



# Choo Choo Chatter



Volume 27, Issue 2

The Official Publication of the Greater Chattanooga Area Chapter

December 2013

[www.chattanooga-arma.org](http://www.chattanooga-arma.org)

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## January Meeting

**Topic:** BIG Buckets vs. SMALL Buckets

**Date:** January 14, 2014

**Time:** 11:30 – 1:00pm

<b>Registration:</b>	<b>Members</b>	<b>\$18.00</b>
	<b>Guests</b>	<b>\$20.00</b>

**Location:**



Hosted by [Nichole Thomas](#)  
Senior Catering Sales Manager  
The Chattanooga Hotel & Conference  
Center, 1201 South Broad Street,  
Chattanooga, TN, p 423-424-3726, f 423-756-  
3404, p 800—619-0018  
(Click the image to get directions)

**RSVP, please email or call [Rhonda Hazlett and Allison Elmore](#) at 423-336-4616.**

Please make reservations no later than **January 10, 2014**, by 12:00 pm. \*Once reservations have been made and you fail to **cancel by January 10, 2014**, by 2:00pm, you will be responsible for paying the reservation fee. If you are unable to attend, please ask another employee in your organization to attend.

**Payment, cash or checks are accepted and payable at the door. Make check payable to: ARMA-Greater Chattanooga Area Chapter or for your convenience use the PayPal button on the [website](#).**

*Contributions or gifts to our organization are not deductible as charitable contributions for U.S. federal income tax purposes. Membership dues and other payments may be deductible as ordinary necessary business expenses.*

**COMMITTEE CHAIRPERSONS**

- Awards – TBD
- Chapter Foundation Champion – Susan Whitmire, CRM, FAI
- Communications – Rhonda Hazlett
- Education – Heather Shirley
- Hospitality – Rhonda Hazlett
- ICRM Liaison – Gregg Long, CRM
- Newsletter – Mary LaFollette
- Publicity – Scottie Swafford
- Webmaster – Victoria Marshall
- Yearbook/Historian – TBD



The Greater Chattanooga Chapter promotes and recognizes the importance of participation by awarding points to those who support ARMA activities at both the local and the international level. Points are earned by attending meetings, bringing guests, and by serving the Chapter as an officer or committee member. At the June meeting accumulated points are rewarded. The more you participate, the more points you can earn!

**Support the Chapter Points**

- Attend Workshops 100
- Attend Luncheon Meetings 200
- Attend Dinner Meeting 300
- Bring a Guest 100
- Attend Regional Conf. 400
- Perfect Attendance (Sept-May) 500

**Support ARMA International**

- Attend Annual Conference 200

**Get Creative**

- Submit article for newsletter 200  
(excludes routine notices, etc.)
- Teach a pre-meeting Education session 200

**Get Involved Locally**

- Be a Committee Chair 150
- Be a Committee Member 100
- Attend a Board Meeting 100

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**PARTICIPATION STATION**

**Members Points**

<b>MEMBER</b>	<b>POINTS</b>	<b>MEMBER</b>	<b>POINTS</b>
Beene, Phyllis	750	Mullins, Ronald	
Bostwick, Leanne	0	Parris, Norma	800
Campbell, Tina	0	Patterson, Gail	0
Culver, Amy	0	Pettway, Robert	0
Elmore, Alison	500	Powell, Annie	800
Hazlett, Rhonda	900	Ramachandran, Ravinder	0
Hooks, Shari	650	Robinson, Sharleen	0
Jackson, Dennis	200	Scoggins, Kelly	0
Johnson, Linda	900	Shirley, Heather	1050
Kologek, Ian	0	Stoddard, Catherine	0
LaFollette, Mary	350	Swafford, Scottie	650
Long, Gregg	1300	Tisdell, Kevin	800
Marshall, Victoria	800	Veal, Susan	200
McEvoy, Laura	200	Whitmire, Susan	400
Miller, Lorraine	0	Wright, Kela	600

## NEWSLETTER ADVERTISING RATES

Business Card Size	\$ 5.00
Quarter Page	\$10.00
Half Page	\$20.00
Full Page	\$40.00

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Mary LaFollette, Editor  
423-535-2762

The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or ARMA and is offered solely as a source of information. Please direct any inquiries or comments to:

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Contributions or gifts to the Greater Chattanooga Area Chapter are **NOT** deductible contributions for U.S. Federal tax purposes. Membership dues and other payments may be deductible as ordinary business expenses.

