ARMA Metro New York City Board of Directors
Meeting Minutes
March 3, 2014 4:10 p.m. – 5:45 p.m.
Kelley, Drye and Warren
101 Park Avenue New York, NY 10178 and via conference call

Present: Bryn Bowen, CRM; Frank LaSorsa, CRM; Mary Sherwin, Gene Stakhov, CRM; Jason C. Stearns, CRM, IGP
On the Phone: Anita Castora, CRM, IGP; Derick Arthur, Darryl Harris, Michael Landau, Debbie Mevs, and Jennifer Best
Committee Members present: Alexander Campbell, Maribel Rivera, and Carol Trapano
Committee Members on the phone: Rebecca Gallei, Mike Addiego

AGREED UPON / OUTSTANDING ACTION ITEMS
- March 10 Speakers dinner to be held at Pescatore for $55 per person, for 18-20 folks.
- $25 Amazon Gift cards to be purchased by David Smythe for every speaker, and given along with a chapter padfolio
- July Summer Planning Meeting – All to give Jason available dates (7/16 will be rescheduled)

President - Jason C. Stearns, CRM

➢ Meeting convened 4:10 pm

➢ Upcoming Board Meetings
  - Thursday April 10, 3:00 p.m. – 5:00 p.m. before Evening Chapter Meeting - UBS
  - Thursday May 15, 4:00 p.m. – 6:00 pm. – UBS
  - Monday June 16, 3:00 p.m. – 5 p.m. – UBS
  - Summer Planning Meeting – the 7/16 meeting must be rescheduled. Board members to give Jason possible July dates.

➢ Region Update
  - The Northeast Region assessment is coming, but has not yet been issued
  - The Northeast Region conference scheduled for June 6-7 in Boston. Bryn and Frank from our chapter are involved in the planning.
    The chapter (Jason) will request that a Budget be put in place for the event, and what levels of sponsorship they are looking for.

March Event Update

➢ March All Day Educational Event
  - The Event Project committee, co-chaired by Dave Smythe and Mary Sherwin, has been meeting weekly and as-needed to cover Event details. Updates have been made on the project plan document, which will be finalized after the event and circulated by Dave (the Plan keeper) to all.
  - Monday 3/10 – Set up the day before will take place starting about 4:30 pm at the Concierge Conference Centers and all who are participating in bag stuffing will also arrive then to assist.
• The Event Speakers Dinner will follow at 6:30 pm. Frank proposed several locations: Dos Caminos, Cornerstone, Ashton’s Alley; and Pescatore. He recommended Pescatore (2nd Ave; between 50th and 51st) = for 2 hours of standard open bar and a menu @ $55 plus gratuity. 18-20 people - Board approved unanimously the dinner @ Pescatore for 18-20 people.

• Volunteers are to be coordinated by David Smythe. A separate meeting will be held with them to coordinate duties and responsibilities. Volunteers will pay $75 and are allowed to attend 2 sessions of their choice.

• CRM Credits – the completed Event brochure will be submitted to the ICRM for credit by Jason

• Presenters & Schedule – as listed in the Event Brochure. Room assignments will be done according to the track.

• Sponsors – there are a total of 32 of which 29 are sponsoring a table. John @ Concierge received a list of all vendors from Mary. Debbie & Team are recruiting prizes. David Smythe and Mary Sherwin will oversee Vendor Setup.

• Catering including the kosher meals has been confirmed by Darryl with Concierge Centers.

• Networking Reception @ Roger Smith – Need to generate a list of those who registered for the reception only. The Event Badge is the entry to the reception. There is a piano in the lobby. Mary agreed to find a piano player for one hour 5:30 -6:30 pm.

• Promotions and Registration
  ▪ Board agreed to keep registration at $185 until the day of the event. Walk-in amount is $249.
  ▪ Day-of Payment: Jason will set up a Square account with account information from Carol Trapano.
  ▪ Event Promotion / Reminders
  ▪ Social media options - daily reminders to be sent by Board Members via Social Media - LinkedIn, Twitter.
  ▪ Gene Stakhov and Maribel will work using HootSuite - set up different hash tags to follow, etc.
  ▪ A General Marketing 'Blitz' will take place

• Event program designed by GRM with input from the Event committee is done and off to printers sponsored by Belfor, with help from the ARMA NNJ Chapter.

