



Choo Choo Chatter



Volume 25, Issue 2

The Official Publication of the Greater Chattanooga Area Chapter

October 2011

www.chattanooga-arma.org

SE ARMA Region Mgr
Linda Johnson

SE Region Coordinators
Linda Johnson
Susan Whitmire, CRM, FAI, Treasurer

Chairman of the Board
Victoria Marshall
Blue Cross Blue Shield
423/535-6560

President
Kevin Tisdell
Shaw Industries Group, Inc.
706/275-1177

VP Programs
Scottie Swafford
Unum
423/294-1529

VP Membership
Annie Powell
CARTA
423/629-1411

Secretary
Shari Hixson
RecordMax Chattanooga, LLC
423/265-8836

Treasurer
Rhonda Hazlett
Olin Corporation
423/336-4053

Directors:

Gregg Long JD, CRM
CJ Enterprises, Inc.
423/316-5554

Ron Mullins
Unum
423/294-8397

Laura McEvoy
Blue Cross Blue Shield
423/535-6571

November Meeting

Program: Electronic Content Management Technologies

Guest Speaker: Anthony Miller, founder of Memeria Inc

Date: November 8, 2011

Location: Unum – East Building
500 Walnut 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
- Lorraine Miller, (423-336-4381)
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 necessary business expenses.*

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 Tisdel
- 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
---------------------------------	-----

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

TABLE OF CONTENTS

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

PARTICIPATION STATION

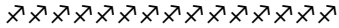
Members Points

MEMBER	POINTS	MEMBER	POINTS
Beene, Phyllis	200	Patterson, Gail	0
Bostwick, Leanne	200	Pettway, Robert	0
Chesley, Rikki	200	Powell, Annie	400
Elmore, Alison	400	Ragland, Mary	0
Hixson, Shari	400	Ramachandran, Ravinder	200
Jackson, Dennis	400	Ray, Amber	600
Johnson, Linda	600	Scott, Glenda	0
Kimbrough, Charles	0	Shugart, Jeff	0
Kologek, Ian	600	Stoddard, Catherine	0
LaFollette, Mary	600	Swafford, Scottie	400
Long, Gregg	400	Tisdel, Kevin	600
Marshall, Victoria	600	Whitmire, Susan	0
McEvoy, Laura	150		
Miller, Lorraine	400		
Mullins, Ronald	200		
Parris, Norma	0		

If your points are not reported correctly, please contact Phyllis Beene.

NEWSLETTER ADVERTISING RATES

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

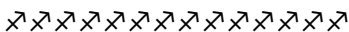


Choo Choo Chatter is the official publication of the Greater Chattanooga Chapter of ARMA International and is published monthly in Chattanooga, TN, for its members and other Records and Information Professionals.

Leanne Bostwick, Editor
423-535-7247

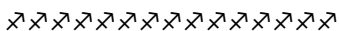
The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or ARMA and is offered solely as a source of information. Please direct any inquiries or comments to:

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

PRESIDENT'S MESSAGE

Impressions

Several of us have just returned from the ARMA International conference in Washington D.C. This was my first chance to attend after 8 years involvement in the records management profession. I was truly impressed with the wide range of topics and the quality of the presentation and presenters. I highly recommend attending if you can.

This year there was a continued push for the adoption and use of GARP. A new thread, at least for me, was the movement of our profession from Records Information Management to Records Information Governance (RIG). RIG seems to be a natural progression of thought for how businesses treat business records, and ARMA is at the forefront in designing and defining what this will mean in the business, legal, RIM, and IT areas. We will try to have an educational session concerning RIG in the future.

On another note, one of the things that has impressed me with our Chapter is that we are not only involved in the records management profession, but we also involve ourselves in the community. This year our Chapter is sponsoring the Chattanooga Ronald McDonald house as part of our community service project. Boxes will be available at the Chapter meetings October-December to collect non-perishable single-serving food items/toiletries as well as small (less than \$5) various age-group gifts (stuffed animals, puzzles, coloring books, etc.). Monetary donations will also be accepted at the Chapter meetings and on the Chapter's website.

As always, please let me know if you have any ideas for future topics for Chapter programs or ideas that will help us meet our goals for the coming year. Thank you for your continued membership and support of the Greater Chattanooga Area ARMA Chapter.

