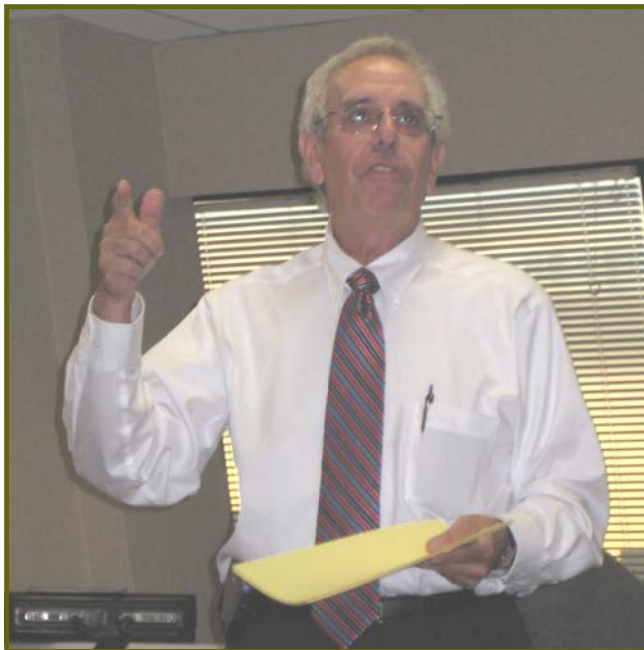


*Editor: Christopher Reilly*

## Putting the “M” in Records Management



*Above: Marc Dorio presents how instructions are interpreted differently by co-workers.*

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**W**ith many books about communication within the work environment to his credit, Marc Dorio presented a hands-on approach to the Northern New Jersey chapter of ARMA on Wednesday, September 17th.

Mr. Dorio asked audience participation for several tasks that included individualized tasks like paper folding. Then an explanation of why we did it that way brought some laughter to the audi-

ence. People have their own way of doing things, it seems. Another task was sitting back to back with a partner while one person would verbally describe how to draw an object that only the describer can see. Their partner was to draw what was being described, without asking any questions. The resulting drawing brought hilarious results! See the below link for a full transcript:

