The Boisean

BOISE VALLEY CHAPTER ARMA, INC.

www.boisearma.org

PRESIDENT'S MESSAGE

INFORMATION OVERLOAD

Do ever feel as if you are intaking too much information and need a detox from an information overload? Do you get overwhelmed with the variety of information sources available. Do you just want to step sway and let information settle before learning anything new?

Information overload describes my last 20 plus months with being a new mom and studying for the CRM exams.

BEING A NEW MOM

Since being pregnant in 2011 and giving birth in 2012, I have been consumed with learning how to care for my son wanting to anticipate development milestones, ward off sickness, help him sleep at night, etc. To do so, I bought books which intended to help me learn what to expect during each month of pregnancy and then through his first of life. This information scared me at times. Additionally, I relied on well-known websites that provided professional and personal guidance. What occurred was at times I had read so many differing opinions on one topic that I wasn't sure what to think or what was true. Too much information made me feel like at times I was an inadequate parent. Once he turned 1, I decided to limit my reliance on these information sources for my own well-being. I do look up topics but not on a daily basis. The information tended to make me nervous and scared to let him do things. Now he's 20 months old and healthy with a tendency to color our walls with crayons.

STUDYING FOR THE CRM EXAMS

Currently I am studying for the CRM exams with Parts 1 and 5 left to sit for and pass. Talk about too much information for person to grasp. My mind is full of management theories, technological terms and intellectual property fundamentals. If you haven't looked at the CRM Handbook, it contains an examination outline listing the various topics you need to know and be familiar with. Luckily, most of the topics are familiar to every records person so it's not an unknown territory. Yet, trying to study for the exams may leave a person very overwhelmed. I had to ask for advice

on taking the exams because my concentration was shot. Best advice ever was to step away and play with William. Thanks Bruce!

NOVEMBER MEETING

Our November meeting is November 13th at the Idaho Housing and Finance Association. Rob Adams and another speaker from the JR Simplot Company will be discussing their move to a cloud based archive, their on-premise archive to show where they came from and why they were interested in moving the application to a cloud "software as a service" system.

DECEMBER MEETING

Our Christmas party is December 11th at Lock, Stock & Barrel. Thanks to Idaho Housing and Finance Association, we have their small room reserved. Once again our Chapter is providing donations to MANA Services in lieu of a gift exchange. Please plan to attend. More information about the party will be sent out in late November.

If I don't see you on the 13th, Happy Thanksgiving!
Amity

**Boise Valley Chapter
President
Amity Highley and William**

Boise Valley ARMA Chapter Meeting:
Wednesday, November 13th

Chapter Meeting Topic:
Proofpoint, Cloud Based Archive

Chapter Meeting Overview:
JR Simplot's experience with on premise & cloud based email archiving

Speaker:
Rob Adams, JR Simplot Company

Speaker Biography:
Rob Adams joined the JR Simplot Company in 1995 after a twenty-five years with the DOD, active duty with the Navy and as a system engineer with Allied-Signal (now Honeywell). As a Systems Technology Analyst Rob was the architect and manages the Exchange Email system, Email Security portal and Email archiving systems. Rob has been married to Linda Adams, a retired computer programmer for thirty two years and has one son who is a Lieutenant in the Coast Guard.

PLEASE RSVP THROUGH THE REGISTRATION PAGE AT WWW.BOISEARMA.ORG
Reservations must be received by the Monday preceding each meeting.

