



# Choo Choo Chatter



Volume 23, Issue 6

The Official Publication of the Greater Chattanooga Area Chapter

April 2010

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

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RecordMax Chattanooga, LLC  
423-265-8836*

## May Meeting

**Program:** Iron Mountain Site Visit

**Date:** May 11, 2010

**Location:** Iron Mountain  
6300 Enterprise Park Dr  
Chattanooga, TN

**Time:** 10:00am – 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., May 7, 2010:

- Rikki Zengel, (423) 535-4060  
[rikki\\_zengel@bcbst.com](mailto:rikki_zengel@bcbst.com)
- Norma Parris, (423) 238-7111 x22659  
[Norma.Parris@mckee.com](mailto:Norma.Parris@mckee.com)

*\*Reservations not canceled by 2:00 p.m., May 7, 2010, 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 – 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!

**Support the Chapter Points**

- Attend Workshops* 100
- Attend Luncheon Meetings* 200
- Attend Dinner Meeting* 300
- Bring a Guest* 100
- Attend Regional Conf.* 400
- Perfect Attendance (Sept-May)* 500

**Support ARMA International**

- Attend Annual Conference* 200

**Get Creative**

- Submit article for newsletter* 200  
*(excludes routine notices, etc.)*

**Get Involved Locally**

- Be a Board Member* 200
- Be a Committee Chair* 150
- Be a Committee Member* 100
- Attend a Board Meeting* 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       |
| <i>SIDE BAR</i> - ARMA Ed Foundation           | 5 - 6   |
| <b>ARMA Education Foundation</b>               | 7       |
| <b>Education Corner</b>                        | 8       |
| <b>Meeting in Review</b>                       | 9       |
| <b>In the News...</b>                          | 10 - 11 |
| <b>Board Meeting Summary</b>                   | 12      |
| <b>Treasury Report</b>                         | 12      |

**PARTICIPATION STATION**

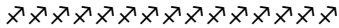
**Members Points**

| MEMBER             | POINTS | MEMBER                 | POINTS |
|--------------------|--------|------------------------|--------|
| Akers, Chris       | 600    | Orth, Linda            | 0      |
| Beene, Phyllis     | 1350   | Parris, Norma          | 1600   |
| Bostwick, Leanne   | 1750   | Patterson, Gail        | 0      |
| Dotson, Tony       | 200    | Pettway, Robert        | 800    |
| Hixson, Shari      | 1950   | Phillips, Matthew      | 0      |
| Jackson, Dennis    | 600    | Powell, Annie          | 1550   |
| Johnson, Linda     | 1200   | Ragland, Mary          | 0      |
| Kimbrough, Charles | 1900   | Ramachandran, Ravinder | 1000   |
| Kologek, Ian       | 1600   | Scott, Glenda          | 1000   |
| LaFollette, Mary   | 1750   | Shugart, Jeff          | 600    |
| Long, Gregg        | 1600   | Stoddard, Catherine    | 1400   |
| Marshall, Victoria | 2700   | Swafford, Scottie      | 1950   |
| McEvoy, Laura      | 600    | Teske, Jim             | 0      |
| Miller, Lorraine   | 1400   | Tisdale, Kevin         | 1550   |
| Mullins, Ronald    | 800    | Whitmire, Susan        | 1950   |
|                    |        | Zengel, Rikki          | 1550   |

**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 |

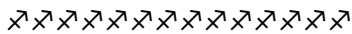


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Mary LaFollette, Editor  
423-535-2762

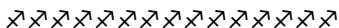
The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or ARMA and is offered solely as a source of information. Please direct any inquiries or comments to:

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

**PRESIDENT'S MESSAGE**

***HAPPY EARTH DAY!***

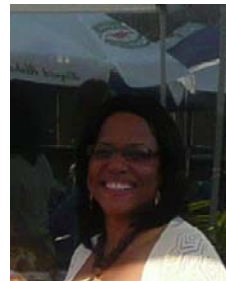
Earth Day is a day designed to inspire awareness and appreciation for the earth's environment. It is a day to focus on the small things that we can do to better our planet.

In conjunction with this special observance, the ARMA Greater Chattanooga Area Chapter's Personal Shred Day was held on the 40<sup>th</sup> anniversary of Earth Day. As always, it is imperative that we practice what we preach and also educate others in information management. Personal Shred Day allowed us to educate others about the benefits of shredding confidential materials to avoid sensitive information from falling into the hands of others that might use the information for their benefit. We also handed out the Chapter's new brochure, Guidelines for Shredding & Keeping Personal Documents, to the public which outlines what documents they need to keep permanently and how long to keep other documents.

A special thank you to the Chapter members that participated in the Earth Day celebration at the Hamilton Place Mall on April 22, 2010. If you were unable to attend the event, thank you for passing out the brochure prior to the event and spreading the WORD about Personal Shred Day.