<http://www.armannj.org/meetingpresentations/>

# **Northern New Jersey Chapter, Inc. 2008-2009 Board of Directors**

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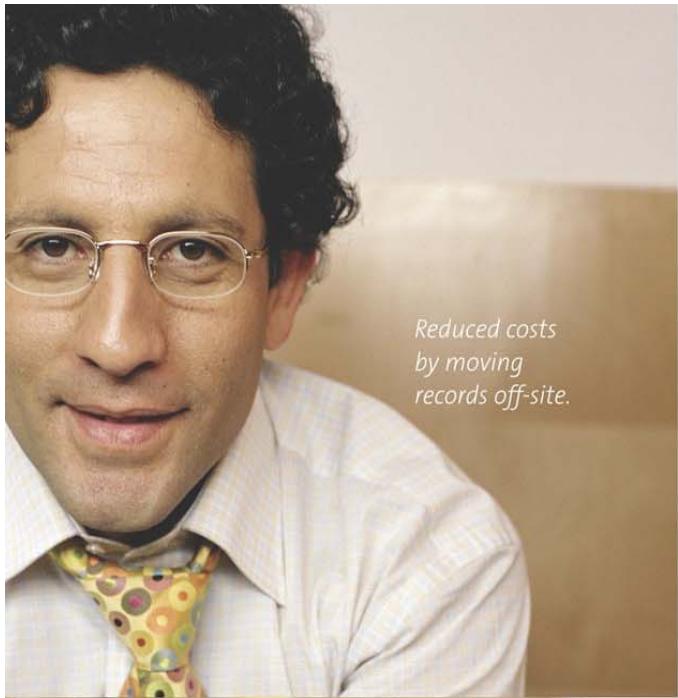
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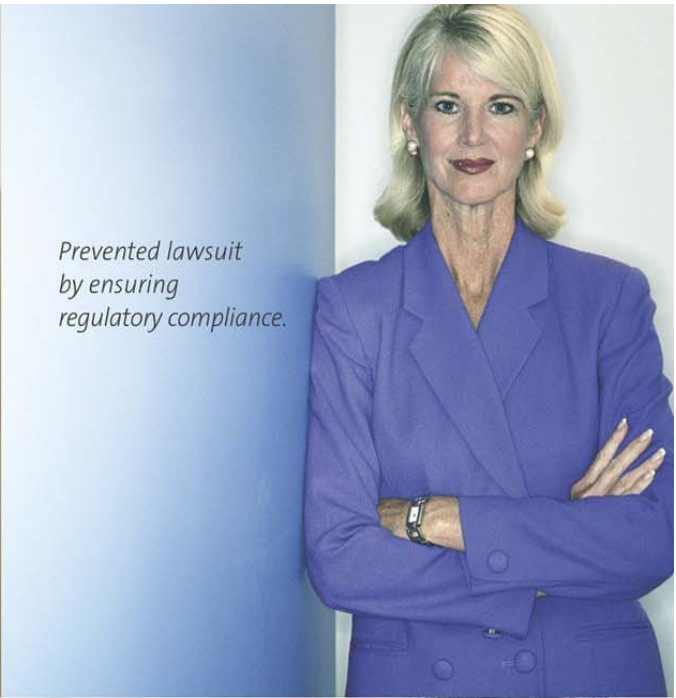
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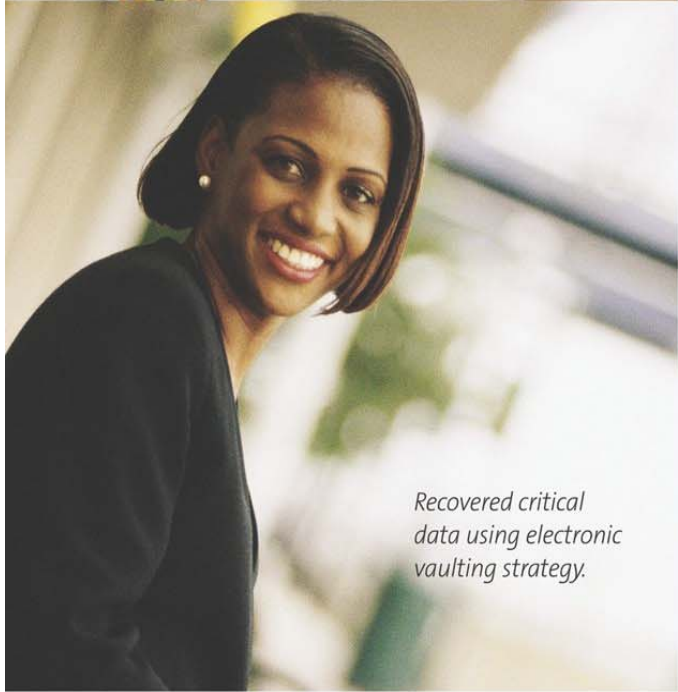
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## President's Corner By Nancy Ur

Here we are at the beginning of our Chapter's 48th term! Our role in the records management community is significantly different than when the ARMA NNJ Chapter wrote its charter in 1960 (we were the 8<sup>th</sup> ARMA Chapter to form). Our mission has extended far beyond that of paper based records management, to becoming a much more diverse group with responsibilities that overlap many other areas within our companies.

ARMA NNJ is growing and changing to meet the current needs of Records and Information professionals at all levels of our discipline. Changing requirements by employers and new trends in the industry mean that we constantly need to find new ways to address emerging issues and keep current with industry standards. ARMA NNJ will strive to bring you the information you need to be successful in your records management role.

We have made significant changes in our Chapter operations over the summer, in order to provide our members with the most up-to-date information in the most professional manner possible. Our Chapter web site has been completely revamped and we plan to continue to improve other areas as well, with the creation of more committees to get more accomplished during the term. Our newly formed Membership Committee is ready to maximize your membership benefits and participation in the Chapter with fresh ideas and incentives.