Board Meeting:	4:30 p.m.
Location:	URS
General Meeting Meal:	5:30 p.m.
Cost:	$15 for members
	$20 for non-members
General Meeting:	6:00 p.m.
Location:	Idaho Housing and Finance Association
	565 W. Myrtle
	Boise, Idaho

Disclaimer

General Chapter Meeting Information 2013-2014

Board Meeting and General Chapter Meeting Information

Board Meeting:	4:30 p.m.
Location:	Same as General Meeting

General Meeting Meal:	5:30 p.m.
Cost:	$15 for members
	$20 for non-members

General Meeting:	6:00 p.m.
Cost:	NO COST TO ATTEND MEETING WITH NO MEAL
Location:	As specified below

CALENDAR OF EVENTS
(Subject to Change)

DATE / TIME	MEETING INFORMATION	LOCATION
November 13, 2013	Chapter Meeting	IHFA
December 11, 2013	Christmas Party	Lock, Stock and Barrel
January 8, 2014	Chapter Meeting	TBA
February 12, 2014	Chapter Meeting	TBA
March 12, 2014	Chapter Meeting	TBA
March or April 2014	Great Northwest Region Conference	Western Washington
April 9, 2014	Chapter Meeting	TBA
May 14, 2014	Chapter Meeting	TBA
June 11, 2014	Chapter Transition Meeting	TBA
June 2014	Great Northwest Region Leadership Conference	Western Washington

Links and Resources

ARMA CHAPTER OFFICERS 2013-2014

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BOARD OF DIRECTOR

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CHAPTER COMMITTEES

Committees are always looking for more volunteers. If you are interested in participating on a committee, please contact the committee chair.

STANDING COMMITTEES	CHAIR	SPECIAL COMMITTEES	
Awards	Ron Bassett	Photographer	LaShanda Ferris Andrea Santero
Education/Library	URS Corporation	Web Master	Amity Highley
Membership	Carrie Pasewalk	ICRM Liaison	Dave McDermott, CRM, FAI
Newsletter Editor	Amity Highley		
Nominations	Bruce Walters		
Programs	Jerry Yantek		
Community Affairs	Dawn Yantek Jerry Yantek		

John P. Frost, CRM, Practice Manager, Content Analytics Solutions for IBM ECM Software Services have a presentation entitled, "Managing from Paper to Electronic – Fraught with Peril it is not!"

RIM must work with IT, legal and business functions. There needs to be retention management on all data created. On a daily basis, 15 petabytes of new information are created. Only 5% of information has regulatory requirements. Current practice intensifies business challenges because there are dis-connected siloes and are sources of high cost and risk.

Differences between Managing Paper and Electronic

Hard Copy / Paper Records
- Records managers don't handle until the records are inactive.
- Paper records management is designed for space considerations / space centric.
- Specific active and inactive records.
- Owners manage the event trigger.

Electronic Records
- Classification is automatic via process.
- Content and context centric.
- Single state is managed.
- Event triggers are operationalized.

Application Methods of Managing Electronic Records

Record data objects
- Content resides in an ECM on declaration.
- Data representation of a record is created in a central repository while a security proxy is linked back to the content/controls, security and disposition.

Record copy
- On declaration, a separate copy of content is created and placed in a central record repository, from this point the copy is considered the original.

Retention policy management
- An application manages all retention policy, which passes commands to the source system which uses their delete features to dispose of the content at the appropriate time. Security is still controlled within native application.

Manage-in-place
- A central records application takes control of the content in the native application and provides security and disposition instructions.

Which method is best? It depends on your organization's situation. A record data object requires an ECM. Record data objects require an ECM and deletes copies. Retention policy management requires API development work. Manage-in-place may have pre-existing connectors.

ERM Deployment Strategy

ISO 15489 is good to use when deploying software. Records managers need to know how their business creates and uses information. Some of the deployment strategy steps include the following:

- Conduct a preliminary investigation – How much creation versus storage; create a business case for program; how compliant is the current program; establish a program leadership organization.
- Analyze business activity – What does the organization do and how is it done; identify appropriate metadata; and identify the responsibility for keeping of records.
- Identify requirements for records – Retention schedule development; risk assessment; rationale for managing record lifecycle; and benchmark current situation.
- Assess existing system – Perform a gap analysis including the current records management and IT systems; provide a basis for implementing new records management systems or updating exiting systems.
- Implement a records system – Have a system plan which can be complex with high accountability and financial stakes with the end result being improved records management.
- Review – Measure effectiveness.
- Enterprise adoption – Remember end users control success; have a strategic focus and operationalize strategy; plan and execute continuity; and audit processes to embed improvements.

