



# Choo Choo Chatter



Volume 23, Issue 4

The Official Publication of the Greater Chattanooga Area Chapter

January 2010

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

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## February Meeting

**Program:** The Archives and Records at the University of Tennessee at Chattanooga

**Date:** February 9, 2010

**Location:** The Country Place  
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., February 5, 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., February 5, 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

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**PARTICIPATION STATION**

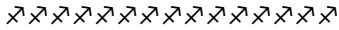
**Members Points**

MEMBER	POINTS	MEMBER	POINTS
Akers, Chris	400	Orth, Linda	0
Beene, Phyllis	1150	Parris, Norma	1200
Bostwick, Leanne	1150	Patterson, Gail	0
Dotson, Tony	200	Pettway, Robert	600
Hixson, Shari	1350	Phillips, Matthew	0
Jackson, Dennis	400	Powell, Annie	1150
Johnson, Linda	600	Ragland, Mary	0
Kimbrough, Charles	1300	Ramachandran, Ravinder	600
Kologek, Ian	0	Scott, Glenda	400
LaFollette, Mary	1150	Shugart, Jeff	600
Long, Gregg	1200	Stoddard, Catherine	800
Marshall, Victoria	1900	Swafford, Scottie	1350
McEvoy, Laura	400	Teske, Jim	0
Miller, Lorraine	800	Tisdale, Kevin	1150
Mullins, Ronald	600	Whitmire, Susan	1450
		Zengel, Rikki	950

**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

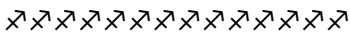


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Mary LaFollette, Editor  
423-535-2762

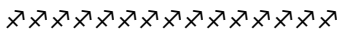
The Information contained in this newsletter does not necessarily reflect the views of the editor, the Chapter membership or ARMA and is offered solely as a source of information. Please direct any inquiries or comments to:

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**

We are at our mid-year point, in football terms, we are at the point of kicking off the ball in the third quarter. The first half has been made memorable by the great programs that Gregg Long, CRM, has provided for our Chapter meetings. Leanne Bostwick has further enhanced the meetings by having a Chapter member present a 10 - 15 minute educational topic at each meeting that has included topics such as social networking, AIEF, and listserv. Keep up the great work!

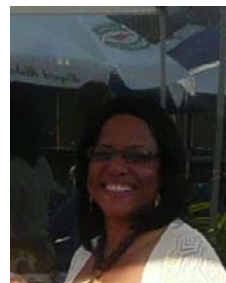
Our educational programs have always been a cornerstone of the Chapter and this year will be no different. Please continue to be a part of our meetings and encourage others to come.

I would like to thank everyone for the gifts and monetary donations that were given to our adopted family during the holidays. I could only imagine the bright eyes and smiles that were brought to the childrens' faces. Thanks again for your kindness.

Congratulations to Linda Johnson!!!! She is President - Elect for the Georgia Records Association.

See you at the February 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

**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

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

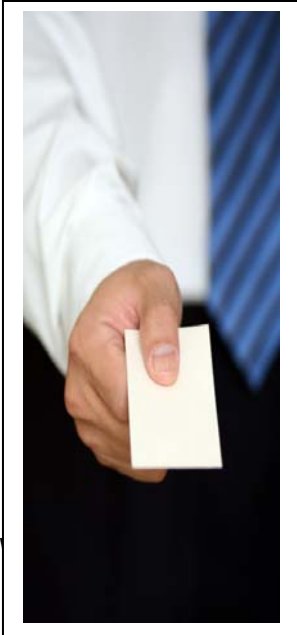
A leader is able to serve, build loyalty, motivate, and inspire.

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

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



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**

## Education Corner



### *Business Functions*

This month's Education Corner focuses on the Business Function Domain from the "Records and Information Core Competencies" offered through ARMA International. Apart from being cognizant of current records and information trends and best practices, the successful RIM professional must have a good grasp of basic business functions. This ranges from simply understanding how to use word processing and reporting tools to the more complicated task of understanding how to gather the information necessary to prepare a report. Developing good customer service skills is a must, as is becoming familiar with computer software applications and understanding concepts such as inventory tracking. A RIM professional that rises to an administrative position must have the ability to provide meaningful input to management and engage in strategic planning, as well as perform such basic managerial duties as preparing a budget and supervising staff. "Records and Information Core Competencies" provides guidance as to the knowledge and skills needed for key activities and is tailored for four different levels of skill - level 1 being geared towards the entry level RIM practitioner all the way to level 4, for the seasoned professional.

