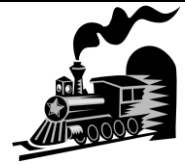




# Choo Choo Chatter



**Volume 25, Issue 3**

The Official Publication of the Greater Chattanooga Area Chapter

**November 2011**

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

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## December Meeting

**Program:** 2011 Christmas Program

**Speaker:** ARMA GCAC Service Program

**Date:** December 13, 2011

**Location:** The Chattanooga  
1201 Broad Street  
Chattanooga, TN 37402

**Time:** 11:30 – 1:00pm

**Registration:**

Members	\$18.00
Guests	\$20.00

To RSVP, please call or email no later than 2:00 p.m., November 3, 2011:

- Allison Elmore, (423-336-4616)  
[maelmore@olin.com](mailto:maelmore@olin.com)
- Lorraine Miller, (423-336-4381)  
[LMMiller@olin.com](mailto:LMMiller@olin.com)

*\*Reservations not canceled by 2:00 p.m. November 3, 2011, 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*

**COMMITTEE CHAIRPERSONS**

- Awards – Scotty Swafford
- Chapter Foundation Champion – Susan Whitmire, CRM, FAI
- Communications – Annie Powell
- Education – Ian Kologek
- Hospitality – Laura McEvoy
- ICRM Liaison – Gregg Long, CRM
- Newsletter – Leanne Bostwick
- Publicity – Ron Mullins
- Webmaster - Kevin Tisdell
- Yearbook/Historian – Victoria Marshall



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**

<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

**Support ARMA International**

<i>Attend Annual Conference</i>	200
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**Get Creative**

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

**Get Involved Locally**

<i>Be a Committee Chair</i>	150
<i>Be a Committee Member</i>	100
<i>Attend a Board Meeting</i>	100

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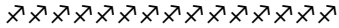
**PARTICIPATION STATION**

**Members Points**

MEMBER	POINTS	MEMBER	POINTS
Beene, Phyllis	400	Patterson, Gail	0
Bostwick, Leanne	400	Pettway, Robert	0
Chesley, Rikki	400	Powell, Annie	600
Elmore, Alison	400	Ragland, Mary	0
Freeman, Deborah	0	Ramachandran, Ravinder	200
Hazlett, Rhonda	800	Ray, Amber	800
Hixson, Shari	600	Scott, Glenda	0
Jackson, Dennis	600	Shugart, Jeff	0
Johnson, Linda	800	Stoddard, Catherine	200
Kimbrough, Charles	0	Swafford, Scottie	600
Kologek, Ian	1000	Tisdell, Kevin	600
LaFollette, Mary	1000	Whitmire, Susan	800
Long, Gregg	600		
Marshall, Victoria	800		
McEvoy, Laura	350		
Miller, Lorraine	600		
Mullins, Ronald	200		
Parris, Norma	0		

**NEWSLETTER ADVERTISING RATES**

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

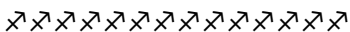


Choo Choo Chatter is the official publication of the Greater Chattanooga Chapter of ARMA International and is published monthly in Chattanooga, TN, for its members and other Records and Information Professionals.

Leanne Bostwick, Editor  
423-535-7247

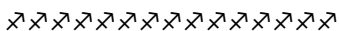
The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or ARMA and is offered solely as a source of information. Please direct any inquiries or comments to:

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)	\$18.00
Luncheon (visitors)	\$20.00
Workshop	\$25.00
Site Visit	\$20.00

**PRESIDENT'S MESSAGE**

*Thinking of cutting RIM in a tough economy?*

*Is it worth the risk?*

Stop me if you have read this before.. some of the first things that get cut during an economic down turn are "noncritical" resources. Resources involving compliance, quality, and records management. With records management, when this occurs, companies do not feel the impact until something goes wrong. Things like;

- We found the records box, but the record is not there – and we don't know where it is
- We stored that information on a server but they just replaced the server – the older server was wiped and the information is gone
- We had to produce an 11 year old draft memo with inculpatory comments that were not used in the original – the employee failed to follow the retention policy
- We cannot find the box because the box was not properly received into the warehouse – it could be anywhere

At this point, those "noncritical" resources could become incredibly important. The cost of noncompliance in these situations would potentially be rather large.