Kevin Tisdell, President
Greater Chattanooga Area Chapter



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

**ARMA
INTERNATIONAL
CONFERENCES**

September 23-26, 2012
Chicago, IL

Member of the Month

Leanne Bostwick

I started my professional career as a computer programmer – first with Hamilton County and then moving on to work with Olan Mills. Eventually I decided it was time to make a career change. I went back to school, ultimately obtaining a Bachelor of Arts degree in English from UTC and a Master of Science degree in Information Sciences from UTK. While I was still working on obtaining my degrees, I started working for BlueCross BlueShield of TN and upon graduation was able to transition into the newly formed Records Management dept. at BCBST.

I am enjoying my career in RIM and meeting fellow RIM professionals through ARMA.

TRAINING DEPOT

December 13, 2011
2010 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, 2011
Officer Installation & Awards Dinner



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

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

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

<<<<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)

The wisdom below could be applied when working on a Retention Schedule!

“A little simplification would be the first step toward rational living, I think.”

Eleanor Roosevelt

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 2011 Exam Schedule

Fall Registration

August 19, 2011 – November 3, 2011

Parts 1-5, Nov. 7-11, 2011

Part 6, Nov. 17, 2011

(CRM continued)

Introduction to Twitter

(First in a Three Part Series)

The world is a-twitter about Twitter. Every newscast now asks and commentator now asks you to follow them on it. Shaquille O'Neal is there, and so is President Obama; Lady Gaga and Justin Bieber have more than 10 million followers; and even the President of ARMA International has joined the party. So what's the big deal about Twitter?

What are you doing?

If you're not familiar with Twitter, it's a Web-based service that invites its users to answer the question, "What's happening?" When Twitter first came online, the question was a more directed, "What are you doing?" The catch is that you only get 140 characters to do this. That may not seem like a lot of space, but it's based on allowing users to update their status with text messages from their phones. SMS has a 160-character limit, and Twitter keeps 20 characters of that for your username.

Here's a better definition of Twitter that comes from Ari Herzog. Ari is a social media consultant, writer, and marketer, and when his barber asked what Twitter was, he responded, "It is part text messaging and part blogging, with the ability to update on your cell phone or computer, but constrained to 140 characters." Note that this definition is itself 140 characters - belying the belief that Tweeting requires users 2 use txtspk.

One of the reasons Twitter has grown so rapidly is that it can be updated using your phone's text messaging capability, through the website itself, through a client on your smart phone, through desktop-based clients, by linking Twitter to other websites like Facebook or your blog, by email or instant messaging, or even through another application or service.

Twitter users can follow other users, but it doesn't have to be reciprocal; as of the end of September 2011, I follow 948 people, while 2,311 people follow me. There are a number of reasons for that, but one of the key aspects of Twitter is this asymmetrical model where you can follow whoever you want and see what they are saying, and anyone else can do the same for your Twitter stream.

You can make your updates private, but it's not nearly as useful that way, and I don't generally ask to follow accounts set to private unless I really know that person well.

The business case for Twitter

So let's go back to Ari's definition of twitter as a mix of texting and blogging. Twitter enjoys the immediacy and simplicity of texting while being a fundamentally public service. In other words, it's not siloed like texting, or its more business friendly relative, email. In fact, Adina Levin from SocialText, an enterprise social media platform vendor, describes (enterprise) microblogging as "...more transparent than email."

That makes Twitter the perfect application for one-way broadcasting of short, fairly transitory types of information such as announcements of meetings or promotions; quick commentary on a link (along with the link itself); sharing resources via links; breaking news about the organization or the industry; and informal polling (e.g. "What should we have for lunch today?").

This has not been lost on first responders like the Los Angeles Fire Department. LAFD uses Twitter as a sort of reverse-911 system to keep its constituents informed. Granted, not everyone is on Twitter, so it's not a replacement for more traditional systems, but it is an additional system to reach more people more quickly.

Most of the blog posts about Twitter focus on the fluidity and speed of Twitter as a collaborative tool. A user could make a request for information or assistance, such as "Whenever I open X tool I get Y error message. What gives?" If I know the answer I can respond very quickly; if I don't, I can always forward to the people that follow me and perhaps one of them will respond. The request can be transmitted to a vast number of users very quickly.

Twitter makes it fairly easy to share links as well, and it is not uncommon for bloggers to link to their latest posts, analysts and vendors to Tweet links to new white papers, and so forth. Good resources get forwarded; bad or excessively sales-y resources don't.

Twitter's not the right solution for everyone. But it can be a helpful resource for most people and I encourage everyone reading this who has not tried Twitter to give it a chance.

--Jesse Wilkins, CRM, Information Certified, is the Director,
Systems of Engagement at AIIM International.