To excel as a records and information professional, acquiring good basic business skills is just as important as keeping abreast of current developments in RIM. In addition to bringing knowledge to the table, one must be able to lead projects, provide competent and professional reports, and effectively manage. The "Records and Information Core Competencies" is a great tool to use to evaluate what level is a current best fit for you, what skills and knowledge you should have for that level, and where you need to improve. And if you already have all the skills for that level....well, *congratulations!* Now you can see what you need to work on to achieve the next level.

Leanne Bostwick, BCBST Consultant

## *Meeting in Review*

Presenter: John Rhoades, Access Sciences Corporation  
Date: January 12, 2010  
Topic: ERM, ECM USD: Finding the Value in Information Management  
Written by: Mary LaFollette, BCBST, Editor

Information management usually comes into play when you hear associates complaining about not being able to find anything and running out of storage space, thus being asked to delete items. Sometimes it not only takes in-house associates to manage information, but we also have outside assistance. Before we can sell an information management program to our companies, we need to show management administration the benefits of managing information. There are two types of benefits, hard benefits, which lists specific amounts, and soft benefits which are harder to measure because they deal with what the company/associates gain, such as improved productivity.

Hard benefits are measurable: for instance, a reduction in the work force that it takes to do the work. Technology is used to the fullest. Processes can be streamlined, thus reducing steps. Soft benefits are not really measurable because associates gain time/value, their process becomes more efficient, and technology shows improvement in the way service is provided.

The goal is to show the value of managing information. Start by sharing the annual cost of wasted time finding, using and controlling information. Next, show that employees will reduce the amount of time they spend each week looking for items, etc., by having information management in place, thus saving money.

The next step is to develop the business case which ties the money saved with the processes that need to be implemented. There are five steps in building the business case: Assumptions - what you assume will happen; economics - cost; implementation scenarios - how you will deploy new capabilities; alternative approaches - what are the available options; create case for change - how are you going to sell the program for change.

A well planned business case will allow the project to sell itself by showing the benefits for both the company and the associates.

## *In the News . . .*

Have you ever been in a room full of IT and Records Management professionals? They are all talking at the same time about the same topic but the language sounds so foreign. Why? Although they are talking about the same thing, they may be using words that they only understand. The words are foreign to the opposite side.

While at ARMA International this past October, I stopped by the Iron Mountain booth and picked up one of their free informational items entitled the Information Management Pocket Guide. This is a neat little booklet that is – as they put it – putting the terms at your fingertips. The guide is designed to provide Records Managers with a definition of common IT terms that are beginning to affect Records Management and simple definitions of Records Management terms that IT will need to become familiar with.

For instance, have you ever heard the term “Cloud Computing” and wondered what they were talking about? Simply put, it is a general term for anything that involves delivering hosted services over the internet. These services can include Public Cloud, Private Cloud, and Hybrid Cloud.

So what do these terms mean? A Public Cloud is a service that anyone can use as long as they have a network connection and takes place outside the firewall. A Private Cloud is the opposite. It operates within the firewall and is privately owned and managed but still provides a service. A Hybrid Cloud is just a combination of both the Public and Private Cloud.

The section on Records Management terms for IT gives definitions for terms such as retention program, records series, retention schedule, etc. It also breaks down the information lifecycle.

Being in a room full of IT and Records Management professionals doesn't have to sound like you are listening to a foreign language. By taking the time to learn each others' technical language and you will be able to join in the conversation.

Mary LaFollette  
Editor

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

The Greater Chattanooga Area Chapter Board of Directors did not meet in December 2009.

*Next Board Meeting will be January 26, 2010 – 8:00 am at Walley's Restaurant on McCallie Avenue, Chattanooga, TN.*

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