Meeting Attendees

Meeting Attendees

Misty, John, Dave and Derek

John Frost, speaker

Dave presenting John with his BSU shirt
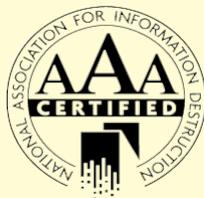
ARMA INTERNATIONAL EDUCATIONAL FOUNDATION
RESEARCH · EDUCATION · SCHOLARSHIP

RAFFLE TICKETS

Tickets for the Raffle to benefit the scholarship program are now available through ARMA Chapter Presidents and the Foundation. The first drawings will occur at the Las Vegas Conference and two iPads will go home with lucky winners. In May 2014, the major drawing will offer three winners the choice between free registration for ARMA's Essentials of The Principles Certificate Program or Free Registration for the San Diego ARMA Conference in 2014. Tickets are $5 for one/5 for $20.

Contact Amity to purchase tickets.

Great Northwest Region Contact Information

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Cintas Document Management

Now Offering Shredding Services in Boise and Surrounding Areas

You NOW have a choice. Go with a partner you can trust to meet your needs.

Cintas Document Shredding offers:

- Secure executive container or a large wheeled container delivered to your office
- Pick-up based on the frequency and schedule you select
- Pierce-and-tear shred method meets the highest security standards
- Receive a Certificate of Destruction once the shredding is complete
- Shredded material is recycled, helping to keep the environment free of waste

Secure. Professional. Reliable Service.

Cintas can save you time and money and reduce your risk of identity theft or fraud.
Contact us, and a Cintas representative will help you select on- or off-site shredding and establish a schedule that's appropriate for your business.

Call us today to get started!
(208) 884-4930

www.cintas.com

ADVERTISING RATES

MONTHS	FULL	HALF	QUARTER	BUSINESS CARDS	MEMBER INSERT	NON-MEMBER INSERT
	8"x10.5"	8"x5.25"/4x10.5"	4"x5.25"	3.5"x2"	Per page	Per page
1 Month	$40.00	$25.00	$18.00	$12.00	$12.00	$14.00
3 Months	$108.00	$68.00	$48.00	$32.00	$32.00	$38.00
6 Months	$190.00	$105.00	$80.00	$53.00	$57.00	$67.00
10 Months	$250.00	$150.00	$115.00	$90.00	$75.00	$88.00

Classified ads are billed at a business card rate and are limited to 50 words. Additional words are billed at $0.05 each. Ads for records management positions run free of charge. Advertisements should be supplied ready to publish. (PDF file format is preferred but MS Word, gif, jpg, or tiff file formats will also be accepted). Any ad production will be billed at a minimum of $10.00 in addition to the run rate.

All advertising will be paid in full in advance of publication. Invoices will be supplied only on request. Statements of payments will be issued on receipt of payment. Inquiries can be made at 208-322-6665. The editor must receive ads and applicable payments by the 15th of each month to be included in the upcoming issues. Additional ad copy for multiple runs should be submitted to the newsletter editor.

SEND PAYMENTS TO:

Boise Valley Chapter of ARMA
attn: Treasurer
P.O. Box 190177
Boise, ID 83719

SEND AD COPY TO:

Amity Highley
Highley Group, PLLC
270 S Orchard St Ste B
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ARMA INTERNATIONAL EDUCATIONAL FOUNDATION ANNOUNCES PARTNERSHIP WITH ARMA INTERNATIONAL

Oct 10, 2013

Overland Park, KS October 3, 2013: The ARMA International Educational Foundation (AIEF) today announced a partnership with ARMA International, a leader in information governance with more than 27,000 members worldwide.