Contributions or gifts to ARMA are **NOT** tax deductible as charitable contributions for U.S. Federal Income Tax purposes.

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## MEETING & LUNCHEON RATES

Luncheon (members/1 <sup>st</sup> time visitors)	\$18.00
Luncheon (visitors)	\$20.00
Workshop	\$25.00
Site Visit	\$20.00

## PRESIDENT'S MESSAGE

Hello, as we approach the end of the year, I wanted to update everyone on some of the exciting things that have happened this year as well as upcoming events to look forward to in the New Year!

1. Greater Chattanooga Area Chapter 25<sup>th</sup> Anniversary – We celebrated the Chapter's 25<sup>th</sup> anniversary on October 10 at the Boathouse. Special thanks to Susan Whitmire, Phyllis Beene, and Victoria Marshall for organizing this event! ARMA International provided our Chapter with a special 25<sup>th</sup> anniversary plaque.
2. We completed a small update to our Chapter by-laws to incorporate the membership changes that you may have read about through ARMA International. Our by-laws now reflect the new membership categories found at <http://www.arma.org/r1/membership/membership-structure>.
3. At the ARMA International Conference, our Chapter won Small Chapter of the Year and Chapter Website of the Year for eight consecutive years! Also honored from our Chapter were **Rhonda Hazlett** as **Chapter Leader of the Year** and **Leanne Bostwick** as **Chapter Member of the Year**. **Congratulations to both of them!**
4. December Service Project – Our Chapter is again working with the Ronald McDonald/Candlelighter's program to provide Christmas gifts for a family and providing overall donations as well as toiletries. Thank you to everyone who was able to participate.
5. ARMA Roadshow – ARMA International is working with our Chapter to host an ARMA Roadshow event on March 12-13, 2014. The topic will be "Foundations of Information Management Certificate" and will be held at the Chattanooga. Cost to attend is \$399 for a professional member, regular \$449.

*Thanks,*

*Annie Powell*

*Greater Chattanooga Area Chapter President*



**START PLANNING NOW  
TO ATTEND A FUTURE  
CONFERENCE:**

**ARMA  
INTERNATIONAL  
CONFERENCES**

San Diego, CA

**Member of the Month**

**Kela Wright**

Kela currently serves as the Records Management Administrative Assistant at Olin ERG Group as of August 2013. Kela handles the Legal Holds, Document Preservation Notices, Special Projects, People Searches, and Corporate accounting. Prior to joining Olin, Kela was the Utilities Administrative Assistant for Resolute Forest Products (formerly Bowater, Inc.). Kela also held the position of Technical Lab Administrative Assistant at Resolute Forest Products.

Kela is the proud parent of two children, a 7 year-old daughter and an 11 year-old son. Kela enjoys fishing, riding 4-wheelers, proud Alabama Crimson Tide fan, and attends Cleveland State Community College to obtain an Associate's Degree in Business Management.

# TRAINING DEPOT

February 11, 2014  
5 Steps to a Better Information Governance Future

March 11 - 12, 2014  
ARMA Roadshow - Foundations of Information  
Management Certificate

April 8, 2014  
Navigating the Information Overload

May 13, 2014  
TBD

June 10, 2014  
Officer Installation & Awards



**IRON MOUNTAIN®**

ARMA International  
Greater Chattanooga Area Chapter  
P O Box 341  
Chattanooga TN 37401-0341

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Want to invest in the future of your profession?

Make a contribution.

As an ARMA member.

As a Vendor to the profession.

As an ARMA chapter.

See Susan Whitmire, CRM, FAI, Foundation Chapter Champion, for more details or log on to:

[www.armaedfoundation.org](http://www.armaedfoundation.org)

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Do you know someone who would benefit from receiving this newsletter?

Send their name, address and e-mail to:

[Mary\\_lafollette@yahoo.com](mailto:Mary_lafollette@yahoo.com)

"I have not failed.  
I've just found  
10,000 ways that  
won't work."

*Thomas A. Edison*

## CRM Express

# Institute of Certified Records Managers



The Greater Chattanooga Chapter recognizes and supports its candidates in their efforts to achieve the Certified Records Manager (CRM) designation.