• Raffle Card – Done and sent to the printers along with the Event brochure. Donald Corr (Proskauer Intern) did a great job

• A Project Run sheet has been developed by David Smythe, Mary Sherwin and the Concierge Centers (John Marenzana)

• The Board passed a motion to purchase $25 gift cards for all speakers, to be given along with a chapter padfolio.

• Event Bags - items ("bag swag") are being sent by vendors to Kelley Drye and will be transported by Frank and Bryn to the Concierge Centers on Friday March 7.
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- Nametags and Registration Table – to be handled by Anita Castora, Gene Stakhov and team

Membership Update – Anita Castora, VP, Membership

➢ Membership levels: 319
➢ Promotions:
  • The ARMA HQ Promotion is due 3/14/2014
  • March 11 Spring Seminar – A Membership/Mentorship Table and signs to be provided. Anita will coordinate the staffing and activities of the table (Fred Grevin, Edie Mazzullo, Carolyn Mariani Etc.)
  • Mentor Program Status- Need more mentors for protégé's
  • Student membership grant has been launched for $500 prize. Top three submissions will be given to Board to review to determine winner. Winner to be announced at May meeting.
  • March Membership Madness: All who join by end of March will receive a $10 gift card and a chance for $100 gift card at April evening meeting.

Newsletter – Jennifer Best, VP, Newsletter

➢ March Event newsletter is completed and will be printed by various Board members, to be handed out in the bags the day of the event.

Financial Update – Michael Landau, VP, Treasurer; Carol Trapano, Committee

➢ Summary of Accounts as of February 28, 2014
  • Chase Bank $36,260.40
  • Fidelity $56,661.81

  (Quarterly as follows :)
  Fidelity Contra Fund - $42,594.44
  Fidelity Money Market - $14,067.37

  • Dreyfus $12,622.04

  Total: $105,544.25

➢ ARMA International Escrow: $2,140
➢ Payment update from sponsors – all are paid except the following:
  7 Past Presidents ($350); Acaveo - $5000; Archive Systems - $771; HP Autonomy - $5000, Cintas - $895; Kiersted - $500; K2- $895; Knowledgelake - $149 for extra person. Carol is following up on outstanding payments.

Collaboration/Community Service – Report submitted by Gene Stakhov, CRM, IGP

➢ Community Service Project - Greater Astoria Historical Society – the planning meetings are moving slowly. Head of the project: Anita Castora, CRM. Participants include Jason C. Stearns, CRM, IGP; Gene Stakhov, CRM, Fred Grevin, Rebecca Gallei and Brenda Parnes.
Coordinated Events Section (Non – March Event related)

- April Meetings
  - April Evening meeting date is April 10, but conflicts with the Law Firm Symposium April 9-11 in Washington DC - Darryl will work with the Vanderbilt Suites to come up with an alternate date
  - CRM Workshop – Wednesday April 9 @ Kelley Drye – Anita is lining up the presenters and lunch will be included
  - ARMA@Noon April 24, 2014 – Currently no topic or Sponsor yet as the focus is on the March Event

- May Meetings –
  - Evening Wed. May 21 – Potential speaker from CBS – Retired General Counsel Lou Briskman

Other Agenda Items

- Website Update - Mary Sherwin has been keeping the Website up to date with the sponsor and other information related to the March Event.

- Minutes & Secretary Updates - The November, December and January minutes were approved. The February minutes have been circulated for approval.

- ASPIRE Update - The ASPIRE meetings are going well, led by Lauren, Frank, Jen Farley and Mary Sherwin. Jennifer Farley wrote an article for the March newsletter with some testimonials, which was also posted on the Web site advertising the March 3 meeting. The next meeting is Monday March 3 at 6 pm at Kelley Drye.

- ARMA International Updates – Frank LaSorsa, CRM
  - Lots of information on the ARMA International Website for various volunteer opportunities, such as volunteers at the International convention, call for participation on the Awards committee, calls for proposal submissions. See www.arma.org for more information.
  - Deadlines:
    - March 14- Recruitment Campaign prospect lists due to HQ
    - March 31 – Chapter Speaker Grant applications due to Region
    - April 15 – Chapter Speaker Grants –due to HQ

- No new business

The meeting adjourned at 5:45 p.m.

