



## ARMA AUSTIN President Report 2008-2009

### I. Chapter Information

#### A. *2009-2010 Incoming Officers for the Austin Chapter*

Board Member	Office	E-mail
Jannette Goodall, CRM	President	<a href="mailto:jannette.goodall@ci.austin.tx.us">jannette.goodall@ci.austin.tx.us</a>
Kevin Waldrup, CRM	Vice-President	<a href="mailto:kevin_waldrup@dell.com">kevin_waldrup@dell.com</a>
Karen Prinz	Secretary	<a href="mailto:kprinz@tcadcentral.org">kprinz@tcadcentral.org</a>
Cindy VonGonten	Treasurer/Past President	<a href="mailto:Cindy_VonGonten@ironmountain.com">Cindy_VonGonten@ironmountain.com</a>
Eric Stene	Program Co-Chair	<a href="mailto:eric.stene@ci.austin.tx.us">eric.stene@ci.austin.tx.us</a>
Lori McCaleb	Program Co-Chair	<a href="mailto:Lori.McCaleb@capmetro.org">Lori.McCaleb@capmetro.org</a>
Mary Hilliard, CRM	Membership Co-Chair	<a href="mailto:Mary.Hilliard@amd.com">Mary.Hilliard@amd.com</a>
Vicki Bryant	Membership Co-Chair	<a href="mailto:Vicki.Bryant@us.tel.com">Vicki.Bryant@us.tel.com</a>
Debra Korty	Newsletter Editor	<a href="mailto:debra.korty@ci.austin.tx.us">debra.korty@ci.austin.tx.us</a>
Margaret Hermesmeier, CRM	Education/CRM Liaison	<a href="mailto:Margaret.Hermesmeier@oag.state.tx.us">Margaret.Hermesmeier@oag.state.tx.us</a>
Karen Ullrich	Publicity/Marketing	<a href="mailto:Karen.Ullrich@cs.oag.state.tx.us">Karen.Ullrich@cs.oag.state.tx.us</a>
Karen Thompson	Seminar Co-Chair	<a href="mailto:KARENT@cityofpflugerville.com">KARENT@cityofpflugerville.com</a>
Jessica Chavez	Seminar Co-Chair	<a href="mailto:JESSICAC@cityofpflugerville.com">JESSICAC@cityofpflugerville.com</a>
Tammy Russo, CRM	Web Master	<a href="mailto:Tammy_Russo@Dell.com">Tammy_Russo@Dell.com</a>
Robin Thompson	Vendor Liaison	<a href="mailto:rthompson@donwat.com">rthompson@donwat.com</a>

**B. 2008-2009 Officers for the Austin Chapter**

Board Member	Office
Jannette Goodall	President
Scott Willrich	Vice-President
Cindy VonGonten	Past President
John Carroll	Secretary
Andy Montoya	Treasurer
Margaret Hermesmeier, CRM	Programs Committee
Vicki Bryant	Programs Committee
Karen Ullrich	Publicity Chair
Mary Hilliard, CRM	Membership Chair
Jessica Chavez	Seminar Co-Chair
Karen Thompson	Seminar Co-Chair
Kevin Waldrup, CRM	Education/CRM Liaison
Debra Korty	Newsletter
Tammy Russo	Webmaster
Vickie Stephens	Support Committee

**C. Membership**

As of September 2008, the Austin Chapter had 143 members as of June 2009 we were at 143. Our Chapter membership has been up and down this year ranging from a decrease of 2.8% to an increase of 1.4%.

Chapter dues for 2009-2010 were set at \$35.00 for regular membership and \$15.00 for students and retired members.

The Chapter membership represents a variety of industries including state/local government, banking, legal, technology, utilities, education, and service industries.

**D. Chapter meetings**

The Austin Chapter typically holds monthly meetings starting in September and ending in June on the third Tuesday of the month. The meetings are held from 11:30 – 1:00. The monthly meetings including lunch are free to members and first time guest. A \$10.00 fee is charged for returning non-members.

***E. Chapter Newsletter***

The Austin Chapter publishes a newsletter titled, “*For the Record.*” During the 2008-2009 year, the Chapter published five newsletters in PDF format which is distributed by e-mail to all members and posted on the Chapter’s web site. The newsletter editor is Debra Korty, Corporate Records Analyst with the City of Austin ([debra.korty@ci.austin.tx.us](mailto:debra.korty@ci.austin.tx.us)). The Chapter does not currently charge for advertising in the newsletter. Vendor advertisements are included in our vendor support levels and are considered a benefit of vendor support for the Chapter.

***F. Chapter Web Site***

The Chapter maintains a Web site devoted to providing information to our members. The webmaster is Tammy Russo, with Dell, Inc. ([Tammy.Russo@dell.com](mailto:Tammy.Russo@dell.com)). The web site consists of upcoming events, board member contact information, employment opportunities, ICRM Corner, member spotlights, educational articles, etc.

