



Choo Choo Chatter



Volume 23, Issue 2

The Official Publication of the Greater Chattanooga Area Chapter

September 2009

www.chattanooga-arma.org

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SE Region Coordinators
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Leanne Bostwick
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LLC
423—265-8836

October Meeting

Program: Tour of Records Center of the National Cemetery - Where are the bodies buried?

Date: October 6, 2009

Location: Lunch at Wally's 1600 McCallie Ave, Chattanooga TN - and then proceed to the National Cemetery after lunch.

Time: 11:00am – 1:00pm

Registration: Members & first time guests \$15.00

Returning guests \$16.00

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., October 2, 2009:

- Rikki Zengel, (423) 535-4060
rikki_zengel@bcbst.com
- Annie Powell, (423) 424-1305
anniepowell@gocarta.org

**Reservations not canceled by 2:00 p.m., October 2, 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.*

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

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PARTICIPATION STATION

Members Points

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

If your points are not reported correctly, please contact Scottie Swafford.

NEWSLETTER ADVERTISING RATES

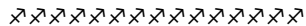
Business Card Size	\$ 5.00
Quarter Page	\$10.00
Half Page	\$20.00
Full Page	\$40.00

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 st time visitors)	\$15.00
Luncheon (visitors)	\$16.00
Workshop	\$25.00
Site Visit	\$20.00

PRESIDENT'S MESSAGE

Networking – Social & Professional

All age groups are becoming more involved in social networking whether it is for professional or social reasons. Either way, it is a great way to contact old friends, old coworkers or to meet new friends.

At the September Greater Chattanooga Area Chapter meeting, Gregg Long and Kevin Tisdell introduced our networking sites on Facebook and LinkedIn. These sites were created as a collaboration tool to share ideas and information with our peers that may be faced with some of the same issues or situations that you may be facing. The sharing of information allows others to offer a fresh perspective or an alternative in handling your issues or perhaps to your current processes. These networking sites were created for your use, so please visit and join these groups. We also encourage you to invite your co-workers and friends to join.

Also introduced at our last meeting was the changing of the program format. At the beginning of each meeting, we want to introduce resources or educational information to the Chapter. This information could be from, as stated above, social networks, web seminars, or various tools offered by ARMA International. Please provide your ideas concerning what type of educational information you would like introduced or information that you would like to share at our monthly meetings. Your suggestions can be sent to me or Gregg Long.

I look forward to seeing you at our October meeting: Tour of the National Cemetery Record Center.

*Victoria Marshall, President
Greater Chattanooga Area 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

November 10, 2009

Jim Teske – RecordMax

December 8, 2009

Charity Benefit

January 12, 2010

**Jesse Wilkins/Access Sciences
Web Meeting**

February 9, 2010

**Steve Cox
The University Archives & Special Collections at UTC**

March 9, 2010

**Elisha Hodge
TN Open Records**

April 13, 2010

**Thomas Odure
Enhancing your RIM Program through Process Management**

May 11, 2010

Iron Mountain Site Visit

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

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

Send their name, address and e-

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.

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

Phyllis Beene
Linda Johnson
Charles Kimbrough
Victoria Marshall
Scottie Swafford

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

ICRM Fall Exam Cycle is just around the Corner . . .

Fall exam registration is open now through Pearson VUE. Registration will end on October 29, 2009. The Fall Exam Cycle is as follows:

Parts 1- 5 November 2 – 6

Part 6 November 5

The Chattanooga testing Center has closed, so in addition to studying hard, getting a good night's sleep and eating a good breakfast, you're going to have to plan ahead. The five closest testing centers as provided by the Pearson VUE website are below.

<u>Test Center</u>	<u>**Distance</u>	<u>City</u>	<u>State/Province</u>
Tennessee Technology Center at Shelbyville	69.7	Shelbyville	Tennessee
Virginia College	76.8	Huntsville	Alabama
Epic Technologies, LLC	77.3	Cookeville	Tennessee
Oakwood College Technology Certification	79.1	Huntsville	Alabama
PC101	79.3	Canton	Georgia

I took part six in Atlanta this past May, and with a bit of prior planning, it all worked out fine.

In the next edition of the newsletter, I will provide details for a study group. For those of you taking a test in November, good luck!

