

ARMAzing News
ARMA Northern New Jersey
December, 2009 Newsletter



ARMA NNJ
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Above: Panelists Marcia Zweerink, Ph.D., Cindy Sheward, CRM, and Albin Wagner.

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Joint ARMA Meeting Recap

By ARMA NNJ Member Angel Ramos

A RMA Central and Northern New Jersey chapters held a very well attended joint chapter meeting on November 18th, 2009 at the Princeton Holiday Inn. “Tales from the Trenches: Learning from Experience” was presented from a pool of expertise featuring three members of both organizations, Marcia Zweerink, Ph.D., Cindy Sheward, CRM, and Albin Wagner. Several of the topics discussed were the benefits of a Records Management governance board, social networking and emails. Marcia Zweerink had war stories from several companies on both the company and consultant side of the table. Cindy Sheward had spent 20 years rolling out a RIM program for a law firm. However; Albin Wagner was quite informative having run programs from the Rocky Mountains to Rhode Island, from Harvard University Archives to various state archives and is currently serving as Deputy Director of Archives of our own fair state. He joined the legacy ARMA Association of Records Managers in 1968 and since then has acquired a Masters in Records Management degree from British Columbia University.

Ms. Zweerink discussed how records management made sense to her as a natural intersection of law and

archives. She recommended starting a records management program by setting up a governance body with the authority to make decisions. It will help balance an organization’s culture with the laws it must follow for its records. Mr. Wagner said his PARIS NJ grant program requires records management governance boards. A RIM program won’t work if one person is making decisions. Ms. Zweerink said no one person knows it all. Mr. Wagner advised of having too many members on the governance board stating, “7 or 9 preferably, you don’t want an even number” which received laughs. Ms. Zweerink recommended knowing the composition of the charter board, substitutes, voting rights, and the decision process. “Will the board present once and vote in the followup meeting? Will they vote by command and control or by consensus said Ms. Zweerink.”

“These responsibilities should be built into job descriptions,” said Ms. Sheward, as people are maxed out. Ms. Zweerink suggested succinct use of the board’s time, perhaps using Mr. Wagner’s process of pre- and post-review of agenda items. Give answers, but not while chairing, according to Ms. Zweerink. It is almost a conflict of interest, said Mr. Wagner, for a governance board member to chair while generating ideas about

See “Meeting Recap” on page 3

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President's Corner

By Kathleen Timothy

The first leg of our season has been exciting and deserving accolades to our chapter membership!

In October, Judge Ronald J. Hedges LLP, entertained us with litigation scenarios around the cloud and Web 2.0 technology that caused many to pause and say UHMMM! Last month, we collaborated with the Central New Jersey Chapter to host a panel discussion of our RIM consultants. This was a very interesting session, please read the meeting recap submitted by our attending member, Angel Ramos.

We also have a few highlight photos of the ARMA International Conference in Orlando, Florida. The conference was abuzz with education sessions, leadership forums and, of course, networking with the many vendors. While this year's conference attendance was down significantly for past years, it was a spectacular event. We enjoyed a fun evening with fellow chapter member courtesy of OpenText.

As you've all heard by now, our website won Chapter Website of the Year!!! Kudos to our web administrator, Murez Sandy for his innovative and creative talents that are put to good use in supporting the chapter. Murez was also voted, Chapter Member of the year and we can all appreciate why.

We extend our congratulations to our chapter member, Linda Pace of Prudential Insurance. Prudential Insurance walked away with the prestigious Cobalt Award in 2009.

We have an exciting line up of education sessions for 2010, see the upcoming events page and save the dates on your calendar.

The board of ARMA NNJ continues to work diligently to deliver programming that meets your developmental needs. This month, our VP Marketing will host a vendor symposium to solicit feedback on how the chapter can serve the needs of our vendor chapter members and how they in turn can provide enhanced support of the chapter operations. We, like you, on an individual and organizational level are challenged with the constricted financial resources. Our treasurer, Seth Beim keeps a close eye on our monthly operating expenses as we have been more challenged than in previous years with little to no vendor sponsorship support.

We have just launched our scholarship program for this year. Please go to the scholarship page on the ARMA NNJ website to determine whether you or someone you know qualifies to submit an application.