## **II. Chapter Educational program**

***A. The Austin Chapter held the following educational sessions:***

**September 17, 2008**

**Speakers: John Hutmacher**

**Presentation Title: "Time Management"**

Summary: The role of records management professionals is constantly increasing making it more difficult to balance work with family and personal commitments. This presentation was designed to give advice and tips on effectively managing our most valuable and limited resource, our time.

**October 16, 2008**

**Speaker: Susan Cisco, Ph.D, CRM, FAI**

**Presentation Title: "Trimming Your Bucket List - A Requirement for Managing Electronic Records"**

Summary: Managing electronic records is a constant challenge for RIM professionals. This session was designed to demonstrate the value of limiting record series "buckets" for classifying electronic records.

**November 17, 2008**

**Speaker: Lisa Derenthal**

**Presentation Title: "Managing GIS Records - Challenges and Solutions"**

Summary: GIS records is one of the most difficult and challenging areas of records management. The layers and complexity of GIS records make it difficult at best to determine how to identify the records, not to mention how to preserve and manage those records. This session was designed to outline those challenges and discussion potential solutions to the issues surrounding GIS records.

**December 16, 2008**

**Membership Holiday Party**

**Speaker: Jannette Goodall, Debra Korty, and Karon Teague, City of Austin**

**Presentation Title: "Records Management Jeopardy"**

Summary: Records Management Training can be fun as well as educational. This session was designed to be interactive and educational while testing the knowledge of the participants. The session was based upon a training session developed by the City of Austin for training purposes using the Jeopardy game format. The Chapter also collected toy donations for Blue Santa. Drawings for door prizes were held.

**January 20, 2009**

**Presentation - "Keeping Good Company"**

**Author: Kahn Consulting Inc. & ARMA International**

Summary: Keeping Good Company is an interactive video that presents the fundamentals and importance of managing records and information through engaging, real-world examples and commentary from business, legal, technology, and information management experts. In addition, to the video, the Chapter purchased the workbooks to complement the video.

**February 19, 2009**

**Speaker - Bill Perry, CRM**

**Presentation - "Streamlining ECM and Collaboration for Business in Difficult Times"**

Summary: Organizations struggle to fund and implement records management in good times. Addressing the management and preservation of electronic content is no exception. This session was designed to discuss possible ways of streamlining and collaborating within an organization to make managing electronic content easier to address during good or difficult times.

**March 10, 2009**

**"Vendor Appreciation and Trade Show"**

Summary: The vendor appreciation and trade show was the Chapter's way of giving back to our vendor supporters while allowing our members to meet our vendors while networking and learning about their services and products. Seven of our Chapter sponsors participated with booths and presentations. Drawings for door prizes were held.

**April 1, 2009 – Spring Seminar**

**Speakers: John Isaza, Esq.**

**Presentation Title: "Records Management and Discovery"**

Summary: This presentation dealt with the thorny issue of what is considered potential or anticipated litigation for purposes of triggering litigation holds. In

addition, the presentation covered implementing legal holds and challenges that digital records create.

**May 13, 2009**

**Speaker: Pat Galloway, Ph.D.**

**Presentation Title: "User Collaboration in Records Management: From Personal Computers to Web 2.0"**

Summary: This presentation outlined the findings of a research project conducted by Dr. Galloway on Web 2.0 and its implications for the future of RIM. The discussion outlined challenges that organizations will face with future employees who have been raised in the technology era.

**June 23, 2009**

**Member Appreciation Luncheon**

Agenda:

- Networking
- Lunch provided free to all Chapter members
- Acknowledgement of:
  - Chapter Volunteers
  - New CRM's
  - Vendor Sponsors
  - Outgoing Board Members
  - Induction of new Board Members
  - Chapter Member of the Year
  - 5, 10, 15 and 20 Year Pins are awarded to Chapter members

## ***B. Spring Seminar***

The Austin Chapter held its annual Spring Seminar on April 1, 2009. John Isaza, Esq. is a California-based attorney and partner of Howett Isaza Law Group, LLP, an international records and information management (RIM) consulting practice and law firm. The presentation included the following topics:

### **I. Determining Anticipated Litigation to Trigger Legal Holds**

This presentation dealt with the thorny issue of what is considered potential and/or anticipated litigation for purposes of triggering litigation holds. Since Zubulake and the Arthur Andersen Supreme Court decisions, companies are struggling with timing and scope for issuance of legal holds for "potential" litigation, without paralyzing the company. Mr. Isaza addressed recent case developments that tackle these issues head-on. This cutting-edge topic is critical for not only records & information managers, but for any other disciplines involved in discovery and legal holds procedures.

