



# Choo Choo Chatter



Volume 23, Issue 1

The Official Publication of the Greater Chattanooga Area Chapter

August 2009

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

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## September Meeting

**Program:** 21<sup>st</sup> Century and Speed Networking

**Date:** Tuesday, September 8, 2009

**Location:** UNUM  
500 Walnut Street  
Chattanooga, TN

West Building, Room CHA HOW Asem iRoom 1E

Park in the main Unum parking lot. Enter through the main entrance of the building on your right and sign in at the guard desk.

**Time:** 11:00am – 1:00pm

**Registration:** Members & first time guest \$15.00

**Payment:** Cash or checks are accepted, payable at the door. Make payable to:  
ARMA-Greater Chattanooga Area Chapter

**To RSVP, please call or email no later than 2:00 p.m., Friday, September 4, 2009:**

- Rikki Zengel, (423) 535-4060  
[rikki\\_zengel@bcbst.com](mailto:rikki_zengel@bcbst.com)
- Annie Powell, (423) 424-1305  
[anniepowell@gocarta.org](mailto:anniepowell@gocarta.org)

*\*Reservations not canceled by 2:00 p.m., September 4, 2009, will require payment of the registration fee. 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.*

**TABLE OF CONTENTS IS ON PAGE 2**

COMMITTEE CHAIRPERSONS

- Awards – Scottie Swafford
- Chapter Foundation Champion – Susan Whitmire, CRM
- Communications – Annie Powell
- Education – Leanne Bostwick
- Hospitality – Shari Hixson
- ICRM Liaison – Rikki Zengel, CRM
- Newsletter - Mary LaFollette
- Publicity – Scottie Swafford
- Webmaster - Kevin Tisdel
- Yearbook/Historian – Phyllis Beene



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!

<u>Support the Chapter</u>	<u>Points</u>
<i>Attend Workshops</i>	100
<i>Attend Luncheon Meetings</i>	200
<i>Attend Dinner Meeting</i>	300
<i>Bring a Guest</i>	100
<i>Attend Regional Conf.</i>	400
<i>Perfect Attendance (Sept-May)</i>	500
<u>Support ARMA International</u>	
<i>Attend Annual Conference</i>	200
<u>Get Creative</u>	
<i>Submit article for newsletter (excludes routine notices, etc.)</i>	200
<u>Get Involved Locally</u>	
<i>Be a Board Member</i>	200
<i>Be a Committee Chair</i>	150
<i>Be a Committee Member</i>	100
<i>Attend a Board Meeting</i>	100

## Table of Contents

<b>This Month's Meeting</b>	Cover
<i>SIDE BAR</i> - Officers & Board Members	Cover
<b>Table of Contents</b>	2
<b>Participation Station</b>	2
<i>SIDE BAR</i> - Committee Chairpersons	2
Members Points	2
<b>President's Message</b>	3
<i>SIDE BAR</i> - Newsletter Advertising Rates	3
Newsletter Info	3
<b>Training Depot</b>	4
<i>SIDE BAR</i> - Future Conferences	4
<b>CRM Express</b>	5 - 6
<i>SIDE BAR</i> - ARMA Ed Foundation	5
<b>ARMA Ed Foundation</b>	7
<b>Meeting in Review</b>	8
<b>In the News...</b>	9
<b>Board Meeting Summary</b>	10
<b>Treasury Report</b>	10



## PARTICIPATION STATION

### Members Points

MEMBER	POINTS	MEMBER	POINTS
Akers, Chris		Parris, Norma	
Beene, Phyllis		Patterson, Gail	
Bostwick, Leanne		Pettway, Robert	
Dotson, Tony		Phillips, Matthew	
Hixson, Shari		Powell, Annie	
Jackson, Dennis		Ragland, Mary	
Johnson, Linda		Ramachandran, Ravinder	
Kimbrough, Charles		Scott, Glenda	
Kologek, Ian		Shugart, Jeff	
LaFollette, Mary		Stoddard, Catherine	
Long, Gregg		Swafford, Scottie	
Marshall, Victoria		Teske, Jim	
McEvoy, Laura		Tisdel, Kevin	
Miller, Lorraine		Whitmire, Susan	
Mullins, Ronald		Zengel, Rikki	
Orth, Linda			

**If your points are not reported correctly, please contact Phyllis Beene at psbeene@tva.gov.**

NEWSLETTER ADVERTISING RATES

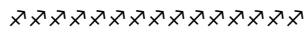
Business Card Size	\$ 5.00
Quarter Page	\$10.00
Half Page	\$20.00
Full Page	\$40.00

Choo Choo Chatter is the official publication of the Greater Chattanooga Chapter of ARMA International and is published monthly in Chattanooga, Tennessee for its members and other Records and Information Professionals.

