



OCTOBER 31, 2008 NEWSLETTER
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PRESIDENT'S LETTER

Dear Members and Guests,

The annual conference in Las Vegas this year was a wonderful success. There were around 2,000 attendees and 200 vendors in the exhibit hall. The sessions were all well attended and very informative. It was a great time for seeing old friends and making new ones. I hope to stay in touch with the many new ARMA members I met during the conference. In addition, the first ever Cobalt Award (recognizing organizational excellence in managing records and information) was presented to one of our own: New York Life Insurance Company was the recipient of this prestigious award.

CONGRATULATIONS! Click on this link to view additional information:

<http://arma.org/excellence/index.cfm>

And speaking of excellence, our next educational meeting is Wednesday, November 12th. The topic for the evening is "Digital Trends" and will be presented by one of our own members - Alan A. Andolsen. He is a Certified Management Consultant, Certified Records Manager, and President of Naremc Services Inc., a management consulting firm. During the past two decades, he has pioneered practical techniques for the management of digital records and lectured on their application in Japan, China, Europe, and throughout the United States and Canada. This is a session you do not want to miss!

ARMA Metro NYC continues in its commitment to serve the community at large. We recently formed a team that participated in a charity event to benefit the National Multiple Sclerosis Society. The team, known as the "RIM Riders", took to the streets of NYC on Sunday, October 5th, as part of the MS BIKE NYC Event and was able to surpass their goal of \$2000. Congratulations RIM Riders. And, in our continued support of serving the community, we are posting information about another community event: Just Tell (www.justtell.org) is a new Non-Profit organization whose mission is to empower sexually abused children to tell an adult they trust about the abuse. Just Tell reaches out directly to sexually abused children and provides them with our informational website JustTell.org.

On November 13th, you can join some of our members and other citizens at a fund raising event. You will be able to meet Vivian Farmery, the founder and Executive Director, as well as members of their Street Team. Enjoy yummy hors d'oeuvres donated by Yaffa (of Yaffa's in Tribeca fame!), and support this important work!

And if you haven't had a chance, take the time to check out our new web site - www.armanyc.org. You just might find



what you're looking for!

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

UPCOMING EVENTS

November 12, 2008
ARMA MetroNYC Chapter Meeting
Midtown Executive Club
40 W. 45th Street, New York, NY
Topic: Digital Trends
Speaker: Alan Andolsen, CRM, CMC



The growth of digital information has been staggering. Even though paper records and other analog media continues a steady linear increase, digital information doubles in size every four years. Some in our industry have perceived this growth in digital information as a direct threat to the long-term viability of the industry. Others see it as a spectacular business opportunity and have already begun investing in the technology and human resources necessary to capitalize on digital information growth. In this session Alan Andolsen will explore digital information trends and outline business opportunities for our industry. Don't miss this opportunity to learn about future growth opportunities!

November 18, 2008
ARMA Connecticut Chapter
Holiday Inn, North Haven, CT
Topic: Moving Records Retention to Information Management
Speaker: Lauren Barnes, Credit Suisse
For more information, [Click Here.](#)

December 8-12, 2008
2008 AIIM "ECM Practitioner and Master Courses" New York, NY ((2 day training class)
The ECM Practitioner & Master programs cover the information lifecycle and related concepts such as electronic document management, collaboration, business process management, electronic records management, and a case study exercise. The course provides complete coverage of enterprise content management for professionals working in both the public and private sector. For more information, [Click Here.](#)

January 9, 2009
Hot Topics in Philanthropy Breakfast Seminar
Blake Student Commons, Bay Path College, Longmeadow Campus
**Fundraising in These New Economic Times-
Lessons from the Field**

One need not look far to see how the philanthropic landscape has changed in recent times. Indeed, fundraisers around the country are watching the markets closely and wondering how these economic times might impact their fundraising results-both short term and well into the future. What do these new economic times mean for fundraising and philanthropy? How might we best respond? What best practices apply to fundraising in tough times? What fundraising strategies should be altered? What new approaches should be pursued? These are just a few of the questions our panel of seasoned fundraising professionals will address at our Hot Topics in Philanthropy breakfast. For more information, [Click Here.](#)

January 13, 2009

ARMA MetroNYC Chapter's Networking Event

Dave & Busters in Times Square (Tentative)

February 11, 2009

ARMA MetroNYC Chapter's All Day Seminar Event

NYC Conference Center @ 23rd Street

We are finalizing the agenda for this educational workshop and will post details on the chapter website soon.

