



ARMAzing News
ARMA Northern New Jersey
December 2008 Newsletter



ARMA NNJ

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Editor: Christopher Reilly



Above: Ray Davis, host of the radio program "Inside The Records Room" presenting at our Holiday chapter meeting.

At our monthly chapter meeting on Thursday, December 17th, 2008 we tried something new. Not that having our dear friends from the NJ chapter of AIIM join us was unusual, which they did, but we had Ray Davis as our guest speaker! You may know him from every Tuesday night at 8P.M. as the host of "Inside The Records Room", the only records information management radio show on *WNJC 1360 AM*.

It is also a streaming broadcast on www.INSIDETHERECORDSROOM.COM. What a concept! His show, is so unique that it is catching the ear of everyone in the RIM industry. The topic of our night's presentation was "Records Management Lessons to be learned - by going to the movies". How, you may ask, can a movie and records management have anything in common? Well, let's start with his first illustration, "The Wizard of Oz". Dorothy thinks the wizard will solve all her records information issues. She encounters a lot of adversity and makes a few friends along the way. But when she meets the wizard, she is quite disappointed to find he represents himself as someone he is not "Great. And powerful." But in the end, he turns out to be just as afraid of records technology as Dorothy. "West Side Story" is not about the clash between the Jets and the Sharks. It

is actually about the clash between the RIM department and the IT department. Records, electronic folders, hard drive storage - it tends to be territorial, doesn't it? But IT and RIM respect each others' territories - well, that is debatable! Lesson #1- Teamwork. #2- Embrace change. Welcome different opinions and processes, rather than be territorial.

In the third movie- "The Godfather", Ray Davis told us that there are lessons to be learned here, too: #1 Good news vs. bad. As with the godfather, we should want to hear the bad news when it happens. Good news you can hear in leisure. #2 Know how close you are to your customers. #3 Guard your position and opinions. #4 Seek council when necessary, as did the godfather.

Finally, "The Titanic". Ray said, "It's not about the ship!". Sometimes a RIM program can be the iceberg . Perception vs. reality- have more content & organization to your RM organization than meets the eye. Lesson #1 Work Ethic. #2 Planning. #3 Confidence & self esteem. #4 Drive, initiative & motivation.

- Photos on page 3 "Movies" -

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Members mingle at the networking session at the Woodbridge Hilton on December 17th, 2008



Above: Ilana Lutman, ARMANNJ's vice president of programs, awards a prize for the ticket draw to Barry Johnson, VP of Programs at AIIM Garden State Chapter.



Cohasset Consulting

presentation provided by Marcy Ziewicki



On Wednesday, November 19th, 2008 Nancy Ziewicki was the guest presenter at ARMA NNJ's chapter meeting. The subject was "How to win over your stakeholders". Nancy is a basic research scientist—a believer in objective truth. By realizing RIM budgets and limitations, this will establish the basis on new ideas for your records information department. Three challenges she mentioned were 1. "The sky is falling" method doesn't work for long. This does not motivate your department and makes a records manager look unprofessional. 2. RIM has a limited budget. 3. RIM has complex challenges that continue to change. She gave us an exercise, asking everyone to create a records control assessment, whereby we allotted numbers to their importance. Then she challenged us to ask, "What is the item?" "How is it controlled?" "How can it be improved?"

To visually track their importance, Nancy handed out colored adhesive dots for us to apply to each area of RIM that may be of consideration on a flip chart. The focus of Cohasset Associates' consulting practice is improving the programs, processes, and systems that manage document-based information. This ranges from establishing effective corporate records management programs to planning state-of-the-art electronic records systems. <http://www.cohasset.com/>



Navigant Consulting

Presentation by Andy Teichholz and Todd Marlin



Left to right: Andy Teichholz, Associate Director, Navigant Consulting, Ilana Lutman ARMA NNJ Programs, Todd Marlin, Director, Navigant Consulting.

Andy Teichholz, Associate Director, Navigant Consulting, and Todd Marlin, Director, Navigant Consulting gave a presentation at ARMANNJ's October, 2008 chapter meeting.

Three words that keep business leaders and their counsel up at night. Today's challenges require a team with deep experience and industry insight. Navigant Consulting, Inc. (NYSE: NCI), with more than 1,900 global consultants, is that team. They provide customized services and support to address critical business issues and enhance stakeholder value. With offices throughout North America, Europe and Asia, we help clients respond to industry and market factors that create uncertainty and corporate exposure. The result is conflict resolution, optimized performance and effective risk mitigation for clients.

In anticipation of a legal hold of RIM data, they strongly suggest the creation of a Data Map. This is a layout of where all records, be it paper, electronic or microfilm may be found.

A good start would be to identify the key owners/receivers of data. This would better facilitate the requests for discovery during a legal hold. The benefits

of having a Data Map prove evident by

1. Having enhanced preparedness for discover response efforts.
2. Greater coordination between IT and the legal team.
3. Improved information management controls over the information lifecycle.
4. Cost reduction for identification, collection, and preservation of responsive data.
5. Risk reduction of potential evidence spoliation, inadequate/incomplete disclosure of discoverable repositories.
6. Changes the way IT controls it's data.

There are challenges during a Data Mapping Project which include: Over-engineering and over-complicating. Keep it basic. Biting off more that can be reasonably accomplished. Being ready for the "Meet & Confer". Training attorneys about the data map and the company's data. How does the company's records manager play a role? Legal Hold schedule.

To sum up, the more your company's RIM program is ready for the legal hold process, the better. For more about Navigant Consulting, go to their website:

www.navigantconsulting.com



Above: ARMA NNJ members pose for the camera.

(more photos on page 6)



Above: New member Lester Borawa, Larry Osusky (standing) and Chapter Web Master Mureş Sandy.



Above: ARMA NNJ members at the networking session prior to the speaker presentation October, 2008.



Above: Schering folks Cathy Perry (right) and associate enjoy dinner.



Above: Then ARMA NNJ Treasurer Kathleen Timothy (right) speaks to fellow members.



Above: ARMA NNJ members Kathleen Timothy (left), Tony Abbate (right) answer questions by new members.



Above: Registration desk was attended to by Kathleen Timothy, Chapter Treasurer, Angela Dzikowski, Membership committee and Lori Green, VP Membership.



NNJ Chapter of ARMA at D.A.R.M. Event in Trenton

The following pictorial is a step by ARMANNJ to encourage new membership illustrate our rich history. We set up a reception booth at the DARM exhibit in Trenton on October 6, 2008. We did get a few new members as a result:



Above: Reception area October 6, 2008 in Trenton.



Above: ARMANNJ's enticements to join the chapter.



Above: NNJ Chapter ARMA has a rich history of achievements. Pictured above are some of the chapter awards we have received. Our chapter was chartered in 1961.



Above: ARMANNJ's then Treasurer Kathleen Timothy, manages the information table at the reception area. Kathleen is now chapter president.



Lori Green, VP Membership, (left) gets a visitor to sign up for the ARMA NNJ mailing list.



Lori gets another potential member!

Next issue: Coverage of the February 11, 2009
All Day Educational Workshop