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 the Association of Information Management Professionals and is offered solely as a source of information. Please direct any inquiries or comments to:

Newsletter Editor  
ARMA Greater Chattanooga Area Chapter  
PO Box 341  
Chattanooga, TN 37401-0341



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.



MEETING & LUNCHEON RATES

Luncheon (members & 1 <sup>st</sup> time visitors)	\$15.00
Luncheon (visitors)	\$16.00
Workshop	\$25.00
Site Visit	\$20.00

PRESIDENT'S MESSAGE

Welcome Back

I want to say *THANK YOU* to every member of the Greater Chattanooga Area ARMA Chapter for sharing your time and expertise to make this another productive and successful year. I am honored for the opportunity to serve as the Chapter's President.

I'd like to acknowledge and thank our new Board members for their dedication and time.

- Kevin Tisdel                      VP Membership
- Annie Powell                     Secretary
- Leanne Bostwick                Director
- Shari Hixson                      Director

Each year we strive to excel and this year will be no different. The annual planning meeting held in late July was a success. The following goals were set for the 2009-2010 year:

- To review and update Chapter by- laws in accordance with ARMA International
- To complete an assessment of Chapter records
- To have a Community Shred Day – April 22, 2010
- To have an educational workshop

For our first meeting, we will bring to you educational information that is offered by ARMA International and social networks.

I am looking forward to this great year, and remember, your suggestions are welcomed for program topics, speakers, and site visits. We also encourage you to invite your friends, co-workers, and vendors to our meetings.

*Victoria Marshall, President  
Greater Chattanooga Area ARMA Chapter*

START PLANNING NOW  
TO ATTEND A FUTURE  
CONFERENCE:

**ARMA  
INTERNATIONAL  
CONFERENCES**

October 15-18, 2009  
Orlando, FL

November 7-10, 2010  
San Francisco, CA

October 16-19, 2011  
Washington, D. C.

September 23-26,  
2012

WHAT IS TAXONOMY?

Taxonomy is the practice and science of classification.

Taxonomy is a method of organizing content. For example, classifying music by genre could generate this list: classical, jazz, rock. A single area such as "classical" might be further classified as concertos, sonatas, symphonies, and so on.

*Source: Drupal website*

TRAINING DEPOT

**October 6, 2009**

National Cemetery – Tour

**November 10, 2009**

Jim Teske – RecordMax

**December 8, 2009**

Charity Benefit

**January 12, 2010**

TBD

**February 9, 2010**

TBD

**March 9, 2010**

Elisha Hodge – TN Open Records

**April 13, 2010**

TBD

**May 11, 2010**

TBD

**June 4, 2010**

Awards and Officer Installation

ARMA International

Greater Chattanooga Area  
Chapter

P O Box 341

Chattanooga TN 37401-0341

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,  
Foundation Chapter Champion,  
for more details or log on to

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

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

Send their name, address and e-  
mail to  
[susan.whitmire@bcbst.com](mailto:susan.whitmire@bcbst.com)

## *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.

***Congratulations to Rikki Zengel who obtained her CRM designation effective July 1, 2009.***

Other Chapter members who continue their studies toward CRM certification include:

Phyllis Beene  
Linda Johnson  
Charles Kimbrough  
Victoria Marshall  
Scottie Swafford

Anybody interested in joining a study group please contact Rikki Zengel at [Rikki\\_Zengel@bcbst.com](mailto:Rikki_Zengel@bcbst.com).