You can help make a difference in our Chapter by volunteering. We have many opportunities for you to help, and your time will certainly help us reach our goals faster. Please let me know if you are interested by emailing me or by reaching out to any one of our Board members for more information.

I am very honored to be Chapter President again this term and it has been exciting to see the progress we have made in a short time. The Board of ARMA NNJ is deeply committed to listening to your needs and making responsive, informed decisions that will make our Chapter the best it can be for you.

On behalf of the Board of Directors, I want to say 'Thank You' for your continued support of the Chapter. We hope to see you on Wednesday October 15 at the Hilton!

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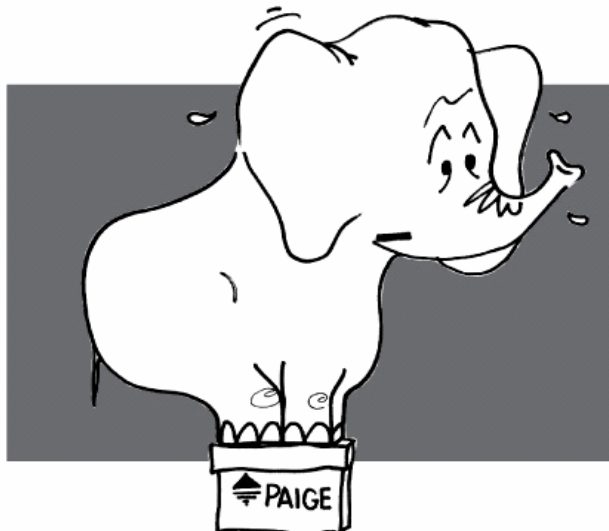
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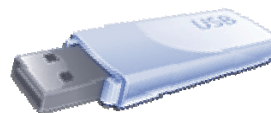
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**Above:** ARMA NNJ Membership Team: Angela Dzikowski, Candace Lynch, Lori Green (VP, Membership) take a moment out of the busy registration desk at the September Kickoff meeting. **Right:** ARMA NNJ members dine at the buffet before the meeting September 17th.



## About Our Guest Speaker:

Marc Dorio is a result oriented Organizational Development and Training professional with over 25 years of corporate and consulting experience gained with organizations in a wide variety of industries and settings. Clients have included Fortune 100 and 500 corporations, manufacturing, service, non-profit, retail and privately held companies here and abroad. His professional experience ranges from Training, Organizational Effectiveness and Leadership Development to Team Development and Executive Coaching.

Marc's website is  
<http://www.dorioconsulting.com>





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**ARMA International Educational Foundation  
Needs Your Help!**

The ARMA International Educational Foundation is soliciting prizes for its upcoming silent auction, to be held at the ARMA International Conference in Las Vegas, NV, on October 20-23, 2008. The silent auction has become a significant fundraising event for the Foundation. At previous events the Foundation has received strong support from Chapters and Regions of ARMA International, individual members of ARMA International and the Institute of Certified Records Managers and long-time Foundation supporters, and vendors to the industry.

The ARMA International Educational Foundation (AIEF) is a 501(c)(3) non-profit organization that engages in research and development projects that benefit the records and information management profession. The Foundation enhances the knowledge and competency of working professionals through its funding of research, publications, scholarships and educational programs. The work of the Educational Foundation is supported by tax deductible contributions made by individuals, companies, and organizations. Research projects completed by the Foundation are made available for free to any interested person via the Foundation's website.

The Foundation is especially seeking donated prizes that are highly portable, since most confer-

ence and exposition attendees will be traveling to the conference by air. Some items that have been very popular in previous events are wine, holiday items, children's items, sports memorabilia, food items, gift certificates, electronic equipment, artwork, and books. The Foundation will provide recognition to each individual or organizational donor who contributes a prize for the auction. In addition, individuals who will be attending the ARMA International conference or exposition are encouraged to review and bid on items available in the silent auction area, which will be located on the exposition floor. Donation forms can be found on the ARMA International Educational Foundation website, [www.armaedfoundation.org](http://www.armaedfoundation.org). For more information about donations contact AIEF Treasurer Phil Albert at [pkalbertsr@verizon.net](mailto:pkalbertsr@verizon.net).



