



Choo Choo Chatter



Volume 23, Issue 2

The Official Publication of the Greater Chattanooga Area Chapter

November 2009

www.chattanooga-arma.org

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LLC
423—265-8836

December Meeting

Program: 2009 Christmas Holiday-Charitable Program

Date: December 8, 2009

Location: Country Place Restaurant - [7320 Shallowford Rd., Chattanooga, TN](#)

Time: 11:30am – 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., December 4, 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., December 4, 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 – Scotty 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!

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 (excludes routine notices, etc.)* 200

Get Involved Locally

- 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

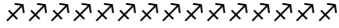
Members Points

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

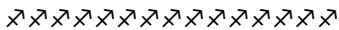


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Mary LaFollette, Editor
423-535-2762

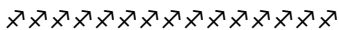
The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or the Association of Information Management Professionals and is offered solely as a source of information. Please direct any inquiries or comments to:

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



Sunny Orlando?

Sunny Orlando got cloudy during the week of the 2009 ARMA International Conference but not for the Greater Chattanooga Area Chapter. Our Chapter has won Small Chapter of the Year and Website of the Year awards for the fourth year in a row.

Congratulations to all the members of the Greater Chattanooga Area Chapter for all your hard work, dedication, and support!!!!

As Charles Kimbrough stated, "The Greater Chattanooga Area Chapter has to win one for the thumb." Let's go for five in a row!

Not only did we win two Chapter awards but two of our members were recognized at the Conference.

Susan Whitmire has crossed a milestone in her records and information management career by becoming the 42nd inductee into the Company of Fellows which is ARMA's most distinguished lifetime or career achievement award.

Susan that is awesome and truly deserved – Congratulations.

Annie Powell was recognized as Chapter Member of the Year. This award was voted on by members of the Chapter.

Annie - Congratulations and thanks for all your hard work and dedication to the Chapter.

I hope to see all you at the December holiday 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

**Writing a Good Email
Subject Line**

- Give the message's bottom line. Summarize the message — why you are writing and what you want to be different after the recipient has read your email — instead of describing it. Be precise. If your message requires the recipient's action, say so; preferably with the first word. Leave out unnecessary words. Email subjects need to be concise. Skip articles, adjectives and adverbs

TRAINING DEPOT

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

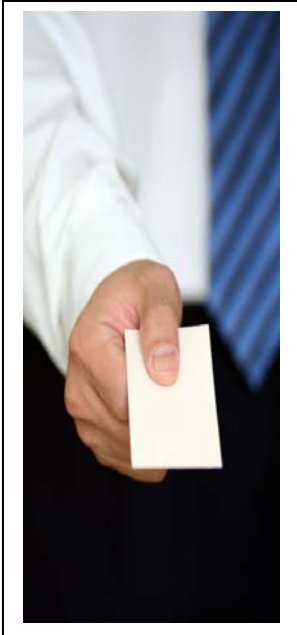
Awards and Officer Installation

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, FAI, 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



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

Test Tip: Success Begets Success

My best advice is, don't take the tests in order. Look at all of the outlines. If you have an MBA, then by all means, take test one first. If you know mailroom operations and forms management inside and out, then you should consider taking test two first. If physical records are your strong suit, then consider starting with test three. If you're strong with the life cycle of records test, four is the test for you. Test five was the one I had to take twice. You have to be strong with computers and microform, but if those two things are like poetry to you then you should start there.

The point is passing the first test is critical. It will set a fire and help energize you to study for the rest of the journey. It will also help to sooth any setbacks along the way.

So remember, find your groove first, and then take on the more challenging stuff. It will pay off in the end.

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.

Rikki M. Zengel, MA, CRM

EDUCATION CORNER

Keeping good descriptive information for physical records has always been of importance to Records Managers, but with the enormous amounts of electronic records being created every day, it becomes increasingly important for Records Managers to define good metadata for records born and stored digitally.

The most basic definition of **metadata** is “data describing **data**”. The Minnesota Electronic Records Management Guidelines provides an even better definition. “Metadata allows users to locate and evaluate data without each person having to discover it anew with every use. Its basic elements are a structured format and a **controlled** vocabulary, which together allow for a precise and comprehensive description of **content**, **location**, and value”.

In the article “Why Metadata Matters”, three types of metadata are outlined: **Descriptive** metadata describes a resource for purposes such as **discovery** and identification. **Structural** metadata indicates how compound objects are put together. **Administrative** metadata provides information to help manage a resource, such as when and how it was created, file type, and other technical information.

In addition to providing **access** to records, good metadata aids in **preservation**, and helps provide the **context** in which a record was created.

Leanne Bostwick, BCBST

METADATA MADNESS

Metadata
Descriptive
Administrative

Controlled
Location
Data

Content
Preservation
Context

Structural
Discovery
Access

P	B	Z	D	E	S	C	R	I	P	T	I	V	E	P	E
R	M	C	F	E	T	G	A	U	J	N	A	T	B	A	V
E	B	E	D	E	R	L	P	W	D	E	C	N	W	N	I
S	I	S	M	E	U	D	I	S	C	O	V	E	R	Y	T
E	S	C	D	E	C	J	O	I	A	L	B	T	N	L	A
R	B	E	R	E	T	G	D	L	K	P	E	N	T	A	R
V	K	N	C	E	U	A	M	X	P	M	L	O	B	E	T
A	W	O	U	C	R	G	D	Q	C	Y	A	C	A	I	S
T	A	I	A	E	A	D	H	A	S	K	Q	M	E	P	I
I	B	T	D	E	L	L	O	R	T	N	O	C	Y	Q	N
O	V	A	R	E	F	G	C	I	J	A	L	M	N	K	I
N	B	C	O	N	T	E	X	T	I	K	T	M	I	A	M
U	C	O	D	E	I	N	B	G	P	K	L	A	M	V	D
A	P	L	D	E	F	Q	H	V	K	K	L	M	D	W	A