### **ICRM 2010 Winter Exam Schedule**

**Parts 1- 5:**

**February 1-5, 2010**

**Part 6:**

**February 4, 2010**

**Exam Registration:**

**November 18, 2009 – January 28, 2010**

## You're not Alone

In May of 2008, I sat at my desk in San Antonio trying to figure what my goals would be for the coming year. Since I worked in an educational testing company, our years still felt like school; they began in August and ended in May and the summer months were the lull in activity we used to set goals and catch up administrative work. I decided my pursuit would be academic but was faced with a choice; would I pursue a second Masters degree, or the CRM designation? In my estimation, the work involved in either of the two options would be equally challenging.

As I weighed these options, I realized that the truth was I was more afraid of the CRM exams than of another stint in grad school. With the CRM exam, there is no professor to guide you through, no one book that contains all the answers you need for a given course. There is only you, an outline and an extremely long reading list (at least that's what I thought going in). That realization made the decision for me. I would face my fear head on and because I lack the ability to go easy on myself, I set my goal to finish within one year. I typed the goal into our system, submitted it to my boss, and it was set in stone.

I began the application process that day, and if anything my fear only increased, because the application process alone was no cake walk. I began to Google like mad looking advice on how to study; it was then that I found out that the San Antonio ARMA Chapter had a CRM study group mentored by Jenny Baker, CRM. My spirits soared! This would be almost like having a professor and classmates. I sent Jenny an email practically begging to be allowed to join the group. I was welcomed with open arms and began attending study group meetings right away.

I took my first three tests in August and passed two. Part 5 was a bear that I was not prepared for. In November, I retook 5 in addition to part 1, and passed both with the help of my study group. I was flying high. I could see the finish line. Shortly after that I was given the tremendous opportunity to come to Chattanooga and work for BlueCross BlueShield of Tennessee. I was so excited, but a little apprehensive. I had two tests to go and I thought I would be on my own without the study group. That didn't happen though. The group invited me to participate long distance, and I did passing part 2, my final multiple choice test in February.

I registered to take part six in May of 2009. I figured if I failed, I could re-take it in August and still meet my one year personal goal since that was when I took the first test. I called Jenny in San Antonio and she helped me study, giving me advice. I was also very fortunate to be working for another CRM, Susan Whitmire, who gave me advice and prodded me along. She graded my practice tests and gave me pointers. I took the test, and was certain I failed. My time management had been horrible. I waited two months for the bad news and in the last week of June got an email that literally made me squeal at my desk. I had passed, and on July 1, 2009, I could begin using the CRM designation. I had done it and met my one year goal!

None of that would have been possible without my study group and CRM mentors. It felt so good to get that certificate and pin. I was filled with gratitude to all the people who helped me along this journey. I want to share that feeling with my new home the Chattanooga ARMA Chapter. So I am offering to mentor a study group this year. Those interested and willing to put in the work, please email me at [rikki\\_zengel@bcbst.com](mailto:rikki_zengel@bcbst.com)



ARMA INTERNATIONAL  
**EDUCATIONAL  
FOUNDATION**  
RESEARCH · EDUCATION · SCHOLARSHIP

SUBJECT: Reminder: Donations Needed for the AIEF Silent Auction in Orlando

For immediate release: August 25, 2009

Please announce and publicize the following to your chapter members and local colleges

Back by popular demand and expected to be bigger and better than ever, individuals and companies are invited to learn more about this excellent tax deductible opportunity to donate items for the Foundation's Silent Auction at the upcoming ARMA conference in Orlando, FL.

It's a wonderful way to demonstrate support for the Foundation's work, get some great recognition, and add to the fun.

Many chapters contribute small, portable items such as gift cards, and these are extremely popular at the auction. Additionally, we often find that individual chapter members and/or local vendors want to contribute as well. This results in more interesting items to bid on at the auction, without creating any extra burden for a chapter. If you'd consider notifying your membership and including a link to the Foundations donation web page at:

[http://www.armaedfoundation.org/pdfs/2009\\_Silent\\_Auction\\_Donor\\_Form\\_and\\_Instructions\\_2009.pdf](http://www.armaedfoundation.org/pdfs/2009_Silent_Auction_Donor_Form_and_Instructions_2009.pdf)

we'd be very grateful! And so would the hundreds of people who participate in the Silent Auction at conference.

