



Choo Choo Chatter



Volume 21, Issue 5

The Official Publication of the Greater Chattanooga Area Chapter

January 2008

www.chattanooga-arma.org

SE ARMA Region Mgr
Alice Young

SE Region Coordinators
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Tennessee Valley Authority
423/751-8746

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UNUM Corporation
423/294-1529

VP Programs
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VP Membership
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Norma Parris
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Charles Kimbrough
C. J. Enterprises
423/899-1770 ext. 333

Cathy Jernigan
Heatec, Inc.
423/821-5200 ext.3471

January Meeting

Program: Your Foundation for the Future

Presenter: Susan Whitmire, CRM

Date: January 8, 2008, 11:30 a.m. - 1:00 p.m.

Location: Wally's Restaurant, East Ridge, TN

Registration: Regular Attendees \$16.00

Members & first time guests \$15.00

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

To RSVP, please call or email no later than 2:00 p.m., January 4, 2008, to either:

- Cathy Jernigan, (423) 821-5200 x 3471, cjernigan@heatec.com or
- Norma Parris, (423) 238-7111 x 2659, norma_parris@mckee.com

**Reservations not canceled by 2:00 p.m., January 4, 2008, will require payment of the registration fee.*

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COMMITTEE CHAIRPERSONS

Awards - Phyllis Beene
 Education - Shawn Harris
 Historian - Victoria Marshall
 Hospitality/Communications - Cathy Jernigan
 ICRM Liaison - Lorraine Miller, CRM
 Newsletter - Mary LaFollette
 Publicity - Chris Akers
 Webmaster - Chris Akers



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>	<u>Points</u>
Attend Annual Conference	200

<u>Get Creative</u>	<u>Points</u>
Submit article for newsletter (excludes routine notices, etc.)	200

<u>Get Involved Locally</u>	<u>Points</u>
Be a Board Member	200
Be a Committee Chair	150
Be a Committee Member	100
Attend a Board Meeting	100



PARTICIPATION STATION

Members Points

MEMBER	POINTS	MEMBER	POINTS
Akers, Chris	1050	Mullins, Ronald	0
Beene, Phyllis	1550	Orth, Linda	0
Bostwick, Leanne	1200	Parris, Norma	1100
Hall, Pam	0	Patterson, Gail	0
Harris, Shawn	1150	Phillips, Matthew	0
Jackson, Dennis	0	Ramachandran, Ravinder	0
Jernigan, Cathy	1350	Rickleys, Ed	0
Johnson, Linda	1000	Scott, Glenda	800
Kimbrough, Charles	1000	Shugart, Jeff	1100
Kinuda, Joseph	1100	Stevens, Bill	0
LaFollette, Mary	950	Stoddard, Catherine	0
Lay, Jack	0	Swafford, Scottie	950
Long, Gregg	1000	Whitmire, Susan	1550
Marshall, Victoria	1550	Wood, Hunter	0
Miller, Lorraine	1550		

**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

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
P. O. Box 341
Chattanooga, TN 37401-0341

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

PRESIDENT'S MESSAGE

Happy New Year!!!

The start of a new year means making resolutions and setting goals whether it is to loose weight or quit smoking. These are goals that we really want to meet, but for some reason we don't always succeed in meeting all of our goals. Yes, it's 2008 and our Chapter also has goals. In fact, the Greater Chattanooga Area Chapter set our goals in August 2007.

So what are our goals? Well, before we get into the goals, please know that the Board would like to get everyone involved in meeting our 2007-08 goals. The membership plays a big part in any organization's ability to reach their goals. The goals that were set provide the Chapter a better opportunity for all to participate in meeting and achieving these goals.

The Board did not want to make resolutions or set goals that we knew we could not meet; therefore, as an ARMA member who would like the Chapter to succeed, I plan to ask all members to help in achieving our goals. Participation from all members is encouraged and if you have any questions, please ask one of the Board members or view the goals on the Chapter website.

The Greater Chattanooga Area Chapter 2007-08 goals include;

- Review and update Chapter By-laws in accordance with ARMA International recommendations and complete an assessment of Chapter records.
- Increase Chapter exposure through local media as a subject matter expert.
- Provide networking opportunities for all members through information sharing forums.

With all members participating, we look forward to a very successful 2008.

Scottie E. Swafford
President, Greater Chattanooga Area Chapter



TRAINING DEPOT

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

ARMA INTERNATIONAL CONFERENCES

October 20-23, 2008
Las Vegas, NV

October 15-18, 2009
Orlando, FL

September 19-22, 2010
San Francisco, CA

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



February 12, 2008

**E-mail/Electronic Records Management
Jesse Wilkins**

Web Meeting: UNUM Room 151, 11:30 a.m. - 1:00 p.m.