See you at the May meeting,

*Victoria Marshall, President  
Greater Chattanooga Area Chapter*



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

**ARMA  
INTERNATIONAL  
CONFERENCES**

**November 7-10, 2010**  
San Francisco, CA

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

**September 23-26, 2012**  
Chicago, IL

# TRAINING DEPOT

**June 3, 2010**

**Awards and Officer Installation**

A leader is someone who can set direction and impart vision.

A leader is able to serve, build loyalty, motivate, and inspire.

A leader is ready to listen, encourage others, and invest in their lives.

A leader is someone who wins hearts.

Source: Roy Lessin  
Wisdom for the Workplace



**PRESTIGE SALES CO., INC.**  
Storage & Material Handling Equipment Specialists



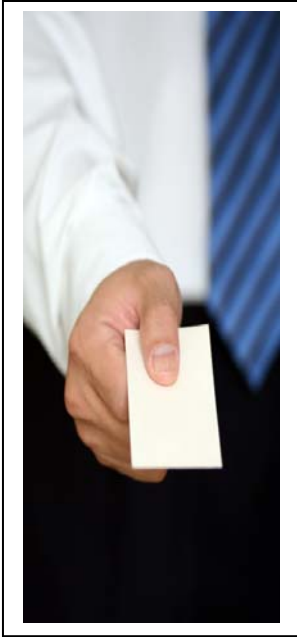
Prestige Sales Co., Inc.  
2400 Appling Street  
Chattanooga, TN 37406  
423-698-8868  
423-622-7602 – Fax  
[john.west@prestige-sales.com](mailto:john.west@prestige-sales.com)

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, FAI, 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.

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

Phyllis Beene  
Linda Johnson  
Charles Kimbrough  
Victoria Marshall  
Scottie Swafford

### ICRM 2010 Exam Schedule

**Parts 1- 5:**

**May 3 - 7, 2010**

**Part 6:**

**May 6, 2010**

**Exam Registration:**

**February 17, 2010 – April 29, 2010**

# Code of Ethics

Certified Records Managers® should maintain high professional standards of conduct in the performance of their duties. The Code of Ethics is provided as a guide to professional conduct.

1. Certified Records Managers have a professional responsibility to conduct themselves so that their good faith and integrity shall not be open to question. They will promote the highest possible records management standards.
2. Certified Records Managers shall conform to existing laws and regulations covering the creation, maintenance, and disposition of recorded information, and shall never knowingly be parties to any illegal or improper activities relative thereto.
3. Certified Records Managers shall be prudent in the use of information acquired in the course of their duties. They should protect confidential, proprietary and trade secret information obtained from others and use it only for the purposes approved by the party from whom it was obtained or for the benefit of that party, and not for the personal gain of anyone else.
4. Certified Records Managers shall not accept gifts or gratuities from clients, business associates, or suppliers as inducements to influence any procurements or decisions they may make.
5. Certified Records Managers shall use all reasonable care to obtain factual evidence to support their opinion.
6. Certified Records Managers shall strive for continuing proficiency and effectiveness in their profession and shall contribute to further research, development, and education. It is their professional responsibility to encourage those interested in records management and offer assistance whenever possible to those who enter the profession and to those already in the profession.



Iron Mountain  
6300 Enterprise Park Drive  
Chattanooga, TN 37416  
423-595-1763  
865-584-8986 – Fax  
[cakers417@bellsouth.net](mailto:cakers417@bellsouth.net)

## **USE GOODSEARCH.COM AS YOUR DEFAULT WEB SEARCH TOOL**

Did you know that you can help the Foundation every time you search or shop on the internet? It's very easy. Just go to [www.goodsearch.com](http://www.goodsearch.com), and designate the AIEF as the organization to benefit from your searches. Then bookmark the Goodsearch.com web page and use it whenever you need to search .... or shop. Not only will the Foundation receive approx. \$0.01 for every web search you perform, but if you use their links to major web retailers (e.g., Amazon, Lands End, Best Buy, Target), a percentage of your purchase will also be donated to the Foundation. How can you beat that?

Pilar McAdam, Foundation trustee reported: "Just as an example, I started using Goodsearch.com as my primary web search tool about 18 months ago, and have tried to also use their portal for my internet shopping. As a result, over the past 18 months, my activities have resulted in about \$65.00 being donated to the Foundation, and it didn't cost me a dime."

"That may not sound like a lot of money, but I think my searching and shopping activity is fairly typical. If 100 people across the US had done the same things I did over the past 18 months, it would have resulted in \$6,500.00 being donated!"

So spread the word and start using Goodsearch.com today!