Franks, Pat, Ph.D. and Nancy Kunde, CRM, CA. “Why METADATA Matters”
The Information Management Journal, September/October 2006. Web. 5 November 2009

<http://www.arma.org/pdf/articles/Franks-Kunde.pdf>

Meeting in Review

Presenter: Jim Teske, RecordMax Chattanooga LLC
Date: November 10, 2009
Topic: Disaster Recovery and Business Continuity Planning
Written by: Mary LaFollette, Editor

On April 4, 2008, Jim Teske received notice of something that nobody wants to hear. A tornado had hit his records warehouse. Jim had to act quickly. Through it all, he was able to put out fires and retain his customers. Jim shared some lessons learned with the Chapter at the November meeting. Here are some lessons learned.

- ❖ Have access to your disaster recovery/business continuity plan. In fact, have several copies stored in various places so you can always have access no matter where you are when disaster strikes.
- ❖ Make sure you have enough coverage. Be in contact with your insurance agent. Make sure your policy has been updated.
- ❖ Make arrangements with various vendors prior to a disaster. For instance, make arrangements with a contractor to help with the construction/repair of the building, have a hot spot where you can set up shop during the construction/repair of your facility, make arrangements with a vendor who specializes in document preservation/restoration, etc.
- ❖ Make the most of your website to keep your customers informed. Let them know that you have a disaster recovery/business continuity plan, what it entails, and the status of the recovery on a frequent basis.
- ❖ Keep the customers and community informed about the disaster and recovery process by means of news releases.

These are just a few of the lessons learned but they are enough to make us stop and think about our disaster recovery/business continuity plans. How up-to-date are they? Are they accessible at any given time? Don't wait for a disaster to strike!

In the News . . .

The Greater Chattanooga Area Chapter made news again at the ARMA International Conference in Orlando, FL. For the fourth consecutive year, the Chapter was awarded the 2008/09 Small Chapter of the Year and the 2008/09 Website of the Year awards. We currently have 32 members who make this small chapter look bigger and better each year in the eyes of a large international organization. The Greater Chattanooga Area Chapter has been in existence since 1988 and every year the Chapter develops educational program that delivers a wealth of information for all its members.

So what makes a chapter a leader in the records and information world? Leadership is the foundation of a great chapter. We have many outstanding members that make our Chapter great.

At the ARMA International Conference in Orlando, FL, Susan Whitmire, CRM, Records Manager at BlueCross BlueShield of Tennessee, was recognized for her outstanding achievements and contributions in the records and information management field by being inducted into the Company of Fellows by ARMA International. Susan has a 28-year career in records and information management working primarily within the insurance industry. Susan's experience ranges from creating RIM programs from the ground up to managing both physical and electronic records along with developing imaging and email technology. During her career, Susan has been involved in several acquisitions and mergers, including the merger of four insurance companies where her expertise was essential in selecting and implementing records management software across multiple state lines. The Greater Chattanooga Area Chapter is honored to have such an outstanding member who makes herself available for the betterment of the Chapter.

Also recognized at the ARMA International Conference was Annie Powell, Carta, who was awarded Member of the Year for her dedication to the activities of our Chapter.

We set high standards for our Chapter and we continually seek to improve in all Chapter functions. As always every contribution made by the members is appreciated. If you haven't had the opportunity to become active in the Chapter, we encourage you to approach any Board member and ask where you might be able to help. Let's work together towards getting the 2009/10 Small Chapter of the Year and the 2009/10 Website of the Year awards for the fifth year in a row!

Mary LaFollette
Editor

Greater Chattanooga Area Chapter ARMA Board of Directors

October Board Meeting

October 27, 2009

7:30 am – 9:00 am – Wally's Restaurant

The Greater Chattanooga Area Chapter Board of Directors held its October Board Meeting on October 27, 2009, at Wally's Restaurant. Susan Whitmire submitted the treasury report. Kevin Tisdell reported that membership is at 32 members.

Decisions by the Board:

- ❖ Support a family with four children for the holiday season through the Salvation Army's Angel Tree program. The items will be due at the December 8th meeting.
- ❖ Complete letter of intent for Chapter Website Competition for 2009-10.
- ❖ Contribute ½ share of seed money for the ARMA Southeast Region Education Conference to be held in Tampa, FL, on April 22-23, 2010.

For the fourth time in a row the Chapter received the Small Chapter of the Year Award and Website of the Year Award. In addition, Susan Whitmire, CRM was inducted into the ARMA International Company of Fellows at the conference. Annie Powell was awarded the Chapter Member of the Year for the Greater Chattanooga Area Chapter.

Next Board Meeting will be a conference call on November 24, 2009 – 8:00 am

Respectfully submitted,

Annie Powell
Secretary, Greater Chattanooga Area Chapter

Greater Chattanooga Area Chapter Treasury Report

September 30, 2009

Treasurer's Report:

- Money Market \$5,109.19
- Savings \$ 25.19
- Checking \$1,999.83
- Net Assets \$7,134.21