We are in a very hectic time of year with all the holiday activities and obligations. Take time to relax and enjoy your friends and family. The ARMA NNJ board wishes all of you a wonderful, safe holiday season and a prosperous 2010!



("Meeting Recap" continued)

what works. Ms. Zweerink recommends selling to executives whether you are a consultant or actually in the business. Remember that no one is thinking how you do your job as a records manager even in decisions that the governance board produces. Mr. Wagner counsels to accept the consequences of decisions and to establish records management procedures and boards by executive approval at the appropriate level of authority. Ms. Zweerink warns against going too high and wasting an executive's time or too low and floundering with insufficient authority.

Ms. Sheward stated that for the sustainability of the procedures the board requires networking and politics. In these times of limited RIM resources, prepare to take advantage of teachable moments whenever they offer themselves. It's "obvious, keep records orderly, so you can find them." Julia Morgenstein in Organizing from the Inside Out asks, What are you doing with your discretionary time? Balance it for yourselves. If you are introverts, start networking more, develop a networking strategy (Wednesday - lunch networks; Tuesday - 3 calls to those you don't know. If you are an extrovert, work alone more. Time flies by. Forty rocketed to 60 years-of-age quickly, according to Ms. Sheward who looks all of 40 - the anti-aging effects of records management? Ms. Sheward also encouraged us to use coaching by partnering with a fellow professional.

Whatever it takes, get in the executive door and start talking in a collaborative way. A method Ms. Zweerink developed as a consultant, now with Cohasset Associates, is to START WITH THEIR STUFF! The sale points are risks to profits, how well managed are they, what's a high value record to them, and where are those records? On the government side, Mr. Wagner suggests looking for opportunities, like news stories Kolm collapse, Enron, etc. From the audience, Elinor Gellner asks a question how the PARIS grant could continue to retain funding in this economic climate?

("Meeting Recap" continued from page 3)

Mr. Wagner receives support from both Corzine and Christie. In Colorado, we could directly schmooze legislators at The Hitching Post. There are other ways to politick when they don't let state agencies approach or talk to legislators as in NJ.

Mr. Wagner distributes "Top 10 Email Blunders of 2009, So Far" ([InformationWeek](#), 11/18/2009) and a Department of State of NJ, Division of Archives and Records Management "Records Management Standards and Guidelines Utilities and Authorities" list. Consider ARMA-ANSI 9-2004 Managing Electronic Messages as Records. Once you set up policies and procedures, if you don't follow them, it could be worse than if you didn't have them at all. If you do not follow your poli-



Above: Members of the Northern New Jersey and Princeton chapter of ARMA mingle at the networking session.

cies and procedures, you may find yourself "in deep doo-doo." An auto-delete-in-90-days-email-policy may get challenged in court because email is not a record in and of itself, but may be a record based on its content. Part of your procedures should include email etiquette and how an email becomes a record according to your records retention schedule.

Ms. Zweerink said that email is the number one records management issue for companies today. There is pressure to get rid of most of it, but you cannot throw the baby out with the bathwater. Some use email as their filing system. What is your ultimate goal in implementing an email retention policy? How much risk tolerance do you have? Do you have a way to keep what you need to keep? Folders? Printouts? How will you get people to follow the rules? Keep them simple and distill the rules down? Email presents major change management and governance challenges. The best approach for this is slowly with focus and pilot groups.



Above: ARMA NNJ Librarian Scott Bowker (left) and ARMA NNJ Treasurer Seth Beim join in the networking session at the November joint meeting in Princeton.



Above: A light-hearted moment shared by the panel.

The meeting was concluded with the following words of encouragement regarding records management, "records management is about implementing a living, breathing retention schedule that is not set in stone, keeping records, and getting rid of the rest. It's about records appraisal. It's the same for archives. Appraisal allows us to get rid of the unimportant stuff."





