



ARMA Metropolitan New York City Chapter Monthly Newsletter

September 2008 - Vol 1, Issue 2

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NEW YORK CITY LINKS

By Lauren Barnes

[WNYC Radio Station](#) - a great Public Radio Station;

[The Gothamist](#) - source of neighborhood specific breaking news; cool hot spots;

[NYCVisit](#) - the official NYC Convention Bureau site;

[NY.com](#) - Find a Subway Map; Bus schedule, or directions to the Airport;

[Official Website of New York City](#) - Need a birth certificate, school locations, emergency plans, or contact the Mayor's office?

[CitySearch](#) - Find a restaurant, bar, event or where to shop.

PRESIDENT'S CORNER



Dear Friends and Colleagues,
I am very pleased to announce that our new web site is now "live." We have added a new Members Only feature, added additional resources (posting not just the Washington Policy Brief but also the Canadian and European Briefs), among other new items. Please check it out at www.armanyc.org and let us know what you think.

Our first meeting of the year was held on September 11 at our new venue: the Midtown Executive Club, at 40 West 45th Street. In addition to our speaker's presentation, "[Ramp Up Your Records Program with Enterprise 2.0](#)" by Paul Lippe, we were proud to announce two of our honored members from last year: Crystal Cutler, our Chapter Member of the Year; and, Maria Richardson, our Honored Member of the Year. And this year we have started something new - we are honoring the tenure of our members.

At our September meeting, we had several distinguished members attend and be recognized: those members who have been ARMA members for 30 or more years. We will be honoring all members throughout year, so please stay tuned to see which group is next!

Our next meeting is **Tuesday, October 7th**. Our speaker, Barry Murphy, is currently a Director at Mimosa Systems and prior to that was a Principal Analyst at Forrester Research, where he covered records management, content archiving and eDiscovery.

The topic for the evening is "[Building Governance and Compliance Programs.](#)" Also, please join us at the meeting to find out who will be recognized for their ARMA tenure at this meeting.

ARMA Metro NYC continues in its commitment to serve the community at large and has formed a team that will participate in a charity event to benefit the National Multiple Sclerosis Society. The team, known as the "**RIM RIDERS**", will take to the streets of NYC on Sunday, October 5th, as part of the MS BIKE NYC Event.

Please show your support - **donations are needed to help our team reach their goal of \$2000.** To make a donation you can click the following link, [BikeMS NYC](#), or contact either Crystal Cutler (cutlcr@consumer.org) or Team Captain, Frank LaSorsa (flasorsa@kelleymdrye.com):

I hope you find the new ARMA year is a wonderful one for you so far and I look forward to seeing you at our first fall meeting in October.

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

Conference Corner



By: Frank LaSorsa, CRM

Once again, for those of you who are not satisfied with Elvis or OJ sightings, I will be pointing out some of the cultural highpoints of Vegas. But prior to that, I did want to mention a few local events that you don't want to overlook:

Oct. 1, 2008 SPUG Meeting "Findability & Taxonomies: Notes from the Field" - Bill English
Microsoft Office - 1290 6th. Avenue 5:30 P.M.

Oct 7, 2008 ARMA MetroNYC Meeting "Building Governance and Compliance Programs" - Barry Murphy Midtown Executive Club 40 West 45th. Street 5:30 P.M.

Oct. 19-23 - ARMA International 53rd Annual Conference, Las Vegas, NV

Oct. 21 and 22, 2008 ILTA "12th Annual Electronic Discovery and Records Retention Conference" The Essex House 160 Central Park South

Dec. 8 and 9th, 2008 AIIM "ECM Practitioner and Master Courses" New York Location TBA

LAS VEGAS - THINGS TO DO

While in Vegas, if you want to take a break from sessions and slots, you may want to head away from the strip for a few Nevada diversions. A trip out to Red Rock is well worth the time and effort. For those of you with a rental car, it is about a half hour west of the city. You can take Sahara Ave (adjacent to the Hilton Conference Hotel) straight out. On the way, I recommend a stop at "Hash House Au Go Go". Probably not expense report friendly, but the food is awesome and plentiful. "Twisted Farm Food" is certainly not strong enough for this eclectic menu. Try one of their skillet breakfasts, which is unlike any I have had anywhere. Click here for further info: [Hashhouseagogo](#). You will need a hearty breakfast before climbing the multicolored sandstone that is the very electric Red Rock Canyon. Stop at the visitor center first before taking the 13mile loop. There are numerous spots on the loop where you can get out and do some climbing.