March 09, 2009

ARMA MetroNYC Chapter Meeting

Midtown Executive Club

40 W. 45th Street, New York, NY

Topic: Core Competencies

Speaker: Beth Chiaiese, CRM

April 07, 2009

ARMA MetroNYC Chapter Meeting

Midtown Executive Club

40 W. 45th Street, New York, NY

Topic (TBD)

Speaker: Dr. William Saffady

May 11, 2009

ARMA MetroNYC Chapter Meeting

Midtown Executive Club

40 W. 45th Street, New York, NY

Topic: RIM Standards

Speaker: Ginny Jones, CRM, FAI

MEMBERSHIP REPORT

We have 343 members in NY Metro Chapter, which contributes to the amazing energy we have to promote sound records and information practices in our organizations and help each other with the many challenges that face us. We have six (6) new members since September, so please join me in welcoming:

Brian Albin, (Harrington Park, NJ)

Jeannette Castro, (South Hackensack, NJ);

Luis Figueroa, (NY, NY);

Leanne McDonald, (NY, NY)

Deborah Paulino, (Kenilworth, NJ);

Felicia Raphael, (Kerhonkson, NY);

Yendis Terry, (NY, NY)

CONFERENCE REPORT

Las Vegas provided the perfect backdrop for ARMA's 53rd Annual Conference and Expo, with its absolutely perfect weather and seemingly limitless list of things to do. Even meals were an event. A few Metro NYC attendees even broke from the Conference herd and found a carnivore's dream; the Texas de Brazil restaurant. Each patron was given a disc and a set of tongs. Gauchos walked the restaurant floor serving different cuts of angus beef, lamb, pork, chicken and Brazilian sausage that had all been slow cooked on large skewers over open-flame. When full, patrons simply flipped their discs over from the green to the red underside to indicate that it was now time to stop feeding them. All meals included a 50-item salad bar and sweet fried bananas. Good thing that Vegas offers so many opportunities to just walk and walk and walk around.



In addition to educational, technology, Leadership and ICRM Sessions, there were Networking opportunities, parties and receptions. Elvis, Marilyn and the Rat Pack came out of "retirement" to greet and entertain the more than 2,000 attendees. A small group of Showgirls adorned the Expo Floor while 200 of the top Vendors in our industry showcased the latest in products and services. Anyone interested, could also present their resume at the Career Fair and gain a new career.

Attendees enjoyed a first at ARMA International this year; the issuance of the Cobalt Award. This prestigious honor went to New York Life Insurance Company. Metro's own President, Melissa G. Dederer, helped to present some of the other Awards given as current Chapter Executive Vice-President, Crystal Cutler, and Past President, Katherine Gallagher looked on.

Lastly, the educational sessions are available for viewing right now! Subscribe at www.arma.org to view sessions or hear interviews. Proposals are being accepted from Members who'd like to facilitate a conference session in 2009. And speaking of 2009, the 54th Annual Conference & Expo in Orlando, Florida, October 15th - 18th has been planned; plan now to attend.

OCTOBER 7, 2008 CHAPTER MEETING REVIEW

The 2nd Chapter Meeting of the 2008-2009 Season opened at our new venue, the Midtown Executive Club, with networking, dinner and the distribution of this year's Annual Conference Pins. After greetings and salutations, a number of Chapter Members were honored for their more than 20 and 25 years of Membership within our Metro NYC Chapter. If you haven't already done so, please update your ARMA Membership file with correct join date and contact information. By way of announcements, Members were reminded to attend the Region Networking Session on Sunday evening at ARMA, Vegas. Afterwards, Members of our Northeast Region will select a local haunt and gather for an impromptu dinner.

Barry Murphy of Mimosa Systems did not disappoint in our Educational segment where, in addition to his engrossing presentation on governance, compliance, policy-making and technologies, all attendees received a copy of the book "Email Archiving for Dummies". Slides of his and other presentations are now posted on our Chapter website and available for Members only in the "Previous Presentations" section. Please visit our site often for up to date news on upcoming events, professional opportunities and fun facts. Hope to see you in Vegas and don't forget to register for the November, 12th Chapter Meeting.

Meeting Photo Gallery





ICRM NEWS

The Institute of Certified Records Managers™ (ICRM) is an international certifying organization of and for professional records and information managers. Institute President, Alan Andolsen, is a 30+ year member of our Metro NYC Chapter. He will be the Educational Presenter at our November 12th Chapter Meeting, discussing the latest trends in Digital Information. It promises to be stellar; please plan now to attend. Also, visit www.icrm.org for exam information, career opportunities, Registry of CRMs and more. While there, pay particular attention the President's Message atop the Summer 2008 ProfessoNotes newsletter. Here, Alan Andolsen highlights two specific areas that he and the ICRM have been working on; its partnership with ARMA to provide value to its members and the growth of the number of CRMs globally. Currently at 1,750, CRMs and CRM Candidates are again challenged to identify one individual with the CRM desired knowledge-base and leadership ability and invite them to apply for the CRM exams. Then, once they've been accepted as a candidate, assist that individual to prepare for exams.