**ARMA Conference 2009
Orlando, FL**

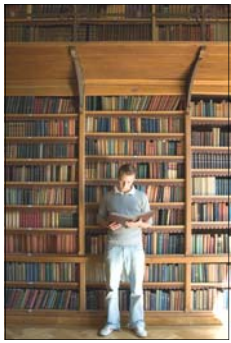
Contributed by Linda Pace, ARMA NJ Member

Attending the ARMA Conference is always a refreshing, educational experience. I personally come away knowing more about topics impacting the industry, such as the Generally Accepted Recordkeeping Practices (GARP) or managing electronic records. I re-connect to colleagues from across the country who can discuss topics that are relevant and individuals who truly want to do a good job for their employers. This year I met records professionals from Las Vegas, Jamaica and Belize. By participating in the educational programs, the technology sessions, and networking opportunities, I did my best to bring value to my current role in the records infrastructure. My goal is to increase knowledge and awareness in the organization. I believe those attending the ARMA conference come away with fuel and the tools needed to take their records program, their team and their company to the next level.

This year was extremely rewarding because my employer, Prudential Financial, received the Cobalt Award for Excellence in Records based on the corporate records program.

Linda Pace is a member of Northern New Jersey ARMA Chapter. She has over 15 years experience and has experience in several sectors, including financial, international, legal, and real estate.





Library Corner

By Scott Bowker, CRM
Chapter Librarian

Thanks to those of you who have provided ideas for potential additions to the Chapter Library. Beside the traditional records management texts, we have received a suggestion to add publications on Information Management, Knowledge Management and Change Management. The thought is that our Library should provide a balance between preparing members for the CRM Exam, expanding their records management knowledge as well as positioning them to new disciplines. **Please join in the debate.** Within the next few months, I will be making a proposal to the Board on which books to purchase. After the Board provides its approval, the books will be purchased and our collection listing on the website will be updated. Stay tuned for future developments!!

The use of the Chapter Library has increased since the start of the chapter year. Please note that a book marked as CHECKED OUT means it has been borrowed by another chapter member. You can submit your request as usual but I will need to contact the person who has the requested publication and work out the transfer details. Please remember that the normal check out period is 30 days. I will approve extensions unless there is an outstanding request.



Secretary's Corner

by Tony Abbate
Chapter Secretary/Historian

To the Members of the AR-MANNJ Chapter here is a brief summary of the major decisions that the Board of the AR-MANNJ Chapter made at the November Board of Directors Meeting, in support of our members and to meet the challenges that face the administration of the Board in keeping the Chapter vibrant and responsive to all opportunities.



Two major decisions are as follows:

Not to purchase a digital camera for use by the Board to document chapter events. Instead, we will use existing resources of the Board to conserve our financial position in order to better serve our members and the objectives of the Chapter.

To focus on improving our marketing and advertising programs by illuminating the value and benefits that participation at the membership meeting would afford our vendors and suppliers as well as our membership.

In addition, the Board would like to thank all members who participated in survey supporting Narita Maraj's graduate school project that addresses how the ISO 15489 and DOD 5015.02 Standards support "Digital Records Management".

Finally, the Board is preparing to celebrate the 50th Anniversary of our chapter at our June 2010 meeting. I am asking for your support and assistance in letting me know of any member or event that should be recognized in the June meeting. Also, please identify any past members that should be invited to this celebration so that we can link the past with the present enabling us to position for the future.



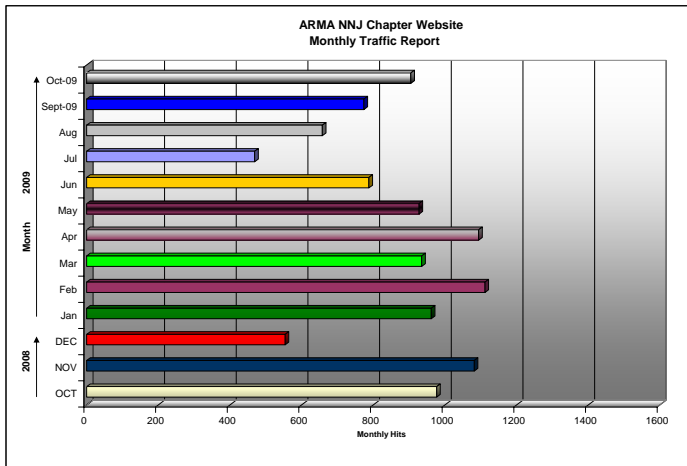
Contacting the Board of Directors

We recognize that you may have wonderful ideas for an Event, a Chapter Meeting or may desire to reach out to the board on other matters. We encourage your communication. Each Board Member can be contacted directly on any matter relating to their function.