Those who are willing to venture even further west into "ranch" country, there is the town of Pahrump. Just so I don't get blasted later, you have to go "over the hump to get to Pahrump". It is a distance away from Red Rock and the driving is hilly and fast. Follow the signs for NV 160 out of Red Rock toward Pahrump. An interesting diversion on the way is Cathedral Canyon (follow signs and it is near Tecopa). When you arrive, you will find a suspension bridge over a very deep arroyo. Walking on the bridge takes you into one of Nevada's most interesting natural attractions.

If you haven't been surprised enough by the Canyon, then the fact that Pahrump has Nevada's only winery will certainly do it. Although some of the grapes are imported from California, the wine is produced, aged and bottled right here.

The east side of the strip has two major attractions - the Hoover Dam and Lake Mead. The Dam is open everyday from 8:30 to 5:30 and make sure you take the tour which takes you down to the bowels of the Dam. Lake Mead is a complete vacation area with a variety of activities and attractions. This would be more suitable if you are able to devote a whole day.

The last "cultural" attraction which I will mention is the Liberace Museum. This is closer to the strip - in fact, just a ½ mile east on Tropicana. The collection here is wonderful and when you see the costumes and remnants of his life, you will find it hard to believe that he was born and raised in Wisconsin. While there don't miss a great meal at unbelievable prices at Carluccio's Tivoli Garden. By the way, the restaurant was designed by Liberace.

Tally Ho - See you in Vegas!

UPCOMING CHAPTER MEETING - OCTOBER 7, 2008

BUILDING GOVERNANCE & COMPLIANCE DOCUMENTS

Speaker: Barry Murphy
Venue: Midtown Executive Club, 40 W.45th Street, NY, NY
Time: 5:30pm - 8:00pm

This presentation will touch on how to create, implement, and sell a compliance and retention management program in your organization. Topics of discussion will include creating and documenting policies, correctly aligning roles and responsibilities of various groups within an organization, educating employees about policies and incenting them to follow them, and using technology to enforce and automate policies.

Bio:

Barry Murphy is currently Director of Product Marketing and Strategy at Mimosa Systems, a content archiving provider. Prior to that, Barry was a Principal Analyst at Forrester Research, where he covered records management, content archiving, and eDiscovery. His past experience includes covering content management, business process management, and Web services technology as an analyst with The Delphi Group. Barry holds a BS from SUNY Binghamton and an MBA from University of Notre Dame.

[Click here to register!](#)

SEPTEMBER 11, 2008 CHAPTER MEETING SUMMARY

By Crystal Cutler



With a combination of new and familiar faces, our first monthly Chapter Meeting for the 2008-2009 Season convened at an exciting new venue, the Midtown Executive Club. In rooms that the British would describe as "neat" (meaning cozy) we accomplished a full agenda and, an educational presentation. Melissa Dederer, Chapter President opened the meeting with greetings, salutations and a moment of silence for the fallen heroes of 9/11. Next she introduced members of the 2008-9 Board of Directors, introduced members of the "RIM

RIDERS" cycling team, formed to participate in the RIDE NYC charity event which will benefit the Multiple Sclerosis society.

Our special guests for the evening were Chapter Members whose memberships spanned more than 30 and 35 years, respectively. Last year's vendors were also acknowledged for their unwavering support!

The Chapter raffled off a ticket to the IDC/Kahn Consulting Conference on September 17 and an iPod Mini.

This year's ' Honored Member of the Year ' was awarded to former Chapter WebMistress and Newsletter Maven, Maria Richardson for her years of service on the board and her dedication to the RIM profession.

'Chapter Member of the Year ' was awarded to Crystal Cutler for her energy and commitment to Chapter initiatives.

