



2007 ARMA Southeast Region Educational Conference

“Feeling Strangled by your Electronic Records Tangle?”

Track 1	Speakers
Track 2	Vendor Technical Demos
Track 3	CRM Training

SAFETY HARBOR, FLORIDA April 2-3, 2007

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Track 1 Speakers

Session #1

Tom Reding, CRM

“Take control over the Wild West of Your Organization’s Internet”

The uncontrolled wild west of every corporation today can best be defined as the uncontrolled documents (convenience copies) which exist on all the desktops, laptops and file shares throughout every organization. While records management may be effectively managing single instance of the “official record” it is the convenience copies which are often referred to as “the proverbial smoking gun” remain out-of-control. This session will discuss and analyze policies and methodologies which could / should be examined and potentially develop and deploy along with applicable supporting technologies in an attempt to regain control over the entire enterprise inventory of information.

About Tom: Tom is an Executive Consultant: Governance, Risk and Compliance Solutions with IBM Software Group, Information Management. He has over 30 years of experience in highly regulated industries, specializing in business transformation, solving client information integration, content/document management, electronic records management, knowledge management, and litigation support issues, targeted at enhancing organizational productivity. Tom has won industry-wide recognition as an author, presenter and contributor to industry standards and guidelines.

Session #2

Doug Rollo

“Developing a Retention Schedule for All Media”

Learn the process for developing a legally compliant records retention schedule, including techniques used for collecting data and suing various resources in conducting legal research.

About Doug: Doug has over 25 years of experience in records management. During that time, he has been both a practitioner and a consultant. He is currently the Conflicts & Records Manager for Young Conaway Stargatt & Taylor, LLP in Wilmington Delaware. He has written and implemented record retention schedules as well as improving records programs in a variety of industries. Some of the organizations that Doug has worked with include the FDA, FEMA, and Cigna Insurance. He and has published several articles in ARMA publications and legal publications on records management.

Session #5

Susan McKinney, CRM

President of ARMA International

“Marketing Your RIM Program”

The business world of today revolves around all things electronic. In many cases, RIM is overlooked as a player in the electronic management of information. Instead, Senior Management turns to the IT (Information Technology) department for solutions to management information. This strategy can leave out important issues that surround the records of the organization. This session will give you skills and ideas to use to market your program and expertise to Senior Management and IT.

Track 1 Speakers continued

About Susan: Susan has been the Director of Records and Information Management at the University of Minnesota since December, 1995. Prior to that, she had been the Director of Records Management at the University of Florida for 10 years. In addition, Susan worked for the Balch Institute for Ethnic Studies and Seton Hall University. Susan received her Master of Arts in History with an Archival, Museum and Editing Studies concentration from Duquesne University, and her CRM in 1993.

Susan has been very active in the records management field, starting the Gainesville/North Central Florida ARMA Chapter and the Florida Records Management Association. She also serves as owner/host of the Records Management Listserv, and is currently the President of ARMA International.

Susan's past speaking engagements include various ARMA regional and chapter meetings, as well as the Midwest Archives Conference, International Institute of Municipal Clerks and Cohasset's Managing Electronic Records Conference.

Session #8

Richard M. Smith, CRM

“E-mail How Are You Gonna Manage it?”

Encouraging individuals in any organization how to identify and manage e-mail records is just another records management challenge that all of us face. This presentation will address this issue offer some real world suggestions for employing techniques and meeting the challenge.

Learning Objectives:

1. Define email records and provide examples
2. Discuss techniques for training company employees on the issues and problems associated with managing e-mail
3. Learn about and preview some of the techniques used by various organizations to address and reduce the risk associated with this records management problem.

About Richard: Rich currently works as the Director of Records and Information Management for Express Scripts, Inc. one of the largest full-service pharmacy benefit management (PBM) companies. During the majority of his career he worked with MDC and Boeing, where he was the Records Manager for all of MDC and The Boeing St. Louis, Missouri -site. Responsibilities included managing the St. Louis Core Records & Information Management (RIM) Team. Rich has been active with the Association of Records Managers and Administrators (ARMA) for over 25 years. He has presented numerous RIM Educational Sessions at eleven Annual ARMA Conferences from 1989 to 2006 and hundreds of ARMA chapter and regional conferences nationwide. Rich graduated from St. Louis University in 1985 and became a Certified Records Manager (CRM) in 1990.