As RIM professionals it is our duty to point out to our management the pitfalls inherent in cutting mission critical functions from your records management program. This means staying abreast of what is happening in the RIM profession. Keeping track of news articles, blog posts, etc. that have information concerning companies which experience the cost of noncompliance first hand. I have been tracking these types of stories for years now and let me tell you the cost of noncompliance is going up.

One source of RIM information available to you is our Chapter's members. When you attend chapter meetings you will have easy access to a wealth of experience in facing and addressing RIM issues. We invite you to attend the chapter meetings and network with your fellow RIM professionals. What you learn at one of our meetings may help you keep the cost of noncompliance down at your company.

As always, please let me know if you have any questions, comments, or concerns. Thank you for your continued membership and support of the Greater Chattanooga Area ARMA Chapter.

*Kevin Tisdell, President*  
*Greater Chattanooga Area Chapter*



Member of the Month

## ***Phyllis Beene***

I'm told that as a toddler, I could entertain myself endlessly by crumpling up a sheet of paper and tossing it into the air. Then I would smooth it out to admire before repeating that process over and over. So maybe I was destined for records management at an early age, but I didn't get into that field until much later in my life, and I certainly didn't plan for that when I finished Kent State University with a B.S. degree in Consumer Services. I wanted to work as an Extension Agent with the Department of Agriculture, where I had interned, but the job requirements changed, and it now took a Masters Degree to be considered for that position. Since it took me 5 years to get a B. S. degree, I wasn't interested in more schooling. I just wanted to work and start paying off those student loans! Unfortunately, the bottom had just dropped out of the steel market and some areas around Youngstown, Ohio, where I lived, had unemployment rates close to 25%.

I moved to Chattanooga and took a job at TVA analyzing computer printouts, but when that job was eliminated in 1988, I was forced to seek other work. When I was offered a position as Records Officer for Sequoyah Nuclear Plant, I thought that sounded like the most boring job in the most boring place in the world, but I figured I could stick it out for a year or so and then find something else. In the meantime, there was so much to learn! Being such a regulated industry, those nuclear folks take records management VERY seriously. My new boss firmly informed me that I needed to attend ARMA events, and after my first meeting, I could see why! The excellent programs and workshops gave me exactly what I needed, and the more I learned, the more I loved it!

I got involved in the chapter activities, serving as newsletter editor, VP of programs and Chapter President. ARMA's Industry Specific Groups (ISGs) provided a way to connect with other ARMA people in the same industry, and Chairing the Federal Government ISG for 2 years was a real honor. The experience in coordinating arrangements for our annual meeting of 100 folks spread across the country was a lesson in herding cats in the days before people carried cell phones, and office workers were still adjusting to having a PC on their desks. At one Federal ISG annual meeting, an attendee said, "Once they put a computer on everyone's desk, we ALL became records managers!" She was absolutely right, and I think it is one of the most profound statements I've ever heard about that key shift in records management.

In the 13 years I spent at the nuclear plant, my job duties morphed as we transformed the plant document management system from paper to an electronic system and implemented an electronic records vault. Libraries became virtual, Enterprise Content Management (ECM) and workflow became part of our vocabulary, and records management became RIM. I'm now an IT project manager, but my records hat is often in use as I make sure my project information is properly managed and submitted into the records system. I still get calls from former co-workers who know of my records background, so I stay current on TVA's policies and the industry, but I've learned that those conversations about implementing new technology always go back to the basic principles, so that records management foundation has been invaluable.