Plaques were also awarded to former board members, Steve Lastres, George Ruthauser and John Hidalgo for their tireless efforts and leadership on the 2007-08 Board of Directors. A special award was presented to Edie Mazzullo, who volunteers by managing the Registration Desk at every Chapter Meeting or Special Event. Congratulations to all.

Our guest speaker, Paul Lippe's presentation entitled, "Ramp Up Your Records Program with Enterprise 2.0," outlined how sophisticated folks are using collaboration technologies to improve productivity for lawyers, legal departments, Records Managers, Librarians and Compliance Officers. A former General Counsel and the Founder of Legal OnRamp, Lippe said, "the world of clients is changing fast, we have to change quickly to adapt." Legal OnRamp is where lawyers collaborate, hold peer-to-peer discussions and share resources. Also, Web 2.0 will replace email. Managing information here, as well as in social networks like MySpace, Facebook and LinkedIn, will be a challenge. When asked, "what then, is a record?" Lippe used Barack Obama's famous reply, "that's above my pay grade," then he invited attendees to post their questions on Legal OnRamp for a number of folks to answer.

So, here's hoping we see you at the Oct. 7th meeting, where the new chapter pin will be handed out.

MEMBERSHIP NEWS

DISTINGUISHED MEMBERS

Our first chapter meeting for the 2008-09 Education Year was very special as we honored 5 members who's ARMA membership spans 30 or more years. They are:

35+ YEARS

Carol Kickel-Cassidy
Alan Andolsen

30+ YEARS

Hanley Riess
Helene Lilly
Susan Fagan



Each honoree received a tenure pin and a framed certificate from Melissa G. Dederer, CRM, Metro NYC Chapter President.

The honorees were humbled, honored and quite surprised that the Metro NYC Chapter remembered them and their years of service and dedication. Congratulations to all of our honored members.

There are many dedicated members in the Metro NYC Chapter. At future meetings the Chapter will honor all members as they celebrate milestones of dedicated service to ARMA and the RIM Profession.

ATTENTION ALL MEMBERS

Please check / update your personal information on the ARMA Metro NYC Chapter and International Web Sites.

I am pleased to report that as of Sept. 5, 2008, our membership stands at 337. Thank you to all our new and renewing members.

WELCOME NEW CHAPTER MEMBERS

Audrey Mocco - A1 Self Storage

Tara Greubel

If you have any questions, problems or concerns regarding your membership, please feel free to contact me at Lauren.Barnes@credit-suisse.com

Lauren Barnes

Vice President/Membership

CHAPTER MEMBER OF THE YEAR

By: Marcel Rodriguez



Crystal Cutler was named the 2008 Chapter Member of the Year.

Crystal has a diverse background directing within community, business, penal and educational program structures. An ARMA International member since 2003 and Metro NYC Chapter Member since 2004, Crystal has served at both the Chapter and Regional levels in the areas of Membership, Conference programming and print material committees. In the coming year Crystal will serve Metro NYC as EVP/President-Elect where, among other duties, she will lead our Chapter's community service efforts. At the ARMA Conference in Las Vegas, Crystal will receive a ribbon identifying her as the Chapter Member of the Year, so please congratulate her. She along with other CMOY recipients will receive special recognition at the Conference Dinner.

Congratulations Crystal!

HONORED MEMBER OF THE YEAR

By: Marcel Rodriguez



Maria Richardson of White & Case was named the Chapter's 2008 Honored Member of the Year. Maria has been in the Records Management Industry since 1983 and an ARMA member since 1995. She has served on the Board of Directors for 2 terms, once as VP of Professional Development and most recently as VP of Newsletter and Website. Maria played a significant part in launching the chapter's first E-Newsletter as well as maintaining the chapter's online registration for educational gathering and networking events. Congratulations Maria!

Managing Electronic Records - A Primer

By: Deborah Montana

Where do we begin to manage electronic information? Lets start with a few basic steps to ensure information is preserved for future retrieval. Just like paper, electronic records have a lifecycle. And must meet the requirements of the document management policies established by a company.