Session #11

Bill Manago, CRM

“Strategies For Preserving Records Born Electronically”

Strategies to ensuring the long term accessibility and usability of electronic records is largely dependent on how electronic recordkeeping systems are designed, implemented, managed, and migrated. A common misperception is that records in electronic formats will be available as long as the physical media used to store the records last. Preservation of media is only one element that ensures long-term accessibility to records. The key to maintaining usable electronic records for long periods is the ability to migrate records, access tools, and required system functionality between hardware platforms, software platforms, and storage media over time. This session will discuss appropriate policies, management procedures, and technology from the point at which a system is designed until it is redesigned or migrated, to ensure that long-term records are accessible for as long as they are needed. This means you must make a long-term commitment of resources to preserve the accessibility and usability of electronic records.

Track 1 Speakers continued

About Bill: Bill is the Records Management Technology Strategist at CA MDY, the provider of the FileSurf electronic records management system. Prior to joining CA MDY, he was employed by the US Department of Defense (US Army and Defense Information Systems Agency's Joint Interoperability Test Command) for 21 years, where he co-authored DoD5015.2-STD, the "Design Criteria Standard for Records Management Applications" and established the JITC's Records Management Certification Test Facility. Bill currently oversees the functional development of the FileSurf records management system and provides records management best practices consulting services to leading government, legal, and corporate organizations.

Bill is a leading authority on electronic records management standards and technology. A major contributor to ARMA and AIIM records management standards and best practices committees. He has spoken at numerous AIIM, ARMA and related organizations and currently serves as a member of the AIIM Standards Board.

Session #14

Gail Ann McCreary, CRM

“Disaster Recovery: Lessons from Katrina”

This case study will describe the experiences of a public utility Records Management staff in the aftermath of the worst natural disaster in US history. In addition to handling various degrees of damage to records at multiple sites, three corporate office buildings had to be completely vacated of undamaged records, personal effects, and office furniture, each with its own unique challenges. Emphasis will be placed on disaster response and records recovery efforts as well as preparation, management of the overall disaster recovery effort, customer service issues and business impact. The presentation will conclude with lessons learned from the disaster and recovery process with opportunity for questions

About Gail Ann: Gail Ann is the Records Manager for Mississippi Power Company, a position she has held for over 25 years. Prior to starting the Records Management Program at Mississippi Power she was a reference librarian for the Mississippi Library Commission. She received her bachelor's degree from Mississippi University for Women.

Gail Ann has been an active member of ARMA International since 1980, serving the association at the chapter, region and association levels. She is a former Chair of the Utilities ISG and the Member Relations Committee and has served on the ARMA International Board of Directors. Gail Ann obtained her CRM designation in 1988 and served several years as Coordinator of the ICRM Mentorship Program.

Session #16

Tim Few

“Electronic Recordkeeping Requirements for Florida Governmental Agencies”

Florida, like other states, has a Public Records Law that governs the retention, disposition and access of governmental records. By definition, this includes records that are stored electronically. In the early 1990's, the State of Florida created an Electronic Recordkeeping Rule which addresses a public agency's responsibility in creating, managing, accessing and storing the ever increasing number of electronic records. This session will cover the Electronic Recordkeeping Rule and how it affects the over 2500 public agencies throughout the State.

About Tim: Tim is currently an Operations and Management Consultant with the State Library and Archives of Florida, which is under the Florida Department of State. His career with the Department of State began in 1983 as an Archivist with the Florida State Archives. In 1987, Tim moved from the Archives to Records Management. Tim's current responsibilities entail providing training and consultation to public agencies throughout the state. Tim has a Master of Arts Degree in Historical Administration from Florida State University (Tallahassee) and a Bachelor of Arts Degree in History from Florida Southern College (Lakeland).

Track 1 Speakers continued

Session #19 Case Study

Gwen Sanderlin & Mike Justen with National Oceanic & Atmospheric Administration

Donna Read, CRM with National Archives & Records Administration

John Montel with General Dynamics

“Case Study of Implementation of EDMS/RMA for NOAA Fisheries”

This case study covers the decision to implement an electronic document management system (EDMS) with a records management application (RMA) at the National Oceanic and Atmospheric Administration (NOAA) Marine Fisheries Division in St. Petersburg, Florida. The Information Technology (IT) division, which is in charge of the project, the Records Manager, the vendor providing the Laserfiche product, and the National Archives & Records Administration (NARA) will all be presenting aspects of this case study. This case study will cover project management, product selection, purchase and acquisition, contracts, scanning issues, file plans, training and many other aspects involved in the implementation of an EDMS.