## Managing Electronic Communications Remains A Concern

The General Counsel Roundtable (GCR), comprised of more than 700 general counsel worldwide with a shared commitment to improve the efficiency and effectiveness of the legal department within the corporation, released its latest records-management research findings at a workshop in Dallas earlier this year. GCR found that its members are most concerned about electronic communications and their ability to comply with federal law as the top records-management priority for 2008.

Since the adoption of the amendments to the U.S. Federal Rules of Civil Procedure at the end of 2006, companies have been trying to find ways to capture, identify, and store vast amounts of electronic communications without inhibiting the normal flow of information to comply with the new rules. GCR believes that the problem with a majority of companies is their failure to properly train their employees, specifically on records creation. In fact, 65% of GCR-surveyed companies do not train employees on document creation, a critical first step to avoiding records management disasters.

Training that is targeted and actionable will be effective. In fact, the surveyed companies that do conduct records management training do so infrequently and often overlook a critical element—preventative training on appropriate language for e-mails and other corporate communications. More importantly, despite recognizing the need to train their employees, companies fail to consider the impact that the training may or may not have upon their employees.

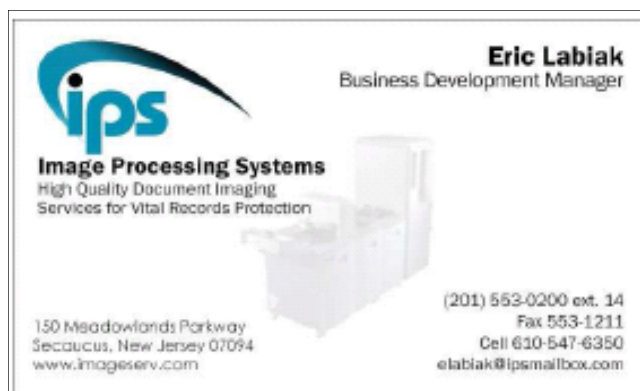
When GCR surveyed employees at member companies about the key obstacles to effective records-management training, 80% of respondents said that they do not believe records-management efforts benefit them; 45% indicated that it is irrelevant to their jobs. Gaining employee ownership and buy-in of the critical need for effective records management is the key to ensuring an effective program and being compliant with federal law. So how do you move em-

ployees from complacency to action? Where do you focus their effort and time?

GCR believes that the most important and cost-effective method for reducing the risk of unwarranted communications that may be prejudicial to the company is training employees on document creation. Such training encompasses all mediums that may carry the written word. For example, training should be focused on proper drafting techniques for e-mail, instant messaging, and scripts for voicemail. Effective training includes explaining which words to avoid, how to ensure clarity of thought, and how to reduce ambiguity of meaning. Employees must understand that wrong word choices, phrases, and inappropriate personal messages relayed using corporate equipment can have negative ramifications for the company as well as forestall an employee's career.

A proven method for ensuring proper document-creation training is accomplished by designing online training modules. GCR has developed such a training module designed to educate employees on common mistakes made when sending communications and provides practical advice on how to communicate more effectively. Using web technology, employee participation is tracked and areas of overall weakness addressed immediately. In short, by investing resources and time to preventative training on document creation, the company will reap the benefits of reduced risks of prejudicial information being disseminated that is harmful to the corporate weal.

For more information on GCR records-management resources and tools, please go to [www.gcr.executiveboard.com](http://www.gcr.executiveboard.com).



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# ARMA NNJ Transition Meeting



*Above: The 2007-08 ARMA NNJ Board Members pose for a final photo: Top left-right (V.P. Programs) Tim Powers; (Director of Advertising) Barbara Klak; (V.P. Membership) Tom Grech; (Immediate Past President) Stephen Dalina; (V.P. Technology) Mike Zampella; (Newsletter Editor) Christopher Reilly; **Bottom row** left-right: (President) Nancy Ur; (Treasurer) Kathleen Timothy; (Director) Lori Green; (Secretary) Ilana Lutman; (Director, Scholarship Grants, not pictured) Anne Kottaras.*

The Northern New Jersey ARMA chapter transition meeting was held at Honeywell, Incorporated's headquarters in Morristown, NJ. Courtesy of past Treasurer Kathleen Timothy, members were treated to a buffet lunch.