As part of the agreement, the organizations will execute an annually reviewable agreement for ARMA International to perform specific operational and financial services, including: customer service, event management, financial budgeting, donor tracking, and research, in addition to scholarship, fund raising and marketing duties, on behalf of the AIEF.

"The donors and volunteers that support the AIEF are enthusiastic about joining forces with ARMA International," said Preston Shimer, FAI, AIEF administrator. "This agreement ensures a long-term and strategic continuity for the foundation, in addition to an increased capacity for the AIEF and our fundamental efforts."

Originally an outgrowth of ARMA International, the AEIF strives to help define the future of records and information management by funding research and educational opportunities and developing personal capabilities in information management by awarding grants, scholarships, and fellowships to promising individuals in the field.

"The AIEF is a foundation with a clear focus on research and education, while ARMA International's members rely on us to provide industry-leading education and resources related to information governance. This partnership will be beneficial to all involved; it really feels like the AIEF is coming home," said ARMA International CEO Marilyn Bier, CAE.

"Ultimately, this purposeful decision was the outcome of strategic planning by the AIEF, which led to dialog with ARMA International leadership concerning essential financial and operational aspects of the foundation," said Nick DeLaurentis, IGP, CRM, AIEF chairman. "As an advocate and member for both organizations, I have no doubt that this fit will be seamless and productive."

ARMA INTERNATIONAL WEB SEMINAR

Big Data - Strategic Asset or Corporate Risk & Burden?

There are at least two main schools of thought regarding big data. Part of the organization sees all that information and wants to take advantage of it. The other part views it as "dark data" -- undiscovered, unanalyzed and unreachable without the proper analysis tools and skills.

It's fair to say it's a little bit of both.

Concept-based auto categorization, which automatically categorizes documents based on their actual content, not keywords or terms, is the fastest, easiest, and most repeatable way to pinpoint only the most important documents and e-mails among libraries spanning millions of files and messages. It is an established standard in legal e-discovery and U.S. intelligence, having proved itself defensible and highly scalable.

Learn how companies are beginning to step up to big data analytics using content-based auto categorization in order to take advantage of ALL their data, no matter where -- or how -- it resides.

Analytics for big data can bring great value to many business applications -- social media, market analysis, internal information analysis. It is also being applied toward governance issues and regulatory and legal compliance matters.

Learn how companies are beginning to step up to big data analytics in order to take advantage of ALL their data, no matter where -- or how -- it resides.

We'll also look at:
• Empowering the entire information lifecycle
• How the "infomediaries" gain business advantages
• Why traditional search engines have not been able to keep up

Speaker:
Mr. Felahi is the Senior Vice President, Products for Content Analyst Company, LLC. He is responsible for the company product strategy and vision. Prior to joining the Content Analyst Company team, he was a Principal Product Planner at Microsoft Corporation, where he was part of a small team responsible for setting the Office product division's long term product direction and strategy. Before Microsoft acquired FAST Search & Transfer, John lead FAST's OEM business, application product management, integration efforts of acquisitions and company messaging. Mr. Felahi has held executive and senior positions at a number of companies in his 20+ years in the software industry. John was a member of the honors program and holds a Bachelor's degree in Economics and Philosophy from Boston College.

Newsletter Deadlines 2013-2014	
ISSUE	**DEADLINE (Board Member Article)**
December 2013	November 18, 2013 (Andrea)
January 2014	December 20, 2013
February 2014	January 17, 2014 (Carrie)
March 2014	February 17, 2014 (Dawn)
April 2014	March 17, 2014 (Ron)
May 2014	April 18, 2014 (LaShanda)
Summer 2014	June 20, 2014 (Jerry)

Newsletter submissions or ideas for the newsletter can be sent to Amity @ amity@highleygroup.com.

Word documents, PDFs and JPEGs are acceptable file types.

Boise Valley Chapter – ARMA, Inc.
The Information Management Professionals
PO Box 190177
Boise, ID 83719-0177

To valued ARMA members and friends: