



PROFESSIONOTES

A NEWSLETTER
OF THE
INSTITUTE OF CERTIFIED RECORDS MANAGERS®

Editor's Message

By Judy Vasek Sitton, CRM

Table of Contents

Article	Page
Call for Nominations	12
Code of Ethics	2
Editor Message	1
Editorial Policy	2
Faces of the ICRM	6
Feature: Is RM Recession Proof	3
Feature: Create a Clearinghouse Exchange	8
ICRM Board of Regents	13
ICRM Contact Information	2
ICRM Examination Schedule	2
In Memoriam	13
New CRMs	7
New Linked-In and Facebook Groups	7
Notice: Contact Information	2
Pre-approved CMP Activities	11
Publishing Schedule	2
Public Relations and Professional Development Report	10

This is my last issue as editor of ProfessionNotes. I would like to thank the ICRM and Board of Regents for allowing me to serve in this capacity for the past two years. It has been a fun and rewarding tenure, first under Bruce White who enlisted me and then under Rae Lynn Haliday who is the current Regent of Public Relations. I would like to acknowledge also, the passing of the person who was my predecessor, Gary Lewis. His encouragement and great wit will be missed.

Thanks to each of you who submitted features, columns, and articles. I have a very special place in my heart for those of you who sent them in ON TIME! I appreciate those of you who posed for pictures or took the time to snap photos of others and I extend kudos to you for helping to show the Faces of the ICRM. The photos helped me make a connection on more than one occasion and I hope they served to link us all across the miles.

I would like to encourage any of you who have discussed article ideas with me to take those forward to the new editor. I would also like to encourage any aspiring authors to also submit. We receive reprint requests from each issue so I can assure you that ProfessionNotes is being read. It will make a good showcase for your work.

Finally, I would like to give recognition to two people who worked tirelessly behind the scenes on each issue with me. Julie D. Prochnow, ERM^s, my friend and co-worker was responsible for layout and formatting. She kept me on track and made sure that each issue was nicely packaged in Publisher before it was posted on the website. Patti McGuire from the ICRM headquarters filled in the missing links for us and served as proofer. Both of them have been patient and fun to work with. Their efforts on behalf of the newsletter were invaluable!

ICRM® Examination Schedule 2009

Next Exam:

Summer Exam Cycle
Parts 1-5, August 3-7, 2009
Part 6, August 6, 2009

Fall Exam Cycle
Parts 1-5, November 2 - 6, 2009
Part 6, November 5, 2009

Exam Registration

Summer Exam Registration
May 20, 2009 - July 30, 2009

Fall Exam Registration
August 19, 2009 - October 29, 2009

NOTICE

Contact Information

There is an Online Directory, which is made available only to other CRMs.

Please identify which information you would like included in the directory. When you want to change the inclusion instruction, select the address or phone number in question, and on the next screen select "Change Directory Listing". Note the message on the line immediately above "Change Directory Listing" to see if you have made the correct choice.

If you choose "Exclude" for all of your contact information, other members will not see your name in a search for all CRMs in your state. Your name will only come up if someone enters your name.

The ICRM would like to remind members to update your contact information when changes occur. This ensures that we have your most up-to-date information and facilitates the membership renewal process.

Institute of Certified Records Managers®

The Institute of Certified Records Managers (ICRM®) is a certifying body established to develop and administer a certification program for professional records managers. Contact information for the ICRM® is as follows:

Mailing Address:

Institute of Certified Records
Managers

403 East Taft Rd.
North Syracuse, NY 13212

Telephone: 877-244-3128

(Toll-free USA and Canada)

Alternate Telephone:

315-234-1904

Fax: 315-474-1784

Website: www.ICRM.org

Publishing Schedule

ProfessioNotes is published four times a year (Winter, Spring, Summer and Fall) by the ICRM®. Articles, inquiries, letters to the editor, or other comments should be directed to:

Editor, *ProfessioNotes*

Judy Vasek Sitton, CRM

PacoTech, Inc.

1739 Nina Lee Ln.

Houston, TX 77018

Telephone: 713-688-0404

E-mail: jsitton@pacotech.com

*Special Thanks to Julie D. Prochnow
for serving as desktop publisher for
this issue.*

Editorial Policy

Author's statements, either fact or opinion, are their own and do not express the official policy of the ICRM®. While the advice and information in this newsletter are believed to be true and accurate at the time of publication, neither the authors nor the editor can accept any legal responsibility for errors or omissions. The ICRM® makes no warranty expressed or implied with respect to the material contained herein. Letters to the Editor are welcome. Letters must be signed and are subject to editing.

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.

Feature

Is Records Management Recession Proof?

By: Linda Mosier, CRM

A year ago I made the decision to change jobs and relocate nearer to my elderly Mother before the end of 2009. It is now 2009, and I am holding on “tightly” to my present position in its current location. What a difference a year makes. I have a great job and our organization had a healthy 2008; however, given the current economic indicators and the number of friends and associates who are seeking employment, I know how fortunate I am to be in a stable environment. Any potential move has been shelved until a future unknown date.