The newest Chapter member studying towards the CRM certification:

Laura McEvoy

## ICRM 2014 Exam Schedule

### Winter Registration

November 22 – January 20, 2014

Parts 1-5, February 3 – 7, 2014

Part 6, February 13, 2014

### Spring Registration

February 21 – May 1, 2014

Parts 1-5, May 5 – 9, 2014

Part 6, May 15, 2014

(CRM continued)

# CERTIFICATION MAINTENANCE PROGRAM CHANGES

*By Laurie Carpenter, CRM, Regent, Certification Maintenance*

One of our goals at the ICRM this year is to look at where we can make process improvements and modernizations to more effectively meet our member and candidate needs. As you know, Certification Maintenance is an integral part of ensuring that CRMs stay current with issues, technology and opportunities in the Records & Information Management field. Let's face it, though, applying for those Certification Maintenance Points (CMPs) can be tedious, especially if you attend a lot of local ARMA or AIIM meetings or participate in a lot of webinars.

## **No Documentation Required Up-Front for 1 Hour Requests**

The ICRM is pleased to announce that a new process has been implemented for CMPs that are between ½ and 1 hour long. You will not be required to attach documentation upfront to your request. The system will automatically approve your points. It will be your responsibility to ensure that your request maps to the areas of the CRM outline AND you need to include a description that includes both the sponsor and session title. If your description is not clear, the ICRM may request additional information. For example, an acceptable description: "XYZ ARMA –Information Governance: The New Frontier for RIM". Not acceptable description: "XYZ ARMA – June Meeting". With these improvements, we have added language to the Credit Request screen where you certify that the request is for the hours requested and that it meets the criteria for CMPs.

## **New Category for Webinars and Online Training**

Category 11 has been added to the type of CMP requests for Webinars and Online training. Often, organizations like ARMA will have their webinars online for several years. Preapproval for these webinars may be given to make it easier for you to apply for CMPs. *Note: You must still apply for maintenance points within 6 months of your participation.* Activities such as online videos where attendance and duration cannot be verified are not eligible for CMPs.

## **Improvements to the Pre-approved Event List**

Have you attended a meeting that's been pre-approved for CMP credit, but couldn't find it when you went into the list of pre-approved events? Did you try to search but couldn't find it because you didn't know the first word of the event title? Did you give up and just enter it as a manual request? If so, you're going to like the improvements we've made. First, you will now only see events where you can actually apply for credit. Pre-approved activities that ended more than 6 months ago will no longer be visible. Second, if you want to search by either the activity name or sponsor, it is now a "keyword" search, not a "begins with" search. For example, if you attended an all day conference on SharePoint sponsored by ARMA International, you could type in "SharePoint" in the title and "ARMA" in the sponsor field and only see pre-approved activities sponsored by "ARMA" that contain the word "SharePoint" in the title. Third, if you browse the list, you will see that the events are now sorted by date, newest to oldest. If you apply for credit right after the event has taken place, you might not even need to search for it!

## **Improvements to Adding New Requests**

If you've been a CRM for more than a year, you might remember the days when you added a new CMP request, then had to exit the request and go back in to upload your documentation. Those days are GONE! Once you add a new request, you can immediately upload your documentation. *Hint: Hit the Refresh button a few seconds after you upload your documentation to make sure it went through.* Once you've added your request, you can now view your transcript right from the Add Request screen. No more having to go back to the main Credit Request screen to see if your request was successfully added.

## **Stay Tuned for More Improvements**

We are in the process of revising the CMP documentation, both on the website and the CMP brochure. Once complete, it will be easier for you to know what kinds of activities you can get points for, the kinds of documentation required, and how to calculate points when you are both attending and presenting, participating in a panel, etc.

*Reprinted from ProfessioNotes Summer 2013  
Submitted by Gregg Long*



## Education Junction



**Is it a bird? A Plane? No..... It's a Small Business Owner!**

***What???***

Let's face it, if you run or own a small business these days, you are truly considered a ***SUPER HERO***. Why might you ask, because ***YOU*** took your passion, energy and drive and turned it into something that sustains you and allows you to make a living. The day-in, day-out hustle and bustle of minding your financials, providing customer service, growing your business and managing a team of people, keeps you very busy. So how do you do it all and keep your true identity a secret while not exposing your one weakness? (Every Super Hero has one weakness...)