March 11, 2008

**Valuable Papers Protection
Steve Richards, Richards & Richards**

Wally's Restaurant – East Ridge, 11:30 a.m. - 1:00 p.m.

April 8, 2008

**Share Point 101
Russ Stalters**

Web Meeting: UNUM Room 151, 11:30 a.m. - 1:00 p.m.

May 13, 2008

**Site Visit - BCBST Imaging Operation
and**

**Annual Business Meeting
BCBST, 10:00 a.m. - 1:00 p.m.**

June 3, 2008

**Officer Installation
and
Awards Dinner
Location and time TBA**

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-
mail to susan.whitmire@bcbst.com

CRM Express

Institute of Certified Records Managers



(This is an excerpt of the outline provided by ICRM to be studied by members interested in sitting for the CRM test.)

Part 1

MANAGEMENT PRINCIPLES AND THE RECORDS AND INFORMATION MANAGEMENT (RIM) PROGRAM

Part 1 lays the foundation of general management principles and techniques. Principles of management have been developed over the years to help managers perform their jobs more successfully. A principle of management is a statement that provides guidance for the practice of management functions. Generally accepted theories of management must be understood and applied to RIM. The principles and accepted theories of organizing a RIM program, selling, staffing, budgeting, cost analysis and control, organizational placement, authority, and scope of a program are considered content for Part 1. Also included in this Part are the legal, ethical, and global responsibilities assigned to a RIM manager.

A. PRINCIPLES OF MANAGEMENT

1. **Management Functions.** The application of general management principles includes the management functions of planning, organizing, directing, controlling, and staffing. Be able to identify how leadership ideas and social issues affect staffing. Be able to identify how these management functions would be implemented into a RIM program.

2. **Management Theories and Concepts.** There are a great many management theories. Examine the traditional theories: Classical such as Taylor, Gilbreth, Weber; Human Resources such as the Hawthorne experiments; Behavioral Science such as Maslow, McGregor, Herzberg, Drucker; Management Science, Management by Objectives (MBO). Also, examine the most current theories; Management by Exception; Quality Management such as Deming, Juran, Ouchi; Management by Walking Around; Teams; Re-engineering; Downsizing; Systems; Contingency Thinking; Corporate Culture. Review what Theories X, Y, and Z say about workers. Be able to apply these theories to a RIM situation. Be able to show how these either do or do not exist in a well-run RIM program.

Meeting in Review

Presenter: Sondra Brock-Rogers
Date: December 11, 2007
Topic: Service to our Community
Written by: Phyllis S. Beene



The December Chapter meeting was held at Logan's Roadhouse, where 18 members and guests gathered to enjoy a holiday lunch and participate in this year's Christmas service project. For the second year in a row, the Chapter has chosen to help a family from the Catoosa County Department of Family and Children's Services (DFCS). Sondra Brock-Rogers from that organization was our guest speaker for the meeting.

Sondra described some of the situations that DFCS deals with and updated us on the family we helped in 2006. She noted that local giving to the agency was down from last year while the number of families needing services continued to grow. As families are tagged by an organization to receive holiday help, their names are logged into an area-wide database so that efforts are not duplicated by another group. This helps reduce the potential for fraud and to maximize the number of families that are helped.

The family we helped this year was a divorced mother (Aimee) with four children, ages 6-13. The children lost both their father and grandfather to suicide this fall and the financial and emotional impact on the family has been devastating. Chapter members were incredibly generous in meeting their needs! UNUM members took over the gift-buying and wrapping for the 6 year old, McKee Foods employees donated a grocery gift card, and several individuals took the time and effort to shop for gifts for specific family members. In addition, the membership donated more than \$300 which we used to purchase clothing, toys, and a few "wish list items" for each child, along with gifts for Aimee, a few household items, and a Wal-Mart gift card with the leftover money.