If you have any questions or just need to talk about your anxieties in the mean time, I'm here for you, rikki_zengel@bcbst.com.



EDUCATION CORNER

Need a good bargain on a hard drive?

You may get more than you bargained for if you buy a hard drive for your computer through eBay or computer auctions. In two independent studies, computer hard drives were purchased from online sources and scoured to see what types of information could be found on these second-hand bargains. The outcome of the studies proved interesting.

Kessler International, specialists in computer forensics, purchased 100 hard-drives off of eBay and found that of the 100 discs, 40 contained data. The information included personal, corporate documents, financial information, e-mails and photos. Frighteningly, while Kessler did use forensics to recover the information off of some of the discs, others required no special recovery efforts to view (Mearian).

A study conducted by BT Security Research Centre, also revealed startling results. Of 300 hard drives purchased, 34% contained data that could be linked to an individual, company or organization. Some of the information recovered included top secret U. S. missile defense information belonging to Lockheed Martin and medical records that had been held by Lanarkshire NHS Trust for two hospitals. When contacted, Lockheed Martin was unaware of any loss of information, and Lanarkshire stated that at the time of disposal, they had a contract with an outside disposal company. The disposal company did not use proper methods to dispose of the hard drives; prompting Lanarkshire to discontinue outsourcing and instead destroy hard drives on-site (Ragan).

These examples underscore the need to have good destruction standards. NISC, the National Institute of Standards and Technology, provides guidelines for how computer components should be disposed of. Based on a three-tier approach to disposal – clear, purge, or destroy, the guidelines recommend that media should be overwritten using agency-approved validation overwriting technologies, degaussed, or destroyed by shredding, disintegrating or pulverizing. The NISC media sanitation guidelines also stress the importance of having good documentation of how media was sanitized, when, and final disposition. Maintaining good documentation and having a clear understanding of how disposal companies destroy computer components are good precautions in safeguarding corporate information (Kissel).

Leanne Bostwick, BCBST

Kissel, Richard, Xing Li, Matthew Scholl, and Steven Skolochencko. "Guidelines for Media Sanitation." NIST, 2006. Web. 22 September 2009

< http://csrc.nist.gov/publications/nistpubs/800-88/NISTSP800-88_rev1.pdf >.

Mearian, Lucas. "Survey: 40% of hard drives bought on eBay hold personal, corporate data."

ComputerWorld, 10 February 2009. Web. 22 September 2009

<http://www.computerworld.com/s/article/9127717/Survey_40_of_hard_drives_bought_on_eBay_hold_personal_corporate_data>.



Meeting in Review

Presenter:	Gregg Long & Kevin Tisdal
Date:	September 8, 2009
Topic:	21st Century & Speed Networking
Written by:	Ian Kologek, BCBST

Be Social.

The Chapter also had the pleasure of hearing two very fine presentations from two of our very own. Kevin Tisdale walked us through the ins and outs of LinkedIn – a networking site geared toward the business professional. Gregg Long provided a nice overview of Facebook, a site more oriented to social and informal networking. The tools were presented objectively, and time was taken to discuss both the advantages *and* inherent dangers of online networking. The benefits of course come with the opportunity to connect (or re-connect) with like-minded folks, and to have relative access to secondary connections and beyond, and so on. Some of the more alarming aspects included – well, the fact that everything one chooses to post could potentially live on indefinitely, and perhaps ultimately to one’s detriment.

Be Succinct.

The Chapter gathered in September for a crash-course in speed-networking. Essentially, the members gathered into groups of three or four where each person could spend a couple of minutes to introduce and discuss a challenge currently being addressed in his or her RIM program. The time allowed the members some brief insight into the other perils being faced within the profession and, perhaps more so, became an exercise in brevity that ultimately provided the group with a useful introduction to one another within the context of Records and Information Management.

The presentations and networking exercise served to get us thinking about the ever-growing cache of information out there “in the cloud”, as well as the ever-shrinking world in which we live – a truly valuable awareness to have in our profession.

Thanks to Kevin and Gregg for leading the way in what proved to be an hour-and-a-half well spent.

In the News . . .

