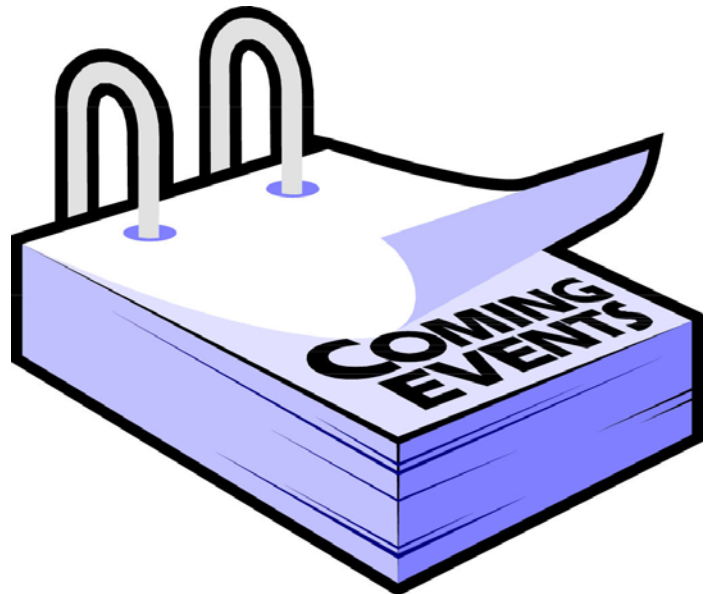
Date	Event/Location/Topic
April 21 st , 2011 Thursday	Dinner Meeting The Muse, 130 West 46 th Street Electronic Data Discovery Process, and Its Importance to Records Management Presented by Sal Llanera and Lenore Greenberg, CRM
April 26 th , 2011 Tuesday	ARMA@Noon New York Life, 51 Madison Avenue Working the Workflow: Scanning/Capture: Questions and Answers from the Client's Viewpoint Presented by Casey McLellan
May 18 th , 2011 Wednesday	Dinner Meeting The Muse, 130 West 46 th Street The Manager in Records Manager: You Mean I Have to Manage People Too?" Presented by Stuart Brooks
May 24 th , 2011 Tuesday	ARMA@Noon New York Life, 51 Madison Avenue Personal Health Records: Consumers as Gatekeepers, Records Professionals as Facilitators Presented by Sofia Empel, CRM
June 16 th , 2011 Thursday	Vendor Appreciation & Awards Event, TBD
June 28 th , 2011 Tuesday	ARMA@ Noon New York Life, 51 Madison Avenue Building an Enterprise Taxonomy: The Nuts and Bolts Presented by Eugene Stakhov, CRM, CDIA+



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

As you can see, we have finalized the details through the end of the chapter year, but dates and locations may be 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



Answer to the sample CRM exam questions:

1. B 2. B 3. D

RIM to HIM, and Everything In-between!

- Sofia Empel, CRM

Electronic healthcare records are just records, right? Well, yes and no. Not only do they serve as evidence of patient care, but electronic healthcare records can also potentially provide physicians and other caregivers with decision support through the use of alerts, pop-up notices, and other reminders. This transformational capability creates new ways for information to support healthcare creating a “knowledge” gap between records and information management (RIM) and health information management (HIM) professionals.

Further, the information architecture that drives healthcare in general and the goals of electronic health records in particular are not well understood by many RIM professionals. The different types of electronic healthcare records cause even more confusion and stretch the information gap even wider. So, what are electronic health records (EHRs), electronic medical records (EMRs), legal health records (LHRs), and personal health records (PHRs)? More importantly, why should the RIM professional care about them?

EHRs are global, longitudinal records controlled by both providers and patients. EHRs are a superset containing many subsets of EMRs which are localized patient records maintained and controlled by providers. Subsets of patient data created by a provider that may be released to third parties in response to legally permissible requests are known as LHRs. Finally, PHRs are patient controlled lifelong resources of health information used to make health decisions. In the complex and developing U.S. healthcare environment, these

types of records continue to evolve in response to both clinical needs and technological advances.

According to the Bureau of Labor Statistics, HIM will remain a high growth industry and create numerous opportunities for information professionals as the health sector expands in the foreseeable future. Furthermore, most Americans have an interest in electronic healthcare records particularly if they are Baby Boomers or the caregivers of children, the elderly, or other needy

groups such as the disabled. For these reasons, healthcare records are of interest to RIM practitioners on both a professional and a personal level.