Respectfully Submitted,

Mary W. Sherwin
Mary W. Sherwin, VP, Secretary
<table>
<thead>
<tr>
<th>ARMA Metro NYC 2013-2014 Planning Calendar – Updated as of 3/3/14</th>
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<tbody>
<tr>
<td><strong>August</strong></td>
</tr>
<tr>
<td>None</td>
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<tr>
<td>Conference call to be scheduled by Jason</td>
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| **September**                                                |
| Mon 9/16 – 5 Things RM can learn from Litigation – Sandra Serkes, Valora, Sponsor Superior Discovery | Wed. 9/18 3 p.m. -5 p.m. before the chapter meeting | Tues. 9/24 – Small Steps, Big Results, Anita Castora, Carolyn Mariani – Sponsor GRM | Mon. 9/23 –5:30 pm – 7:00 pm Kelley Drye Presenters: Jen Waters-Farley, Rebecca Gallei |
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| **October**                                                  |
| Tues. 10/15 – Legal Hold Brian Schraeder Sponsors ArchiveSystems, BIA | Thurs. 10/10 4 p.m. -6 p.m. | Tues. 10/22 – did not happen | None |
| Tues. 10/15 – Legal Hold Brian Schraeder Sponsors ArchiveSystems, BIA | Thurs. 10/10 4 p.m. -6 p.m. | Tues. 10/22 – did not happen | None |

| **November**                                                 |
| Mon. 11/18 – Privacy in a Transparent World Kristen Mathews, Sponsor ProConversions | Mon. 11/18 3 p.m. -5 p.m. before the chapter meeting, @ UBS | Fri. 11/15 – Records Management and Process Improvement – George Dunn | Mon. 11/4 Kelley Drye – 5:30 pm – 7:00 pm Presenter: Donald Corr |
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<p>| <strong>December</strong>                                                 |
| None                                                         | 12/16 - 4-6 pm | None | Mon. 12/2 |
| None                                                         | 12/16 - 4-6 pm | None | Mon. 12/2 |</p>
<table>
<thead>
<tr>
<th>ARMA Evening (backup date in parenthesis)</th>
<th>Board</th>
<th>ARMA @ Noon</th>
<th>ASPIRE Mondays (proposed)</th>
<th>CRM and Other Sister Organization Related Events</th>
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<td>Mon. 1/13</td>
<td>Mon. 1/13</td>
<td>Mon 1/27</td>
<td>Mon. 1/6</td>
<td>ART RIM 101 with Lauren Barnes – 1/30/14 12 noon – 1:30 pm NARA</td>
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<tr>
<td>Networking Event/Cocktail Reception</td>
<td>12 p.m. – 5 p.m. Half day planning meeting – Before the Networking event – Kelley Drye</td>
<td>Proskauer Rose Nick Inglis, Bulletproof Sharepoint Information Governance Sponsor: FileTrail</td>
<td>5:30 pm – 7:30 pm Kelley Drye Presenters: Edie Mazzullo, Barclay Blair</td>
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<td>Thurs. 2/13</td>
<td>Tues. 2/25</td>
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<td>“Building a RIM program: Assessment, Vision, War Stories”</td>
<td>4 p.m. -6 p.m. Kelley Drye</td>
<td>– Nathan Rosen – Developing Powerful LinkedIn Profiles Kelley Drye</td>
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<td>David Smythe presenting</td>
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<td><strong>March</strong></td>
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<td>All Day Educational Event</td>
<td>Mon. 3/3</td>
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<td>Tues 3/11</td>
<td>4 p.m. -6 p.m.</td>
<td>5:30 pm – 7:00 pm Kelley Drye</td>
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<td>Concierge Centers</td>
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<td>8 am – 5 pm, Networking Reception</td>
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<td>Thurs - 4/10 (Wed. 4/9)</td>
<td>Thurs. 4/10 3 p.m. - 5 p.m. before the chapter meeting</td>
<td>Thurs 4/24</td>
<td>Mon. 4/21</td>
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<td><strong>May</strong></td>
<td>Wed 5/21 (Thurs. 5/22)</td>
<td>Thurs. 5/15 4 p.m. - 6 p.m.</td>
<td>Mon. 5/12 – Sponsor – Acaveo Potential speaker – retired GC from CBS Lou Briskman</td>
<td>Mon. 5/5</td>
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<td><strong>June</strong></td>
<td>Mon. 6/16 (Wed 6/18) End of the Year Party- one sponsor - Acaveo</td>
<td>Mon. 6/16 (3 pm - 5 pm)</td>
<td>Tues. 6/3</td>
<td>Mon. 6/9</td>
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<td><strong>July</strong></td>
<td>None</td>
<td>To be determined-Summer All Day Planning meeting</td>
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