On that note, documents are created as part of the daily workflow.

They fall into two categories: structured like databases and software application and unstructured such as word documents, spreadsheets, pdf's, power point presentations. The latter requires the end user to establish a naming convention and file hierarchy. The System Administrator and IT manage structured information; they are responsible for the preservation of this data. A secure storage location on the network ensures the information is safe and backed up for future retrieval.

It is important to learn the proper way to manage unstructured data. Establishing standards and guidelines minimizes the risk of losing files/documents. First, have IT assign a secure location on the company network where regular back ups are established. At this location, create a folder hierarchy by using a simple naming convention. The parent folder is the first level in the naming convention; sub folders created are called child folders. (See figure 1) Each time a new document is generated, it is good practice to assign a name that relates to the contents and in the footer area insert the storage path. Taking these steps will promote retrieval efficiency and security. (See figure 2)

Figure 1

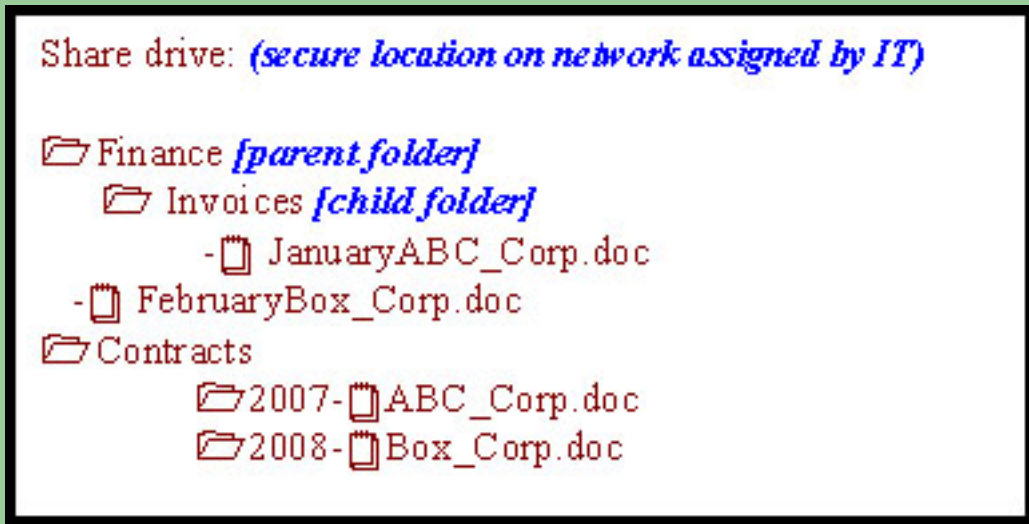
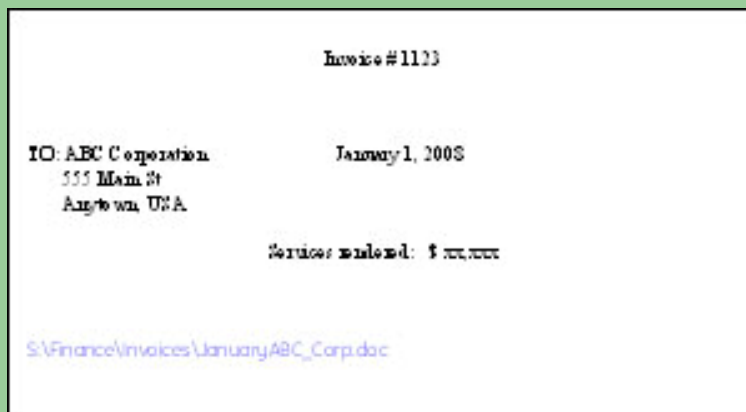


Figure 2



By: Crystal Cutler

Each year the ICRM hosts a number of exciting Activities during the annual ARMA International Conference. This year in Vegas will be no exception. Greet colleagues and friends at the annual Business Meeting and Reception @ 6:30pm, Sunday, Oct. 19th. On Monday, Oct. 20th, visit the "Graders Forum" and "Ask the Board" sessions. All Candidates are encouraged to attend the two ICRM-sponsored CRM Examination Prep Sessions. Refer to your conference brochure for details. Once in Vegas, visit the ICRM Information Booth in the registration area at the Las Vegas Convention Center, for additional information.