When I'm not at work or ARMA, I love spending time with my 2 daughters, although I now have to travel to Boston to see my younger one. I also love to garden, cook, knit, read, and scrapbook. See, there's that fascination with the printed word and information again, so maybe it was destiny, after all! It has been a rewarding field, and ARMA has also been very rewarding, whether it is learning something new at a meeting, being part of 6 consecutive COTY awards, seeing far off friends at conference, or getting leadership opportunities. There is always more more to learn, and I still find paper as fascinating as I did when I was young. But now, thanks to ARMA, when I am done crumpling and smoothing my paper, I've learned there are more disposition options than just wadding it up and tossing it!

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

**ARMA  
INTERNATIONAL  
CONFERENCES**

September 23-26, 2012  
Chicago, IL

October 6-9, 2013  
Orlando, FL

**Couldn't go to the  
ARMA International  
Conference?**

Even if you couldn't attend the conference in person, ARMA International has made recordings of some of the sessions available for a small fee.

Follow the link below to see what webinars are available. In addition to sessions from the 2011 ARMA International Conference, there are webinars focusing on a variety of topics offered.

<https://www.arma.org/eweb/DynamicPage.aspx?webcode=ARMAISeminarArchive>

# TRAINING DEPOT

December 13, 2011  
2011 Christmas Program

January 10, 2012  
How to Apply/ Manage Hold Orders

February 14, 2012  
TBD

March 13, 2012  
Web Meeting

April 10, 2012  
Business Meeting

May 10, 2012  
Officer Installation & Awards Dinner



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)

<<<<00000000>>>>

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

Send their name, address and e-mail to:

[Leanne\\_Bostwick@bcbst.com](mailto:Leanne_Bostwick@bcbst.com)

"Change is such hard work."

**Billy Crystal**

## 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  
Charles Kimbrough  
Victoria Marshall  
Scottie Swafford

### ICRM 2012 Exam Schedule

#### Winter Registration

November 28, 2011 – February 2, 2012

Parts 1-5, Feb. 6-10, 2012

Part 6, Feb. 16, 2012

(CRM continued)

## PR, Marketing and Professional Development

We appointed Stephen M. French, MMC, CRM, as the Institute's Newsletter Editor. Please join me in congratulating Stephen on his new position, he has already proved to be a valuable addition to our leadership team!

2011 was a busy year for the ICRM as the Board of Regents began to work on some of the first initiatives contained in the new Strategic Business Plan. In support of those initiatives and related decisions, there were many activities generated for PR, Marketing and Professional Development.

In response to the changes that were made in the qualification standards, effective August 31, 2011, all of the ICRM publications and website copy was updated to reflect the revised information.

In preparation for the deployment of the Institute's licensed CRM Examination Preparation Product in January of 2012, new sections have been developed on the ICRM website to accommodate future communications, publications and all related activities. An E-Newsletter for Candidates will be launched before or during the product deployment.

For those attending the Chapter Luncheon at the 2011 ARMA International Conference, or the Annual Reception, there will be formal presentations provided on the CRM Examination Preparation Product. Brochures will be provided during these events as well as the ICRM Booth. It has been awesome to work with many of the ARMA chapters to test this product pre-launch, and to build on the early work of some great Regent and CRM efforts in the field concerning exam preparation activities. We look forward to working with many of you in the near future to ensure the ICRM licensed CRM Examination Preparation Product is a success for all relevant stakeholders.

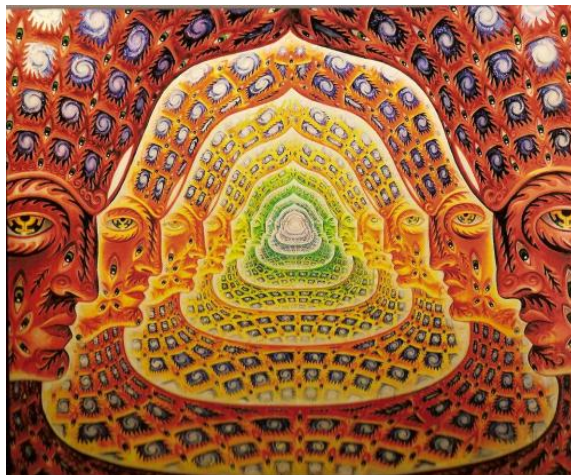
As an observer viewing the process of what it takes to maintain the certification process for the ICRM, I can say two things without hesitation, it's a ton of work and we can be very confident of the standards that are in place to ensure the exams stand on their own!