### **RECENT AIEF RESEARCH REPORTS – Articles that CFCs can use**

One of the primary benefits that the AIEF brings to RIM professionals is the collection of research reports that are paid for by the Endowment Fund of the Foundation (often with the assistance and support of local ARMA chapters). The reports listed below have been published within the last year and are available, free of charge, from the Foundation website: [www.armaedfoundation.org](http://www.armaedfoundation.org)

#### **BIG BUCKETS OR BIG IDEAS? Classification vs. Innovation on the Enterprise 2.0 Desktop**

By Patricia Galloway, PhD, CDP

#### **REQUIREMENTS FOR PERSONAL INFORMATION PROTECTION, Part 1: U.S. Federal Law**

Virginia A Jones, CRM, FAI

To view/download research papers, visit the Foundation's website at [www.armaedfoundation.org](http://www.armaedfoundation.org),

## Education Corner



### Is there a better way?

*How many times have you heard, “Well, we’ve always done it this way!”? If you’re like me, probably a lot...*

Skill level 2, Business Function domain, of ARMA International’s Core Competencies recognizes the need of the RIM professional to become adept at helping associates within an organization find better ways of handling their information. Quite often, when working with associates on how to apply records management best practices to the information they create and maintain, it becomes apparent that there are opportunities to streamline their workflow processes. The Core Competencies lists the following as being important skills to master: identify procedures that require improving, updating, and revising; identify alternatives, analyze potential benefits and risks, and provide justification for the recommended solution; and demonstrate innovation and initiative in proposing solutions.

Records Management can become the catalyst for positive change within an organization. After all, encouraging others to look for ways to better manage information helps everyone – both the associates of other departments as well as the Records Management professional. In addition to having knowledge of basic RIM practices and organizational policies and procedures, a RIM professional who reaches Skill Level 2 must be able to visualize ways to improve processes and be able to convey those suggestions to others.

To see all the knowledge and skills that are recommended for the Skill level 2 RIM professional, visit ARMA International’s website, at <http://www.arma.org/competencies/index.cfm>.

*Keep moving ahead by learning and have a great month!*

Leanne Bostwick, BCBST Consultant

## *Meeting in Review*

Presenter: Thomas Oduor, Assistant Director, Records Mgmt. Division, State of TN  
Date: April 13, 2010  
Topic: Enhancing Your RIM Program Through Process Management  
Written by: Mary LaFollette, Editor

Mr. Oduor stated that when anybody mentions records and information management we automatically think of records retention schedules, electronic records, email management, e-discover, off-site storage and not how we actually perform these functions. In order for these functions to run smoothly we need to have a process in place for each. Having process management in place improves the efficiency and effectiveness of the entire program.

The RIM program needs to stay up-to-date and be a part of the big picture. In order to do that, we need to continuously improve our program by looking for opportunities based on preventive and corrective measures. Process management or the managing our business process means establishing methods of monitoring and improving the performance of our business processes. Processes are a collection of related, structured activities or tasks that produce a specific service or product for a particular customer or customers.

To enhance the business RIM program we need to set our goals and then break them down to the lowest common denominator. This will enable us to implement some process every day. By taking baby steps, process management is evolutionary and not viewed as revolutionary. Evolutionary processes enable others to slowly migrate to new processes without disrupting work flow.



[The Bailey Company](http://www.baileycompany.net)  
Chattanooga, TN  
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Leo Wright  
[lwright@baileycompany.net](mailto:lwright@baileycompany.net)

S

# *In the News . . .*

## **Greater Chattanooga ARMA Earth Day 2010 Community Event - Personal Shred Day**



# Greater Chattanooga ARMA Earth Day 2010 Community Event Green Report



*Greater Chattanooga Area Chapter ARMA Board of Directors*  
**March Board Meeting**

The Greater Chattanooga Area Chapter Board of Directors met on March 30, 2010, at Wally's Restaurant.

Summary:

Treasurer's Report was submitted. Membership is currently at 31 members. The program for March has been confirmed. Publicity is working with local newspapers to publish an announcement regarding the Personal Shred Day to be held on April 22. Education is still trying to contact an instructor at Chattanooga State, to encourage students to attend Chapter meetings, or invite the instructor to join our Chapter. Yearbook/historian stated that it was time to start working on the COTY award submission.

New business – Tee shirts for Personal Shred Day have been designed with two logos – on the front it will have the ARMA/Greater Chattanooga Area Chapter logos in small print and on the back it will have "Chapter of the Year" along with the years listed.

Awards Dinner/Officer Installation will be held on Thursday, June 3, 2010. Public House and Abuelos were mentioned as options for meeting rooms. Member cost will be \$25.00 plus the Chapter subsidy of \$2.00 for a total of \$27.00 per person all inclusive (tax and tip).

*Next Board Meeting will be a conference call to be held on April 27, 2010 – 8:00 am.*

Respectfully submitted,

Susan Whitmire, CRM, FAI  
Acting Secretary, Greater Chattanooga Area Chapter

*Greater Chattanooga Area Chapter Treasury Report*

*February 28, 2010*

Treasurer's Report:

|                |                 |
|----------------|-----------------|
| ○ Money Market | \$5,100.00      |
| ○ Savings      | \$ 25.00        |
| ○ Checking     | \$2,836.00      |
| ○ Library Fund | <u>\$ 58.00</u> |
| ○ Net Assets   | \$8,019.00      |