About Gwen: *Gwen is a native of Washington, D.C. She received her Bachelors degree in Political Science from Saint Paul's College, Lawrenceville, Virginia. She obtained her IT System Certifications, from Shepardstown College, Shepardstown, West Virginia with additional course work from Eckerd College, Saint Petersburg, Florida.*

Gwen has been employed by the federal Government for over 23 years. During her tour of duty she has worked for General Services Administration, Federal Aviation Administration and the U. S. Department of the Interior. Currently she is employed by U.S. Department of Commerce, NOAA Fisheries, Southeast Regional Office, as the Project Manager of the Electronic Document Management System.

About Mike: *Mike is the records manager for the National Oceanic and Atmospheric Administration (NOAA), National Marine Fisheries Service, Southeast Regional Office in St. Petersburg. His career in the Federal Government spans 34 years and has involved such areas as auditing recipients of federal funds, federal and state agencies, and preparing Reports to Congress; economic research; and records management. As a fishery administrator and later regional records manager, Mike has responded to over 400 public requests for records under FOIA and set up a website for releasing frequently requested records.*

In 2006, Mike was one of the first NOAA employees to earn the Certificate of Federal Records Management Training from the National Archives & Records Administration. Mike earned a Bachelor of Arts in economics from Texas A&M University and a Masters of Arts in economics from Florida Atlantic University, he has completed two years of law school towards an Executive Juris Doctorate degree.

About Donna: *Donna's background includes being the project manager for the simultaneous implementation of an EDMS and RMA when the technology was very new. This project expanded to include managing the scanning and digitization of 500,000 historic documents, and other media for importation into the EDMS system.*

In June of 2002 she joined the National Archives and Records Administration as a Senior Records Analyst. In this role she travels in 8 states included in NARA's Southeast Region and assists Federal agencies with their records management issues. Her work in the Federal community has included assistance to various agencies including, NASA, US Fish and Wildlife, NOAA, EEOC, OSHA, VA, DOE, US Department of State, US Courts, the National Park Service and other agencies. Donna obtained her CRM in 2005 and in addition to her records management consulting services provides records management training classes in the St. Petersburg area.

About John: *John has over 15 years of experience in the IT industry, focusing on designing, implementing, and supporting electronic document management systems, data management systems, and content management rich solutions. He is experienced in designing turnkey document managing systems using Laserfiche, Trim Context, OnBase, FileNET, OTG, Livelink, SunGuard EXP, and Documentum.*

John managed a team of five systems engineers and two project managers who were responsible for a six-site Federal Energy Regulatory Commission (FERC) electronic document management installation, converting DOS-based system to Laserfiche software consisting of over 11 million images integrated into FERC's Ethernet LAN/Wan.

Track 1 Speakers continued

Session #22

Rita Cacas, National Archives & Records Administration

“The Electronic Records Archives (ERA) Program: A Progress Report”

Over the last decade, NARA has partnered with a variety of private and public sector, academic, library, and IT communities to build the archives of the future: the ERA System. ERA is NARA's investment in managing the lifecycle of Federal records by capturing, preserving, and providing access to electronic records * free from dependence on any specific hardware or software * safeguarding these important records for the future.

In September 2005, the Lockheed Martin Corporation won the contract competition to begin building the ERA system - which will be built in 5 parts, or increments. The first increment began in September 2005 and will end when the system is "turned on" around September 2007. This session will provide an introduction to the ERA Program, as well as updates to the system development thus far.

About Rita: *Rita Cacas is an Archives Specialist and has been with the National Archives and Records Administration (NARA) since the year 2000. She worked in the Lifecycle Management Division where she appraised the records of the Dept. of Agriculture, Dept of Labor, and several small agencies and special Commissions. She is currently the Communications Officer for NARA's Electronic Records Archives (ERA) Program.*

Rita received a B.A. in Art History and Fine Arts from the University of Maryland. Before coming to NARA, she worked at the National Gallery of Art for 20 years as a Museum Specialist, where she worked as a cataloguer in the Gallery's Photographic Archives. In 1999, Rita left the Gallery to work for the U.S. Census Bureau on the 2000 Census. During this time, she attended graduate school, having received a Spectrum Leadership Training Scholarship sponsored by the American Library Association. In 2002, she earned a Master's Degree in Library Science (M.L.S.) with a focus on Archival Studies, also from the University of Maryland.