In order to bridge the knowledge gap between RIM and HIM, the ARMA Metro NYC Chapter will present a three part electronic healthcare records education series. The

first part of the series will be an ARMA@Noon session on PHRs to be held at 12 PM on April 20, 2011 at New York Life. Later, the topic of EHRs will be presented at an evening session in the fall followed by a LHR session at the all day workshop to be held in the spring of 2012.

Personal Health Records: Consumers as Gatekeepers, Records Professionals as Facilitators will explore the types, objectives, advantages and disadvantages of PHRs from a professional perspective, as well as giving helpful information about how to get started with a PHR for yourself or your family members. For more details about each of the sessions in the healthcare education records series, look for email alerts and additional articles in exchange.

The federal government's initiative to build a nationwide exchange for health information creates an immediate need for trained HIM professionals.

o Award Season

Each year at the ARMA International Conference & Expo, the efforts of local chapters are recognized with a series of Awards. ARMA Metro NYC has won several of these awards including:

- Website of the Year (twice)
- Chapter Innovation
- Chapter Merit Award – Bronze Level

In addition to applying for these (and other) awards, this year the Board of Directors is asking for your assistance with our applications for Newsletter of the Year and the COTY Award (details below).

For the Newsletter of the Year, we need your assistance selecting the three best issues of the year:

August 2010

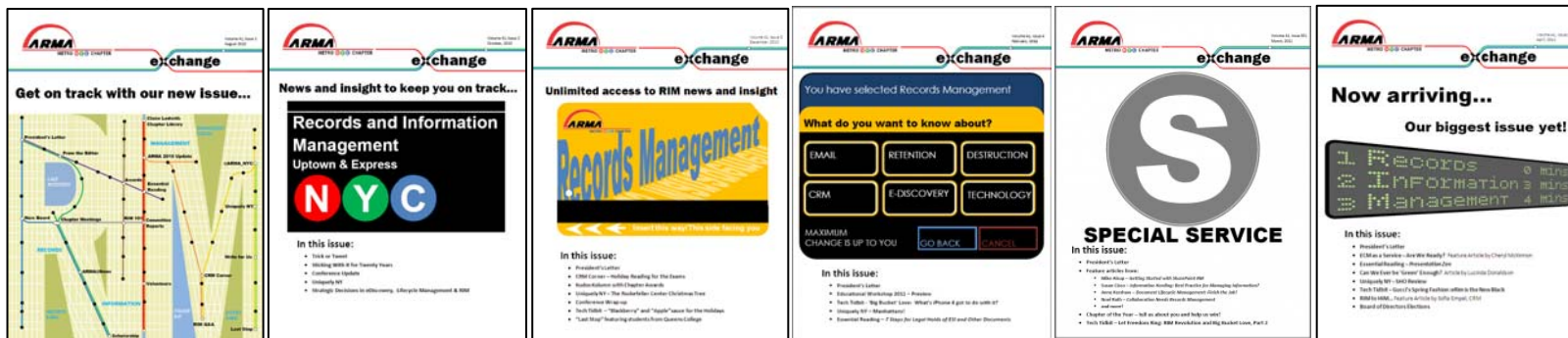
October 2010

December 2010

February 2011

SE1

April 2011



Let us know what you think by sending an email with your top three picks to ARMANYC.exchange@gmail.com. To “sweeten” the deal, all submissions will be entered into a drawing for a \$25 Gift Card to Dylan’s Candy Bar. Entries must be received by June 15th, 2011 to be eligible.

Annually, ARMA International presents Chapter of the Year (COTY) Awards to the small, medium, large and very large-sized Chapters who have most effectively demonstrated support and promotion of ARMA International objectives in their Chapter programs and activities during an Association year (July 1 to June 30). This year, our Metropolitan New York City Chapter will apply to win a COTY Award in the Very Large-sized Chapter category. A comprehensive undertaking to both apply for and win; Metro NYC will also need to report on the activities of its Members. If you are involved in any outside activities, this is your opportunity to shine and help Metro NYC to shine! Visit www.armanyc.org today and fill out the “COTY Outside Activities” form and share your contributions to our chapter and our field.