CRM Corner

Next Exam Dates:

Parts 1-5, February 2 through 6, 2009

Part 6 - February 5, 2009

Exam Registration: November 19, 2008 to January 29, 2009

Our Chapter's next CRM Study Session will be held in advance of the Spring exams. In the meanwhile, test your knowledge with the sample questions below.

1. Which of the following is characteristic of "Theory X" management thought?
 - a. most employees want to avoid job responsibilities whenever possible.
 - b. most employees do not inherently dislike work.
 - c. most employees want to satisfy social, esteem and self-actualization needs through work.
 - d. a and c above.
 - e. b and c above.

2. The Gunning Fog Index is a formula that is used to measure:
 - a. accuracy of the reports functional index.
 - b. accuracy of written communication.
 - c. reading difficulty of written communication.
 - d. vesicular limits in microfilm density.
 - e. none of the above.

3. Which of the following is not descriptive of a distributed-logic system?
- a. "smart" terminals.
 - b. "dumb" terminals.
 - c. a malfunction would not necessarily shut down the entire system.
 - d. central support.
 - e. combined terminals on one system.

Answer Key:

1. e 2. c 3. b.

LEGS & REGS

PCAOB Proposes Standards Related to the Auditor's Assessment of Risk

The Public Company Accounting Oversight Board (PCAOB) voted to propose for public comment a suite of seven new auditing standards related to the auditor's assessment of and responses to risk and related conforming amendments. The proposed standards would supersede the board's interim auditing standards related to audit risk and materiality, audit planning and supervision, consideration of internal control in an audit of financial statements, audit evidence, and performing tests of accounts and disclosures before year end. For more info, [Click Here](#).

Internet Provider Tax Next Big Culture Funding Fight

The Canadian Radio-television and Telecommunications Commission (CRTC) will hold hearings on new media regulation in early 2009, and - barring a change of heart - the focal point will be the prospect of a mandated levy on Internet service providers (ISP) to fund new media cultural production. Earlier this year, several groups, including the Canadian Film and Television Production Association, the Alliance of Canadian Cinema, Television and Radio Artists, the Directors Guild of Canada, and Writers Guild of Canada, proposed a mandatory ISP contribution of 2.5 percent of broadband revenue to help fund Canadian new media content creation. For more info, [Click Here](#).

U.K. Prison Staff's Personal Data Lost

The personal information of thousands of prison staff working in England and Wales has been lost by a government contractor in yet another embarrassing data security breach for the British government. Justice Secretary Jack Straw has ordered an inquiry into the data loss, which involves up to 5,000 prison staff members after a hard drive was lost by the technology company EDS in 2007, The International Herald Tribune reported. The Ministry of Justice said it believed the missing data was not in the public domain and "remains on EDS premises." An EDS spokesman declined to comment on the likely whereabouts of the missing drive. For more info, [Click Here](#).

COMMUNITY NEWS

JUST TELL

Introducing Just Tell...

Please join us to celebrate our new website www.justtell.org and the debut of our Street Teams!!!

Date: Thursday, November 13th

Time: 5:30 pm - 8:30 pm

Location & Address:

The Downtown Community Center
120 Warren Street
New York, NY
United States-10007

R.S.V.P.:

www.justtell.org

Donation: \$25.00

Just Tell is a new Non-Profit organization whose mission is to empower sexually abused children to tell an adult they trust about the abuse. Just Tell reaches out directly to sexually abused children and provides them with our informational website JustTell.org.

The first of its kind in the United States, the website offers sexually abused kids a place to read privately about sexual abuse, learn why and how to choose a trusted adult to tell, and how to tell that trusted adult about the sexual abuse they are



suffering. Our website also provides information to adults about childhood sexual abuse and how to help a child who discloses abuse to them.

Information about Just Tell is provided to kids by means of our Teen Volunteers. Kids form their own Street Teams' and get our message out by passing out our informational wallet cards at events of their choosing. Our first Street Team here in NYC has just launched, and with your help and support, 13 other teams - across the country - will also be launched!

Please join us. Meet Vivian Farmery, our founder and Executive Director, as well as members of our Street Team. Celebrate these important accomplishments with us, enjoy yummy hors d'oeuvres donated by Yaffa (of Yaffa's in Tribeca fame!), and support this important work!



NEWSLETTER CONTEST

This year, we changed the format of our newsletter and we're publishing a new issue each month. We welcome your comments and invite you, our members, to participate in an exciting new contest. We are seeking articles written by our members to be published in each newsletter.

Share your expertise and insight with fellow members! Tell us about an important project you completed or how you collaborated with other departments or external vendors. Ask your staff members to write an article and they might win the monthly prize. Each month, we'll select a random article and the author will receive one free admission to a future chapter meeting.

Send your articles to: Marcel.Rodriguez@nbcuni.com

Newsletter Article Submission Deadlines

October 30, 2008
November 25, 2008
December 29, 2008
January 29, 2009
February 26, 2009
March 27, 2009
April 29, 2009
May 28, 2009

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