President Nancy Ur first bestowed recognition certificates to board members. Afterwards, Nancy encouraged all departing board members to pair up with incoming board so as to share the duties of the office.

There was much discussion on how to make the Northern New Jersey chapter of ARMA better than ever. New board members then talked with each other and shared ideas on how to attract new members with printed literature. Newsletter editor Chris Reilly and Webmaster Murez Sandy are working on new ways to market the NNJ Chapter of ARMA by making our website more interactive. New changes are in the works for our chapter meetings and we are pulling in new members with each chapter meeting. Come on out to the next meeting on Wednesday, October 15th at the Woodbridge Hilton and join in on the excitement!



*Left: Murez Sandy, V.P. Technology, takes part in the break-out talks.*

“Newsletter editor Chris Reilly and Webmaster Murez Sandy are working on new ways to market the NNJ Chapter of ARMA by making our website more interactive.”



*Above foreground: Director Sam Mowswes makes a suggestion during the break-out talks. Treasurer Kathleen Timothy and Secretary/Archivist Anthony Abate listen appreciatively.*



## Chapter Meeting & Dinner

**October 15, 2008**

### Topic:

**Preparing a Data Map in Support of e-Discovery**

**Presenter: Todd J. Marlin**

### Preparing a Data Map In Support of e-Discovery

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### Meeting Agenda

Registration & Networking: 4:45 – 5:30 PM

Dinner: 5:30 – 6:30 PM

Presentation: 6:30 – 7:30 PM

### Fees\*

Pre-paid Members: \$30.00

Pre-registered \$35.00

Walk-Ins / Non-Member \$40.00

### Location

The Woodbridge Hilton  
120 Wood Avenue South  
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Telephone: 732-494-6200



### Registration Options

Contact: Lori Green

Telephone: 347-327-0642

Email: [membership@armannj.org](mailto:membership@armannj.org)

Online: <http://www.armannj.org/calendarandevents.html>

Web: [www.armannj.org](http://www.armannj.org)

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### Speaker's Bio

**Todd J. Marlin**

**Director, Navigant Consulting**

Todd Marlin is a Director in the Disputes and Investigations practice, where his main areas of expertise are Electronic Discovery, Litigation Readiness and Data Analysis. Mr. Marlin assists Corporations and their Counsel deal with data and systems and the laws that regulate them to decrease the cost and risk associated with e-Discovery. He has led numerous projects throughout the U.S. for Fortune 500 companies and their Counsel. He has appeared on behalf of clients before and interfaced with several regulatory bodies.

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# ICRM Notes



**Institute of Certified Records Managers**  
"Knowledge, Experience, Integrity"

**Scott Bowker, CRM**

The latest edition of *ProfessionNotes* (the newsletter of the Institute of Certified Records Managers) has some items of interest that I wanted to share. You can obtain the full version of the newsletter at [www.icrm.org](http://www.icrm.org).

## ICRM and ARMA

Many of you may not know that the ICRM is the official certifying body for ARMA. Due to this relationship, Alan A. Andolsen (the ICRM President) was invited to attending the ARMA Strategic Planning Committee meeting to assist in the planning for 2009 and 2010. Alan stated that the ICRM is seen as an integral partner in the ongoing success of ARMA.

The planning process focused on three key goals:

- Establishing Information Governance Standards and Best Practices
- Advancing the RIM Profession
- Providing value to members

Per Alan, ARMA intends to achieve part of the second goal through promoting the Certified Records Manager (CRM) designation in collaboration with the ICRM. This will include preparing and offering educational opportunities that will assist in preparing for CRM exams. Alan believes that this active support from ARMA will play an important part in the continued growth of the ICRM.

## ICRM Examination Schedule

It's now easier than ever to register for the ICRM exam once you have been accepted as a candidate. You simply use the ICRM website to register. For those wishing to seat for the exam in