### **II. Legal Holds and the Effect on Records Management Policies**

Based on the presenter's book "Seven Steps for Implementing Legal Holds," this course offered a step by step approach designed to help participants recognize when an organization should preserve records (both paper and electronic) relating to government investigations or litigation. Participants learned to analyze trigger events and take a systematic approach to investigating, identifying and preserving evidence.

III. The Digital Haystack: Technological and Legal Challenges Affecting RIM Companies must meet the legal challenges that accompany the "Digital Haystack," including countless technological innovations, collaborative tools such as blogs and wikis, and of course IM and e-mail. The law requires companies to find the "needles" or records that should be preserved for operational, historical and legal needs, plus the broader evidence that must be held for discovery within this Digital Haystack. The first part of this course discussed the factors that pose challenges: 1) the legal issues created by collaborative tools and "distributed data" (i.e., a specific result of the Digital Haystack as opposed to unstructured data); and, 2) the rising costs in the current legal environment. Both discussions were threaded with a sample document demand issued by the Department of Justice. The course addressed the overall legal impact the above factors have on businesses. Finally, the course proposed legally defensible records management policies and procedures, including the Communications Policy, to address the Digital Haystack problem.

### ***C. CRM Study Group***

The Austin area is fortunate to have twenty-one CRM's with three new CRM's added this year comprising 14.5 percent of our membership. The Chapter also has seven additional members currently sitting for or approved for the exam. The Chapter supports these members through monthly study group meetings.

In order to assist our membership in this professional endeavor, the Board developed a reimbursement program to assist members with the CRM exam costs. The program provides reimbursement contingent upon available Chapter funds for examination costs, including application fees when a member successfully passes all six parts of the CRM Exam. During 2008-2009, the Chapter reimbursed one Chapter member \$400 towards her successful completion of the CRM Exam.

## **III. Special Projects**

During the 2008-2009 year, the Chapter sponsored two special projects.

### ***A. Shred Day***

On April 18, 2009, the ARMA Austin Chapter held its 5th annual Shred Day event which provided free shredding services to the citizens of the Austin metro area while raising awareness of the importance of records management.

The event was co-sponsored by the City of Austin's Solid Waste Services Department. The Chapter also partnered with ID Theft Solutions of America to provide information and educational materials on identify theft and protection.

The event was combined with a food drive for the Capital Area Food Bank. The Capital Area Food Bank provides assistance to Central Texans in need. In its 27th year of service, the Capital Area Food Bank of Texas (CAFB) currently provides food and grocery products to 370 Partner Agencies in 21 Central Texas counties.

The Shred Day project placed emphasis both on managing personal records and on security and identity theft. Part of our marketing material for the event includes a "home records retention schedule" which listed the most common records every household would retain and provided a recommended retention period. The schedule was based on best practices and IRS guidelines. The promotional flyer included the home retention schedule and was distributed to over 400 neighborhood and community organizations, included in the City of Austin Utility Newsletter, placed on community calendars, and posted on a variety of local web sites.

Twenty-eight Chapter members and family members volunteered to work the event along with eight representatives from the four vendor sponsors. The vendor sponsors were Austin Shred - A Balcones Partner, Certified Shred, CenTex Shred and Iron Mountain Secure Shredding. Volunteers were responsible for directing traffic; unloading the boxes from vehicles; emptying the material into the shredding carts; handing out material on ARMA, a copy of the Home Retention Schedule, and other educational material; and collecting donations for the Food Bank.

Not only did the Chapter provide secure destruction of personal records for countless citizens but managed to collect \$4,685.90 in cash donations and 182 pounds of food. This fund raising event provided the Food Bank with enough cash and food to provide over 23,637 meals for Central Texas individuals in need! This was a 40% increase in the number of meals provided.

While the Chapter far exceeded its fundraising goals for the project, it was also able to increase participation while increasing the amount of donations by 39% and records shredded by 16%. While identity theft prevention, providing RIM education, and raising money for a charitable organization were the primary reasons for sponsoring the project, as a by-product of shredding and recycling over 57,000 pounds or 28.5 tons of paper and 1400 pounds of cardboard we were able to save approximately 484.5 trees! (1 ton of paper equals approximately 17 trees.)

**B. *Child Inc.***

Child, Inc. is a large program serving over 2,000 children and families annually. The non-profit organization provides Head Start and Early Head Start services, comprehensive child development programs serving low-income children from birth to age 5, pregnant women, and their families. Issues facing Child Inc., include current warehousing of documents from previous years, multiple locations used to store documents, large amounts of paper, etc. The Chapter is currently working with Child Inc. on inventorying their records, developing a records retention schedule, and identifying solutions for the organization's records management challenges. Ten chapter members are working diligently on this project. The project is scheduled to be completed during the Chapters 2009-2010 fiscal year.