Excerpts from the article:

What works: Benefit from Enterprise Collaboration By Jesse Wilkins & AIIM Infonomics

Every day another organization sets up a fan page on Facebook or creates a Twitter account. And these tools can provide a lot of value to the organization when used effectively. But what does that mean? Here are some tips for getting the most benefit from social networking and collaboration tools.

Update the policy. Every organization has policies on the appropriate use of email, the Internet, and other communications tools. That policy should be updated to reflect the unique challenges these collaborative tools create, including security, privacy, access during working hours, and commenting on third-party websites and posts.

Know how your users are using the tools. The policy is a good starting point but in the Twitter era organizations need to know what their employees and managers are saying in public. There are a number of ways to monitor for mentions of your brand or to monitor specific accounts, including RSS, search engine alerts, or even built-in alerts from the tools themselves.

Fill out your profile. People want to know who you are. If you're an official representative of the organization, indicate that. If not, indicate that – but recognize that you'll still reflect on your company if you behave inappropriately.

But be careful of what information you provide – for two reasons. First, too much information can lead to identity theft of the individual user. Second, some users will maintain different profiles across different tools – more professional on LinkedIn or Information Zen, more relaxed on Facebook. Search engines will find both profiles – especially if you use similar names across networks. Keep it professional.

Gather metrics on usage. Many of these tools can gather basic metrics; and the enterprise versions often provide detailed analytics. It's not impossible to determine the ROI of a particular tool.

Consider enterprise tools. These tools provide better security, integration into your identity infrastructure, more control over the implementation model, better integration into other line-of-business applications, and better ability to archive or export if needed.

You should also recognize, however, that your customers, peers, and constituents are also looking for you on the public/commercial tools like Facebook and Twitter. At some point if you don't have a presence there, they will start to wonder whether you “get it.” And in the meantime, you may come to find that a cybersquatter has set up shop under your name and is ostensibly publishing on your behalf.

The bottom line is that you already have people in your organization who know the tools and are willing to use them on behalf of the organization. Find them, make sure they understand what is expected of them, and let them engage.

Reprinted with permission from Jesse Wilkins (jwilkins@accesssciences.com), a principal consultant with [Access Sciences](http://www.accesssciences.com) (www.accesssciences.com).

Greater Chattanooga Area Chapter ARMA Board of Directors

**August Board Meeting
Tuesday, August 25, 2009
7:30 am – 9:00 am – Wally's Restaurant**

New Business

ARMA International Conference – This will be held October 15-18, 2009 in Orlando, Florida. Victoria Marshall will be attending, and Scottie Swafford will determine whether he is attending soon. It was stated that the early bird registration ends Friday, August 28, 2009. Susan will be attending as well as Mary and Ian from BlueCross BlueShield of TN.

Put together a committee to work on Shred Day – **Action Item: C. Akers will begin assembling a committee to work on Shred Day.**

Regional Education Conference – This will be held April 21-23, 2010 in Safety Harbor, FL

Utilizing Southeast Regional Website for meeting dates – **Action Item: K. Tisdell will coordinate with L. Johnson on having the Chapter meeting dates added to the Southeast Regional website.**

Silent Auction Donation for ARMA Educational Foundation – Typically this donation is for \$50, and in the most recent past has been a "Chattanooga" basket. Suggestions for this year's donation include a coupon for next year's conference in San Francisco or dinner at a San Francisco restaurant. An alternative suggestion was to donate something related to Volkswagen. This needs to be determined prior to the next Board meeting. Follow-up will be conducted either at the chapter meeting, through e-mail, or a conference call.

December Program – G. Long was provided a list of suggestions. It was suggested that it would be good for public relations if the Chapter was see doing something such as volunteering at the community kitchen. S. Hixson indicated that she had contacts at some of the radio stations and Channel 3 if the chapter wanted to coordinate with them once the program was chosen.

Next Board Meeting will be at Wally's on September 29, 2009 – 7:30 am

Respectfully submitted,

Annie Powell
Secretary, Greater Chattanooga Area Chapter

Greater Chattanooga Area Chapter Treasury Report

July 31, 2009

Treasurer's Report:

- Money Market \$5,103.55
- Savings \$ 25.19
- Checking \$1,538.40
- Net Assets \$6,667.14