For more information, or to submit a donation form, go to: <http://www.armaedfoundation.org/>

Then scroll down to the section titled, "**The Foundation Silent Auction**", and click on the links imbedded in the text.

Suggested items for donation are listed, below.

If you have any questions, please let us know.

Pilar C. McAdam, CRM  
Trustee and CFC Coordinator  
ARMA International Educational Foundation  
pwshimer@comcast.net

#### SUGGESTED ITEMS FOR DONATION

- Travel, i.e. airline ticket vouchers
- Vacation destination, such as time share at the beach, cabin in the mountains
- Small electronics, e.g., iPod, camera, iPhone
- Spa or Beauty treatments
- Gift cards - i.e AMEX, iTunes, VISA
- Professional publications/books
- Jewelry
- Signed memorabilia
- Wine or gift certificates for direct shipment from wineries
- Decorative items (i.e. art, wood carving, pottery)
- Pro Team jersey/memorabilia

*Meeting in Review*

*Annual Awards Dinner and Office Installation*  
Members enjoying themselves!



## *In the News . . .*

### Going Green - The Paperless Office

I first heard about the paperless office when I was in high school taking Office Practice to learn to be a secretary. Many years have passed and the paperless office is still not a reality. Today we hear about companies going green to save the environment. How about going green in the office?

Paper is not going away any time soon although we have many new ways to find and view information such as the World Wide Web which allows us to view documents on another's computer. Many times we print what we find and also save it in e-form. Email allows us to send messages so we don't need to send paper letters but in many organizations emails alone cause an average of 40 percent increase in paper consumption.

Going green or transferring records from paper to computer based not only saves money but also time and improves efficiency. The electronic filing system also known as the file plan allows for the filing of like documents in a structured environment. That means keeping only one copy of the e-document in the department because everybody will know where to find it when needed. Going green also means efficiency in obtaining, accessing, sharing and storing of e-documents.

Going green in the office is not something everybody will embrace. Training and education will be needed to re-engineer not just one way of filing e-documents but many because of the free spirits who have their own unique way of filing e-documents. So how do we sell the concept? By providing user-friendly technology that allows the associate to work without paper and proves to be more efficient will help the associates see the benefit of having a uniform filing system. Having a file plan of how the e-records will be filed in the electronic filing system will make acceptance and transition to a paperless office easier.

Going green is a new way of looking at an old concept – going green in the paperless office.

*Mary LaFollette*  
*Editor*

***Greater Chattanooga Area Chapter ARMA Board of Directors***  
**Board Meeting Summary**  
**July 27, 2009**  
**8:30 a.m. - 11:30 a.m. – Unum**

The Greater Chattanooga Area Chapter Board of Directors held their 2009-2010 Planning Meeting on July 27, 2009.

The 2009-2010 Goals were set:

- Review and update Chapter By Laws in accordance with ARMA International recommendation and complete assessment of chapter records
  - Locate and consolidate all records; apply retention schedule
  - Utilize website as chapter resource for maintaining records
  - Research Chapter Officers structure with ARMA International By-laws
- Special Project: Shred Day for community event (April 22, 2010)
- Educational Workshop: Facebook, LinkedIn, ARMA (International, South East, Chapter and ARMA Education Foundation) websites, List Serv. , Self Assessments and other tools.

The following committee chairs and liaisons were appointed:

- Hospitality – Shari Hixson (name badges will be handled by Norma Parris)
- Communications/Contact – Annie Powell
  - Norma Parris and Mary LaFollette/Rikki Zengel, CRM
- Publicity – Scottie Swafford
  - Newsletter – Mary LaFollette
  - Public Relations – Scottie Swafford
  - Website – Kevin Tisdell
- Education – Leanne Bostwick
- Yearbook/Historian – Phyllis Beene
- Liaisons
  - ICRM – Rikki Zengel, CRM
  - Chapter Foundation Champion – Susan Whitmire, CRM

***Greater Chattanooga Area Chapter Treasury Report***

***July 27, 2009***

**Treasurer's Report: Year-end balance**

○ Money Market	\$5,100.82
○ Savings	\$25.19
○ Checking	<u>\$1,289.14</u>
○ Net Assets	\$6,515.15