CRM Corner

By: Crystal Cutler

CRM Exam Schedule

Fall 2008: November 3 - 7, 2008 (register by October 30, 2008)

Winter 2009: February 2 - 6, 2009 (register by January 29, 2009)

For more information on the ICRM, [click here](#): The November Exams are approaching. Test yourself with the following sample questions:

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.

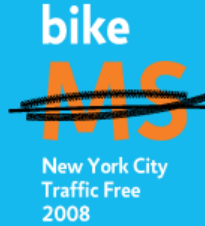
2. ____technology is a method of delivering information or software updates through a network broadcast, based on pre-specified interests or privileges.
 - a. Internet
 - b. Push
 - c. Spooling
 - d. Portal
 - e. Utilities

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 above.

Answers: 1. b., 2. b, 3. d.

Community Events

traffic free: an unforgettable ride



The ARMA METRONYC " RIM RIDERS" need your support as they prepare for the BIKEMS NYC Charity Event scheduled for Sunday, Oct. 5th, 2008. **We need your donations!!!!** Please click this link [Bike MSNYC](#) by October 3rd to Register to ride or to make a donation! To donate go to: FIND A TEAM -> RIM RIDERS and donate through the RIM Riders Team Member of your choice. Then join us on Sun., Oct. 5th, to cheer our team along the Bike Tour Route

or after the tour (2 pm), to congratulate the RIM Riders at:
Druids Bar and Restaurant

Neighborhood: Manhattan/Hell's Kitchen
736 10th Ave

(between 50th St & 51st St)
New York, NY 10019

(212) 307-6410 All donations are tax-deductible.

ARMA Metro continues in its commitment to the community.
Thank you for your support.

ARMA Members - Stay Informed

By: Douglas P. Allen, CRM, CDIA+

It has been suggested that many ARMA members may not be "in the loop" on what ARMA is doing with regard to recent Board of Directors movement toward a Two-Committee Structure and in dealing with potential governance changes that relate to that potential changes in governance (how the Association's Board is organized to facilitate that new "two-committee structure". I thought it might be appropriate to remind those who are ARMA members about how they can keep up with what is happening within ARMA...and how they can ensure that they are able to receive email messages that include that updated information.

There's one very good way for ARMA members to do that. That would be through an opt-in request for such emails. Members can opt-in for a variety of e-mail newsletter subscriptions - including: a RIM Marketing reminder, the Washington, Canadian and European Policy Briefs, the Information Management Newswire and the General Email Alert. In order to access those options (those which may be most valuable to you, you can log in to the ARMA website with your email address and password, open up your account preferences and then to opt-in for those notifications that you'd like to receive.

Once on that page, you can note those newsletter subscriptions that you'd like to receive, can request the format for emails (html or text), can opt for an online election ballot, and can note other preferences as well - especially how you might not wish to be contacted. Finally, you can ask not to have your email address released to vendors, or can request that your email address not be displayed in the ARMA member directory.

If you review that site - something that I check on a periodic basis, don't forget to click on the "submit changes" to ensure that those changes are applied to your membership.

The goals here are to ensure that members receive that information that they find most valuable, and that they are not "assaulted" by unwanted email. However, remember..... if you don't opt-in for some of that information, you won't get it, and are then likely to not know of what is happening in those different areas.

Send feedback on this article to:

doug.allen@global360.com

New York City Fun Facts



Did you know that in 2007 there were 46 million visitors to New York City? That is 13 million more there were a decade ago. No wonder our city sidewalks are crowded!

Did you know from all those people they are expected to spend \$28 billion? That is almost twice the amount spent 10 years ago. Does this beg the question: where's the money?

If you would like to submit an article for the October Newsletter, please contact:
Marcel Rodriguez, Newsletter Editor
ARMA Metro NYC Chapter
ARMA NYC Metropolitan Chapter
Marcel.Rodriguez@NBCUNI.com