Track 2 Vendor Technical Demos

Session #3

Bill Manago, CA MDY

“Push Rather Than Pull: Automated Disposition Processing”

This session will demonstrate how one records management system has fully automated the disposition processing function including, identification and email notification of candidates for disposal, an on-line approval process, and finally the scheduled execution of the disposal actions. Record managers no longer need to query (pull from) the system for records that are due for disposal, rather they can schedule the system to push and deliver that information on a daily, weekly, monthly, or quarterly cycle in accordance with your business rules.

About Bill: *Bill is the Records Management Technology Strategist at CA MDY, the provider of the FileSurf electronic records management system. Prior to joining CA MDY, he was employed by the US Department of Defense (US Army and Defense Information Systems Agency's Joint Interoperability Test Command) for 21 years, where he co-authored DoD5015.2-STD, the "Design Criteria Standard for Records Management Applications" and established the JITC's Records Management Certification Test Facility. Bill currently oversees the functional development of the FileSurf records management system and provides records management best practices consulting services to leading government, legal, and corporate organizations.*

Bill is a leading authority on electronic records management standards and technology. A major contributor to ARMA and AIIM records management standards and best practices committees. He has spoken at numerous AIIM, ARMA and related organizations and currently serves as a member of the AIIM Standards Board.

Track 2 Vendor Technical Demos continued

Session #6

Jeff Miller, TOWER Software

“Departmental Solutions Leading to Enterprise Success”

While Enterprise Content Management might be a great goal, few managers have the authority or budget to take on a project at that level. This should not prevent managers from thinking enterprise when researching their departmental business solutions. Engaging the stakeholders outside your department builds support and leverages your department solution as a corporate resource. Learn how the Corporate Records Manager at Comcast developed a recipe for ECM success - one solution at a time.

About Jeff: Jeff Miller, Account Executive, TOWER Software, has more than 15 years of sales and management experience in the Enterprise Content Management industry. Prior to joining TOWER Software, he was the Regional Sales Manager for Hummingbird responsible for commercial and public sector accounts for the Southeast region. Mr. Miller holds a Bachelor of Science degree in Engineering Technology from Darton College and resides in Orlando, Florida.

Session #9

Jerry VanLoozen, CDIA, Walter H. Hopkins Company - Business Organization Solutions

“The Dark Side of Document Imaging: The Hidden cost of Capture”

Many organizations implement document imaging solutions only to discover the challenges in managing the associated costs in scanning large volumes of paper. This presentation will provide ideas and specific steps to take to automate the scanning process in an effort to reduce the cost and improve the quality of scanned images.

About Jerry: Jerry has been active in records and information management for 20 years. His experience includes active file systems, commercial records centers, service bureaus, automating file systems and document imaging. Jerry has served ARMA as president of the Detroit chapter (twice) and is the current Atlanta President in addition to other various board positions.

Session #12

Dale Gabbard & Mike Kuhnsman, Image One

“Content Management for Records Managers”

The main focuses of this session is on cutting edge technology that will help eliminate paper, streamline retrievals both for internal and external processes, and electronically set retention schedules to content by timelines and trigger events. We will show a means to control, and manage records that reside in many different forms and locations. The solution that will be presented can be implemented either departmentally, or enterprise-wide. Full functionality applies to both implemented scenarios. Content Management modules that will be shown can be sold as one integrated solution, or can be broken apart for specific needs.

About Image One: Image One has been a Content Management leader for over 12 years, focusing on the sales and support of full document imaging and content management solutions. These systems include technologies that consist of microfilm cameras, retrieval equipment, document and microfilm scanners, and software that addresses content management capture, business process management and storage needs. In addition to our hardware and software products, Image One provides a wide variety of services that include: Content Management Consultation, Microsoft .NET Development, Hardware, and Conversion services. In addition to these products, Image One is a reseller for a carefully selected group of companies including but not limited to: Canon, BIS, Plasmon, Ideal, Dell, EMC, Bell & Howell (Spectrum Line), Kofax, and Formatta.

Session #17

Tracy Beirman, NASA

“Making Electronic Records User Friendly within NASA”

One of the hardest things to do is to get end users to appreciate and mind their records obligations. Most software tools are geared for records managers or at least records savvy end users. Records management terminology and activities are not easy for the average users. Electronic records systems need to be easy to use by end users. They need to make use of user context and present records activities differently to the end users than they do to records managers. Systems need to find ways to automate records activities as side effects of normal end user activity.