We've planned a great Annual Reception that includes a free gift for all attendees, a drawing and a wonderful opportunity for CRMs and Candidates to meet one another, network and celebrate achievements. Please do not hesitate to contact me if you have questions on the CRM Examination Preparation Product or the Institute's recent and future marketing efforts.

-- Rae Lynn Haliday, MBA, CRM  
ICRM Regent for PR, Marketing and Professional Development

[Reprinted from ICRM ProfessioNotes Summer 2011](#)

## EDUCATION CORNER



**If you aren't in over your head, how do you know how tall you are?  
T.S. Eliot**

Humans are built to self-assess. We absorb information, compare it to what we already know, and compute some new result – what we now know. At times we are quite conscious of these calculations, though most of them take place well under our radar. Now try and imagine that at the end of each year, you receive a request that goes something like this: “So, um...by next month, could you give me a summary of all you've learned this year? Just a few simple paragraphs and a chart will do. Nothing special. That'd be great. Thanks.” Well, good luck.

Here is a resource made available by ARMA International. The RIM Self-Assessment Tool is designed to summarize progress in all facets of the RIM program. To allow for baseline, follow-up and gap assessments, the scoring system targets individual aspects, and provides a cumulative score for the overall health of the program.

<http://www.arma.org/competencies/index.cfm>

## *In the News . . .*

### **Exactly what is Social Media?**

No matter what technical/professional magazine we pick up social media seems to be one of the main topics such as mitigating legal risks or IT's and Records Management roles in managing social media. So in basic terms what is social media?

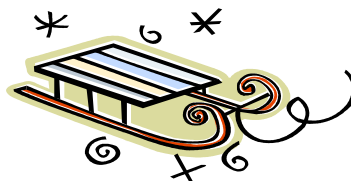
Social media can be defined as an instrument used to communicate which also allows for interaction while giving out information. Unlike other forms of communications such as a newspaper, TV, or radio, social media allows two-way communication – giving information and letting you give your opinion of what you are receiving in the form of comments and/or recommendations or sometimes voting on something.

Social media utilizes functional building blocks that help the social media creators understand the engagement needs of its users – in other words, what is it that the end user really wants to know and use. There are seven functional building blocks – identity, conversations, sharing, presence, relationships, reputation and groups. The creators of social media sites use whatever building blocks they need to supply what the end user wants to utilize and receive.

Social media has the capability to reach both small and large audiences with little or no cost to the end user; most sites are easy to use with many sites allowing instantaneous responses; content can be changed depending on the comments or simple editing of what is posted.

Yes, social media has a place in all our lives. We use it to stay closely and immediately connected with people around the world without limitations as to how much we post and our posts can contain text, audio, video, or photos. Some types of social media that we may use outside of work include but not limited to YouTube, Facebook, Flickr, Twitter, virtual game worlds such as World of Warcraft. Social media is definitely here to stay and for us to use in both the work place and at home.

**Mary LaFollette**  
**Consultant, BCBST**



*Greater Chattanooga Area Chapter ARMA Board of Directors*

**November 2011 Board Meeting**

The Greater Chattanooga Area Chapter Board of Directors met on November 29, 2011, at Wally's Restaurant.

## *Greater Chattanooga Area Chapter Treasury Report*

*November 2011*

### Treasurer's Report:

- Money Market     \$5,146.12
- Savings             \$ 25.19
- Checking            \$1,962.60
- Net Assets          \$7,133.91

Respectfully submitted,

Rhonda Hazlett  
Treasurer