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○ Board of Directors Elections

The chapter year will be coming to a close before we know and it will be time to start planning for next year.

Do you like the direction the chapter is moving in and want to keep it going?

Looking to change how the chapter runs?

Want to build your résumé and become a recognized leader in the RIM field?

Declare your intent to be on the ARMA Metro NYC Board of Directors!

The following positions are open for the 2011/2012 Chapter year:

President (1 year term)	ELECTED
Executive Vice President (1 year term)	ELECTED
Vice President – Secretary (2 year term)	ELECTED
Vice President – Treasurer (2 year term)	ELECTED
Vice President – Membership (2 year term)	ELECTED

Vice President – Professional Development (1 year term)	APPOINTED by Board of Directors
Vice President – Special Projects & Events (1 year term)	APPOINTED by Board of Directors
Vice President – Advertising & Promotions (1 year term)	APPOINTED by Board of Directors
Vice President – Communications (1 year term)	APPOINTED by Board of Directors
Vice President – Collaboration (1 year term)	APPOINTED by Board of Directors

If you would like to run for an elected position, or be considered for an appointed position send an email to Melissa Dederer, CRM at Melissa.Dederer@pharma.com

Declarations of intent must be received by April 29th at 5:00pm EDT AND include statement that your company/organization/employer endorses and supports the time and effort necessary to properly fulfill your obligations as a member of the ARMA Metro NYC Board of Directors.

Volunteers for Board Committees are also encouraged to contact us at this time.

All committee positions are appointed.



o Last Stop

March 15, 2011 – Educational Workshop 2011

- Marilyn Chin

As a first-time attendee at the ARMA Metro Chapter Educational Workshop on March 15, 2011, I had a good time and enjoyed the event. Unfortunately, I couldn't stay in its entirety because I had classes later in the day.

First of all, I thought that the format and schedule of the workshops were well organized — the attendees knew where to go and what to expect. When I picked up my badge at the registration desk, the person who assisted me was friendly and explained thoroughly where the different workshops and events were being held. In addition, I thought that the idea of having vendors exhibit their products was beneficial. The size of the event was just right — having different workshops, each one covering a relevant topic pertaining to the records management industry, and then breaking for coffee and meeting with the vendors was ideal. I've been to many tradeshow that featured educational forums and exhibitor booths, but I had never felt as comfortable as attending this one.

Each workshop ran for one hour and one can choose workshops from three various tracks. I also liked the idea that one didn't have to attend workshops that were from the same track; one could attend whichever workshop one wanted to, unless it was already full.

Relevant workshop topics included Records and Documents Standard: A Records Manager's Best Friend; Writing 101, Where's the Data? - How to Prepare for eDiscovery, Creation and Use of Taxonomies, and others.

One of the workshops that I attended was called "Train the Trainer: RIM Training for the Masses." The two presenters, Anita Castora, CRM, and Jason C. Stearns, CRM, provided record managers with tips and best practices on how to plan, develop, and coordinate an effective records management training program for their colleagues and employees within their companies.

I have to mention that Mr. Stearns was exceptional in his presentation. He was direct, clear, humorous, and extremely informative even though he's been in the industry for a few years. I especially liked one of the points that he shared, that is, the records manager should keep in mind that there are four different learning styles — visual (prefer whole picture), aural (prefer to listen), read/write (takes notes and likes handouts), and kinesthetic (learn as they do). He provided a website that can help us to determine which learning style we prefer. He also emphasized that the training sessions should address all four types, in order to reach out to as many people as possible. In addition, training sessions should result in an improvement in one of these performance indicators (quality, timeliness, cost-effectiveness, and satisfaction.)

I think the best thing about this particular workshop is that these ideas, tips and best practices are applicable in any industry and will be of great use to those who incorporate them into their own presentations within their corporations.

In conclusion, I would recommend this ARMA event to any student or professional interested in records management.

○ Last Stop

March 15, 2011 – Educational Workshop 2011

- John Hong

The ARMA Educational Workshop 2011 was held on March 15th at the New York Life Insurance Company. It was organized by ARMA's Metro NYC chapter, Long Island chapter and the Northern New Jersey chapter. In attendance were certified record managers, record analysts, students and over twenty vendors. Attendees could choose between three tracks with a choice of ten unique courses. Sessions ranged from eDiscovery, taxonomy to the healthcare industry. In between sessions were 30 minute breaks to eat food, meet with vendors and network with other professionals.