Track 2 Vendor Technical Demos continued

Whenever possible, end users should not even know they are performing records management activities. New software should strive to make end user records management unintrusive and transparent to the everyday business of the end user.

NASA has set a course to make electronic record keeping pervasive in its digital asset management systems. It is striving to do so without affecting and burdening the end user with a number of unfamiliar processes. NASA's continues to develop its TechDoc and RedPlanet digital asset management systems by making records management a key part of every object uploaded into the system. Where and when possible it automates activities and uses terms familiar end users but map to terms familiar to records managers. RedPlanet is free for use in local, state and federal government.

About Tracy: Tracy is the Product Development Manager for the NASA TechDoc product suite, consisting of the NASA TechDoc DMS/RMA, TechDoc Scanning Management System, and TechDoc Metrics Management System. Tracy has over 20 years of software development experience and 10 years of software development management in both commercial and government settings.

Session #20

David Godiksen, Information Access Systems, Inc.

“Value of an Integrator”

David will discuss several items including the criteria for choosing an integrator, what you should expect from them and your involvement in the process. He will review a completed project analyzing all aspects of the customer relationship. Attendees will come away with the knowledge to identify and keep integrators that can help manage your business.

About David: David graduated from Syracuse University with a double major in MIS and Marketing Management. He has been in the Document Management field for fourteen years. David is one of the principles of Information Access Systems, Inc based in Orlando. IAS provides solutions for Enterprise Content Management, Forms Processing and Automated Business Processing. IAS specializes in several software applications including Hyland OnBase, Datacap, Kofax and Esker. IAS has been a Gold Partner with Hyland, having ranked in the top 5% of partners, for the last five years.

Session #23

Steve Ayoub, Master Developers, Inc

Control Information Management Systems

“CONTROL-Putting The Content Into Records Management”

Matters of Discussion:

1. Managing your organization's most valuable asset, information.
2. Controlling cost while increasing productivity.
3. Keeping in compliance with federal, state and other regulatory agencies. (Sarbanes-Oxly Act, HIPAA, Record Retention)s
4. Disaster protection
5. Increase customer satisfaction

About Steve: Steve was the President of Document Management & Support (DMS) since 1992 and currently serves as President of Master Developers, Inc.(MDI), the company that acquired DMS. Master Developers is an information management company specializing in the development of document management software and imaging technology. This includes providing content management and imaging systems for enterprise wide applications to small business and even to single desktop users.

Steve has extensive hands-on experience in the practice of litigation support. He has consulted numerous law firms and Fortune 500 companies in litigation matters by providing various support services. He has been the guest speaker for numerous associations, various Bar associations, ARMA and Rotary Clubs. He has served 2 terms as the President for the Florida Chapter of AIIM and 8 years as a board member, in which he currently remains. He received his Masters of Information Technology from AIIM.

Track 3 CRM Training

Session #4

Don Schewe, CRM, FAI

“What Is the ICRM and the CRM Exam?”

***About Don:** Don earned a Master's Degree from the University of Nebraska, and a Ph.D. in history from the Ohio State University. After a year of training at the National Archives in Washington, he joined the staff of the Franklin D. Roosevelt Library in Hyde Park, New York as an archivist in 1972. In 1978 he became Assistant Director of the Roosevelt Library, and in 1981 moved to Atlanta to head the Carter Project. When the project was completed in 1986, he was selected to be the Director of the Jimmy Carter Library, the position he retired from in August 1999. From June to November 2000 he served as the Interim Director of the Georgia Department of Archives and History. He joined the Association of Records Managers and Administrators (ARMA) in 1987, became a Certified Records Manager in 1992, and a Fellow of ARMA International in 1999. He is a past President of the Institute of Certified Records Managers, and works part time as a records management consultant.*

Session #7

Don Schewe, CRM

“Part 1 Management Principles and the Records and Information (RIM) Program ”

Session #10

Don Schewe, CRM

“Part 2 Records Creation and Use”

Session #13

Don Schewe, CRM

“Part 3 Records Systems, Storage and Retrieval”

Session #15

Don Schewe, CRM

“Part 4 Records Appraisal, Retention, Protection and Disposition”

Session #18

Don Schewe, CRM

“Part 5 Technology, Equipment and Supplies”

Session #21

Don Schewe, CRM

“Part 6 Case Study Problems”

Session #24

Don Schewe, CRM

“Part 6 Case Study Problems continued”