Aimee planned to surprise her children with the gifts "from Santa" on Christmas morning, so Shawn Harris and I delivered them on the Saturday before. Although Christmas was just 3 days away, the house wasn't decorated. Aimee explained that the family had tried twice to put up a Christmas tree, but just couldn't bring themselves to do it, as that had always been done by the children's father. She came out to help carry gifts and was stunned when she saw two car trunks and a back seat *full* of presents! She kept shaking her head and thanking us and could hardly speak when Shawn presented her with the gift cards! I wish you all could have been there, but this e-mail from Sondra says it all:

Phyllis

You guys are absolutely awesome. I just talked with Ashley who is Aimee's Sister-in-law and she said they were blown away. It was the best Christmas for the kids. Ashley's husband Eric was there when the presents were delivered could not believe his eyes. She said the whole living room was filled. You will get a kick out of this. She looked at Ashley later that night and told her "thank goodness they were wrapped or I would still be wrapping by Christmas night." Anyway, as again this year, you guys have come through with flying colors. You are the best!!!!!! Thank you again from the bottom of our hearts. You are the reason that we do this.

If reading that note isn't a great way to start 2008, I don't know what is!!

Happy New Year!

In the News...

Management, preservation of all records vital

By KATE MEYERS-COYNE

With no end in sight to the wave of corporate scandals -- both in Maine and nationally -- it's more important than ever for corporations and organizations to have a system in place to manage, organize and preserve records. Interest in records management and regulatory compliance has expanded in response to the public's shrinking faith in major corporations and in stricter legislation that has placed more accountability at the corporate level.

Most business records are now created and stored electronically. In response to this shift, new rules went into effect on Dec. 1, 2006, for the discovery and handling of electronic records in federal courts. These new Federal Rules of Civil Procedure (FRCP) require organizations to adapt how they manage, retain, store and deliver Electronically Stored Information (ESI) during legal proceedings. Compliance and IT departments must ensure that corporate policies and procedures for document and e-mail retention, e-discovery readiness and metadata management comply with FRCP to avoid business loss, monetary fines and adverse case rulings.

Enterprise search plays a vital role when it comes to enabling effective records management, regulatory compliance and facilitating the associated information access and discovery process. A corporation's records must not only be searchable, but findable. A comprehensive enterprise search system drastically reduces expenses by enabling records to remain on site; provides timely and efficient customer service by allowing quick and ready accessibility to documents and e-mail; and frees up valuable office space.

A recent lawsuit that rattled the legal services industry illustrates the need for strong electronic records management. A Florida jury ordered Morgan Stanley to pay investor and Revlon Inc. Chairman Ronald Perelman a stunning \$1.58 billion, including punitive damages. The jury sided with Perelman, agreeing that Morgan Stanley defrauded him when he sold camping-gear maker Coleman to the former Sunbeam Corp. in 1998.

The verdict hinged on damaging testimony about e-mail policies, including Morgan Stanley's failure to produce e-mail records and the firm's lies about its efforts to do so. The case was later thrown out by the Florida Supreme Court, but the message was clear: Corporations need to be sure to maintain and store electronic records -- or else. The same message applies locally, with the recent uncovering of a scandal at a prominent Maine law firm, Verrill & Dana. With legal proceedings a very real possibility, the production and retention of e-mails, and other documents and records, will be paramount.

That situation notwithstanding, CIOs at law firms are advised to step up technology efforts concerning e-discovery, or their corporate clients will lose cases -- and firms will lose clients and stature.

Here are some guidelines for FRCP preparation:

Map out all places where electronic information is stored. Locate any data source, including deleted data, data on systems no longer in use, data in remote or third-party locations, copies of production data used in demos, test systems, etc.

Update records retention policies to include all electronic information.

Ensure that the litigation hold policy fully covers all electronic information and records, including backup tapes.

Purchase software that simplifies identification, retrieval and production of potentially relevant data. A properly configured and managed archiving system makes production of data far simpler than if backup tapes must be searched for the same information.

Establish a plan of action. Evaluate how data storage is organized to proactively prepare for electronic discovery requests.

(As published in the Portland Press Herald/Maine Sunday Telegram; not reproduced in its entirety.)

Greater Chattanooga Area Chapter ARMA Board of Directors

Board Meeting Summary

November 27, 2007

7:30 a.m. - 9:00 a.m. – Wally's Restaurant

The Greater Chattanooga Area Chapter Board of Directors November 27, 2007, meeting was held at Wally's. The Chapter Membership has dropped to 29 members. The December meeting will focus on Service to our Community by adopting a family of five for the Holidays. A detailed list of their needs has been circulated. The meeting will be held at Logan's Roadhouse with a more extensive choice of meals and the chapter is subsidizing the cost for December.

Next Board Meeting

January 29, 2008

7:30 a.m. - 9:00 a.m. – Wally's Restaurant



Greater Chattanooga Area Chapter Treasury Report

November 2007

Beginning Balance:	\$6,526.86
Deposits:	\$ 434.00
Expenditures:	<u>\$ 348.81</u>
Ending Balance:	\$6,612.05