The sessions were taught by high level representatives in the RIM profession. These representatives came from a variety of fields such as insurance companies, law firms and the healthcare industry. One particular session I attended was entitled, "Vision for Healthcare Information: No Rose-tinted Glasses." The topic was relevant with the US government's desire to digitize all medical records in the near future. I wanted to learn about the transformational change of the healthcare industry and its records.

Vera Rulon and Ron J. Hedges were the presenters for the "Vision for Healthcare Information" session. Ms. Rulon, MS, RHIT, CCS, is the director of business operations and communications for Pfizer, Inc. She is the recipient of the Visionary FORE Triumph Award and Best Practices Award. Mr. Hedges is the principle of Ronald J. Hedges LLC in Hackensack, NJ. He is a member of the advisory boards of The Sedona Conference and the Advanced E-Discovery and Corporate Counsel Institutes of Georgetown University Law Center.

The session opened with a presentation about the 3 C's of healthcare reform: cost, coverage and care. Cost will be controlled, coverage will be comprehensive and care will be cutting-edge. These reforms should be in place by the end of 2011. By then, hospitals will be able to electronically prescribe diagnosis and maintain electronic information. Furthermore, medical records will be digitized into Electronic Health Records (EHR). Next, we received a handout showing the ways our medical records are used in the industry; amongst other hospitals, insurance brokers and even financial institutions to a degree. Another handout showed The Flow of Litigation concerning medical records. The issues are that there is a real concern regarding the safeguarding of medical records as they are shared electronically. The healthcare information is an untapped field with a lot of growth and job opportunities. The audience received helpful links towards earning accreditation to be a certified records manager in a healthcare setting. These are certificates include the CCA, RHIA and CHDA just to name a few. Finally, the presenters talked about social media policy regarding companies with websites.

In conclusion, the ARMA event was well organized and was heavily attended. All the sessions I attended generated a lot of interest from the audience and received active participation. The sessions touched on current events in the RIM field and provided practical applications to record issues. This event is recommended to professionals, vendors and students who want to learn more about emerging RIM issues, solutions and network with others.

o Last Stop

March 29, 2011 – ARMA@Noon:

Connecting the Silos – Applying Records Management to All Functional Areas

- Mary Sherwin

Doug Brown, President and CSO of Basal Enterprises, Inc. and former CFO, CPA and Controller of various organizations, presented on the topic of connecting Silos of Information within an organization. Doug pointed out that many core functional areas (or “Silos”) within organizations (such as Human Resources, Procurement and Finance) are covered by regulatory compliance, such as Sarbanes-Oxley, HIPPA (Patient Privacy Laws), and Gramm-Leach-Bliley Act (also known as the Financial Services Modernization Act of 1999)- Safeguard Rule. Each of these areas may be “siloe,” and may have departmental record keeping practices that do not communicate with each other. The Records Manager’s job is to work with the Information Technology (IT) group to make sure that all of the information, both hard-copy and electronic, is managed in a more “global” way for the corporation.

The main way to connect the Silos is to obtain Senior Management support. This support may be received by highlighting the Risks of not managing business records effectively, and to provide examples of the costs of “sloppy records management.” Doug cited several cases, such as JP Morgan who settled a lawsuit where it was accused of defrauding bond investors of \$1.2 billion through bad recordkeeping; and CVS Drugs that violated HIPPA by using patient information to promote pharmaceutical vendor merchandise.

One example given of the Benefit of Records Management across silos was the NVR, Inc Age Discrimination case. NVR won the case, in large part due to NVR’s record keeping and systematic, transparent process for carrying out the reduction in force.

A best practice for managing records across silos is the use of Key Performance Indicators (KPI), developed by Sheryl Gourdis of the Department of Housing and Works – Government of Western Australia.

Although it may be difficult to connect silos, the Records Manager can work on building relationships, networking and building the case for a firm-wide Records Management program that connects silos. The goal is for the Records Management professional to be involved across functional areas to ensure that record keeping practice is consistent across the firm.