Here is a great article to help you determine your Super *Powers* and Super *Allergens* : **Which Small Business Superhero Are You?** **LINK:** <http://shar.es/ItLbB>

*Shared article written by: Pete Lorencio*

*Submitted by: Heather Shirley, Iron Mountain*

# *Meeting in Review*

In the November meeting, we discussed the Foreign Corrupt Practices Act (FCPA) and the importance of a good RIM program for compliance with the FCPA.

The presentation defined that the Foreign Corrupt Practices Act (“FCPA”) is a US law that targets public corruption and fraud in the global marketplace. FCPA is comprised of the two principal components:

1. Anti-Bribery Provisions
2. Accounting Provisions

The Anti-Bribery Provisions define what a bribe is and what a “covered person is”. The Accounting Provision defines the requirements for good books and records and internal controls for compliance to the FCPA. Both of the provisions can result in criminal and civil prosecution and can result in substantial fines. Violations of the FCPA Accounting Provisions have the greater fines and prison times associated with them.

The Accounting Provisions of the FCPA rely on good RIM practices to help ensure compliance. Without good RIM practices, a company could be at risk for prosecution and fines, even if they have not violated the Anti-Bribery Provisions.

*Submitted by Kevin Tisdell, Shaw Industries Group, Inc.*



# *In the News . . .*

## **What is Dark Data?**

This is not a new term – it has been around since 2010 or sooner. The first article that I read was written in 2010 but it could be an older term. So what is it?????

According to an article written by Elizabeth Gaines, published on October 30, 2012, on the SAP website, entitled, “What is Dark Data?”, it is all the data that is collected in unlit corners and neglected back rooms, it is the data that accumulated in log files and archives that nobody knows what to do with, although it never see the light of day, no one feels comfortable destroying it **“because it might prove useful someday.”** Dark data is simply all the corporate data is collected from a variety of sources, but isn’t used in the day-to-day operations.

Dark data itself may not have much value but it might have greater value when it is combined with other existing data. Dark data is also known as dusty data. I guess because it sits around collecting dust! It includes all data objects and types that have not been analyzed because analysis is difficult and costly. This data is not used as an aid in making business decisions. It makes up part of the big data by about 90 percent. It part of the unstructured, untagged and untapped data found in big data.

So while it is not used much by businesses, this data is worth its weight in gold. If businesses can figure out how to utilize this data, and more software companies are out there developing applications to tap into this unused data, they can possibly increase their profits. Think about banks or maybe customer service based companies – what can they find out about their customers that is hidden away in some database log. We all have data that is sitting in data warehouses that we don’t want to destroy because we don’t know much about its value nor do we know who owns it.

While I don’t totally understand how to retrieve and use this dark data, I am sure some startup company is hard at work developing the application that will one day assist all companies utilize all the data they have captured. Along with being able to analyze it to find out if it has any value or if it should just be destroyed.

*Submitted by: Mary LaFollette, Consultant BCBST*

## *Greater Chattanooga Area Chapter ARMA Board of Directors*

**October 2013 Board Meeting held on November 12, 2013, because of the ARMA International Conference**

The Greater Chattanooga Area Chapter Board of Directors met on November 12, 2013, at The Chattanooga.

### **SUMMARY:**

- Membership is currently at 33
- Will begin using "gmail" email account for Chapter communications
- Future education topics for the Chapter newsletter to include: security features on phones, ID theft, predictive coding for e-discovery, changes to the Federal e-discovery rules
- Chapter Guidelines are ready for distribution to the members
- Ronald McDonald/Candlelighter's list of needed items sent out to Chapter membership
- ARMA Roadshow scheduled for March
- ARMA International 2013 awards: Small Chapter of the Year, Chapter Website of the Year, Rhonda Hazlett as Chapter Leader, Leanne Bostwick as Chapter Member of the Year

Respectfully submitted,

Allison Elmore

## *Greater Chattanooga Area Chapter Treasury Report*

*October 2013*

### Treasurer's Report:

• Money Market	\$2,132.42
• Savings	\$ 25.19
• Checking	<u>\$ 1,181.73</u>
• Net Assets	\$3,339.34
- Beginning checking balance	\$2,493.81
- Deposits:	
- 10/11/2013	\$ 511.00
- 10/23/2013	\$ 105.00

Respectfully submitted,

Victoria Marshall  
Treasurer