Reprinted from the Summer 2011 edition of ProfessioNotes. – (not reprinted in its entirety)

EDUCATION CORNER



If knowledge can create problems, it is not through ignorance that we can solve them.

Isaac Asimov

This month's newsletter covers a variety of topics – electronic records, social media, and RIM best practices, just to name a few. This Education Corner offers you a chance to test how good your reading comprehension skills are while challenging your brain. Below you will find snippets of information from the featured articles. It is up to you to figure out what each of the phrases refers to. To help, the answers have been provided for you but the letters are scrambled up! Unscramble the letters to find the answer.

An evidence gathering process: n e o i c l e c t r s y d v i e r c o

Electronic records can be searched in: m i e l a

Electronic records can be stored in: P l t a p i i c s a n o

Program that oversees the discovery/securing of information when needed: g e l a l o l h d

By having an effective e-discovery process in place we avoid: n s o s a i t n

Generally accepted recordkeeping practices: R P A G

There is a movement of our profession from
Records Information Management to: R d r c o d s e F n t o n i r t i a m c o r v g a e n e n

A web-based social media that is part text messaging, part blog,
and has a limit of 140 characters: T r t w e t i

In the News . . .

e-Discovery – What is it and how do we Comply

There is a lot of information regarding e-discovery but what does it mean in simple terms and how do we make sure that our organizations are complying with requirements to preserve certain documents?

First of all, e-discovery or electronic discovery is really an evidence gathering process to locate electronic information that can be further searched and secured with the intent to use it as evidence in a legal case. Any place where electronic records are stored can be searched whether it is on a shared drive or email and in any format such as text documents, databases, spreadsheets, images, calendars, backup tapes, and audio files and in any location whether it is residing on a web site, email, in various systems and applications. If it exists – it is discoverable.

Secondly, in order to be compliant with the requirements to preserve certain information, there must be policies and procedures in place for the management of records plus a Legal Hold program which oversees the discovery/securing of information when needed. The entire organization plays a part in e-discovery not just Records Management and Legal because we must all follow the policies and procedures adopted by the organization.

For instance, if there is a Records Retention and Disposition policy that states that business records must be maintained for the minimum amount of time to satisfy legal requirements and business need as set forth in the Records Retention Schedule and yet when retention is met we do not destroy those documents “just in case we need them later” we are not following the rules. But on the other hand we are also to store and records manage documents that have business value in a secure manner for the appropriate amount of time. Disposal must be well documented and done in the normal course of business not just because all the sudden we received notice of potential litigation. That would be very wrong!

In closing, let’s just say that having a sound records management program, working with IT and Legal, we can be sure to have an effective e-discovery process so we reduce the risk of deliberate destruction of business records and avoid sanctions.

Mary LaFollette
Consultant, BCBST



Greater Chattanooga Area Chapter ARMA Board of Directors

October 2011 Board Meeting

The Greater Chattanooga Area Chapter Board of Directors met on October 25th, 2011, at Wally's Restaurant.

Attendees: Victoria Marshall, Kevin Tisdell, Ian Kologek, Laura McEvoy, Rhonda Hazlett, Shari Hixson

Summary:

Reports:

- Treasury has a net balance of \$6,961.36 as of 10/25/11
- One member will be dropping out of the Chapter. His replacement will be joining the Atlanta ARMA chapter.
- Only one more program needs to be scheduled to complete the program lineup for the remainder of the year.
- Efforts will begin to reach out to Chapter members asking for presentations related to social media pros/cons and electronic retention.

Action Items:

- Committee for Christmas community service project Ronald McDonald House to consist of R. Hazlett and S. Hixson. They will reach out to the center for details about the adoptable family and submit information to A.Powell for notice prior to general meeting notice.
- Attend and report on ALA, Chattanooga Chamber, and other community meetings where ARMA could be of service.
- I.Kologek to contact Leanne Bostwick about sending out the link when the newsletter is ready.
- Committee for Southeastern Leadership Conference L. McEvoy, V. Marshall, S. Hixson to meet following the board meeting to begin planning process and report back at later date.
- V.Marshall to reach out to Norma Parris, Chapter member, who was affected by the April 27, 2011, tornado's to see if there is more the Chapter can do to assist.

Respectfully submitted,

Shari Hixson
Secretary

Greater Chattanooga Area Chapter Treasury Report

October 2011

Treasurer's Report:

- Money Market \$5,145.70
- Savings \$ 25.19
- Checking \$ 1,790.47
- Net Assets \$6,961.36

Respectfully submitted,

Rhonda Hazlett
Treasurer