All other matters, please, direct all communications to the [Chapter's Secretary – Tony Abbate](#).

To contact us, [click here](#), to visit our Leadership Page.

Site Visits by Members and Non-Members for October 2008 – October 2009



Welcome New Members!

Jason Ellison

Senior Manager, Information and Records Management (IRM)

ImClone Systems Corporation

Ellison_03@hotmail.com

Sara Gates

Information Management Analyst

ExxonMobil Research & Engineering

sara.j.gates@exxonmobil.com

Zalmi Berger

Elzee Systems Inc

zalmib@elzee.com

Upcoming Events – January 2010

Topic: Will your records be there when we need them?

Changing technology and environmental factors may affect the stability of your digital records. Records managers must schedule regular check-ups for their records stored on digital media.

This presentation will include a review of records storage technologies, as well as procedures necessary to ensure stability and usability. Strategies for preserving data in structured applications and databases as well as unstructured records created by desktop applications will be covered.

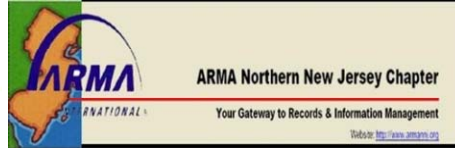
Presented by:



Ellen Zimmerman, Vice President, Naremco Services Inc.

Ellen Zimmerman, Vice President of Naremco Services Inc. is a Certified Records Manager and a Certified Management Consultant. A specialist in administrative systems and procedures, she is skilled in problem definition and analysis, and has designed and implemented solutions to a wide range of management problems.





**NYC METRO, NNJ & CNJ ARMA
MARCH 18, 2010 (THURSDAY)
ALL-DAY EDUCATIONAL EVENT
NEW YORK CITY LIFE – HOST JASON C. STEARNS**

Venue:
New York Life Insurance Company
51 Madison Avenue - Room 1116
New York, NY 10010

PRICING FOR TRACK 1 and 2

\$125 Early-bird registration until Jan. 15, 2009 (for members only MUST be paid in FULL by Jan 15)
 \$145 Early-bird registration until Jan. 15, 2009 (for non-members MUST be paid in FULL by Jan 15)
 \$145 Member (after Jan 15)
 \$170 Non-Members (after Jan 15)
 \$190 Walk-ins on the Day of the Event

Sessions for track 1 and 2 -

Head in the Clouds	Judge Ron Hedges and Judge James C. Francis
Wikis and Blogs	Jason C. Stearns, CRM
Data Mapping for Successful Conversions Part 1 and 2	Melissa Dederer, CRM
Getting Your Organization Going with GARP	Galina Datskovsky, Lenore Greenberg, Fred Puzello Moderator TBA
eDiscovery - Search Success, Financial Impact, RIM Role, and Wishlist for the Future	Maura Grossman, Esq.
Writing for Publication	Susan Goodman CRM
Taxonomy Topic TBA	Seth Earley

End of day wrap-up by John Mancini

New for this year – Choice of Track 3 –

Effective E-mail Management - Jesse Wilkins

\$225 Early-bird registration until Jan. 15, 2009 (for members only. MUST be paid in FULL by Jan 15)
 \$245 Early-bird registration until Jan. 15, 2009 (for non-members MUST be paid in FULL by Jan 15)
 \$245 Member (after Jan 15)
 \$270 Non-Members (after Jan 15)
 \$290 Walk-ins on the Day of the Event

Lunch Exhibits with Vendors

Vendor Sponsorship

Platinum Sponsorship \$1450 Early-bird (Until Dec.15, 2009) \$1305
 Standard Sponsorship \$595 Early-bird (Until Dec. 15, 2009) \$535

If interested please contact Ilana Lutman, events@armannj.org.

*ARMA International's 55th Conference & Expo
San Francisco, California*

November 5 – 10, 2010



Happy Holidays