When an organization reaches the point of downsizing the records manager, you know things are bad. We are the keepers of the gate, the protectors of the information, and the guardians of the intellectual capital – both electronic and paper-based. We steep ourselves in information regarding governance, laws and regulations as they relate to our industry-specific responsibilities, and utilize this information as risk management experts. We are professionals with very deeply and vertically specialized skill sets; but as is glaringly apparent, the current economic crisis has taught us that we are not recession proof.

How can we become more valuable to an organization that is struggling with increased costs, falling revenues, and a shrinking client base?

We must become more creative – not easy for a group of people who primarily fall into the “box” category in psycho geometric terms. We are structured; we are organized; we are records managers; but I also believe we can be

incredibly flexible. We have experienced phenomenal changes in this industry in the past ten years, and we’ve mastered these waves of change: retooled, relearned, restructured, and reeducated ourselves.

Before management approaches you to discuss cost-cutting measures and potential downsizing, you should be ready with your own plan to improve efficiencies and effectiveness. Too many organizational leaders and mid-level managers wait until crisis is imminent and they are forced to make what are often knee-jerk decisions.

Effective leadership includes having a plan to respond to a downturn in the economy well before it is a reality.

Rethink the structure of the department and the workload you supervise:

1. Take the individual processes and look at them independently and objectively;
2. Account for workload variances: graph times or dates when you have peak or non-peak production periods;
3. Evaluate personnel - honestly appraise individual strengths and weaknesses;
4. Factor in other departments in your organization – how they interact and impact the input and output of your department’s production cycle.

Rate your department’s responsibilities – (a) critical to the on-going operation (b) semi-critical (c) more important (d) least important. You may be able to pull this information directly from your Business Continuity or Disaster Recovery Plan. Knowing this information is key when faced with a downsized environment while required to continue meeting both organizational and customers’ needs.

Become more efficient. If two departments are handling the same information in similar ways, or passing it back and forth repeatedly, create a flow-chart, identify the redundancies, and

retool the flow so that people are processing work in a logical and efficient manner. You may even be able to merge duplicate or similar steps. It will save both time and resources.

Rethink your pet projects. If you create that extra file, for that extra copy that you haven’t referenced more than once in the past five years – let it go. Forego your comfort zone if it is inefficient. Identify and eliminate any “extra” steps that utilize time and resources with insufficient return for the investment.

Evaluate your staff honestly. If someone is constantly absent or tardy, doesn’t have the detailed nature required for the position, or is warming a chair until retirement, begin to document the undesirable performance both in writing and one-on-one interviews. When management approaches you regarding downsizing or right sizing your staff, “we don’t have enough personnel to do the job now” is NOT the right answer. Be prepared with detailed evaluation documentation regarding each employee. ***You want to control the ultimate decision so the remaining employees are the best and most productive.***

Be proactive. Document the steps you’ve recently taken and the changes you are proposing. Quantify savings in time or resources if possible, as well as identifying soft savings. Make recommendations regarding changes in processes that will result in cross-departmental efficiencies.

Present a tiered plan. Show the reorganization of workflow and responsibilities minus one staff member, minus two staff members, minus two plus. Where is your point of no return – when staff losses will render your department ineffective and unable to meet the needs of the organization? Be prepared to state your case to management.

Be prepared for change. Enough said.

(Is Records Management...continued from page 3)

What steps should you take if you have been or soon will be laid off, downsized, or the organization is closing the doors?

Begin preparations for a potential job-hunt as quickly as you become aware of the possibility that you may be without a job.

Update your resume. Your resume should be updated every six months, even if you are not looking for a job. It is well worth the money or time to buy a book regarding resume writing, use Internet resources, conscript a friend who is a professional writer, or hire a company or individual who specializes in resume building. If the final product results in you looking at your own resume and saying, "this person is fantastic – I would hire them," then you've achieved the goal.

- Keep in mind that no one is interested in your previous and specific job "duties," only that the skill set you achieved in performing those duties can be transferred and utilized by a prospective organization. *Emphasize transferrable skills.*
- Use a bullet point format to make the reader focus on your experience and make it easier to read your resume.
- Speak in proper tense language. Past jobs require past tense language.
- Only list personal interests if there is something that is truly unique and eye catching.
- Any mistakes will be an excuse to discard your resume, and in these tough times, potential employers will dismiss your resume for any reason. It is too competitive now for your resume not to truly shine.
- Make your resume **perfect**.

Spend time on your cover letter. Do not overlook the importance of the

accompanying cover letter when responding to advertisements. Prepare minimally two or three individual formats to match differing requirements listed in various ads. Keep in mind that *a cover letter needs to engage the interest and imagination of the person reading it within a 15-20 second window.* You want to include enough information to convey the idea that the attached resume is worth the time to read and evaluate. If you utilize the cover letter to mirror your skills and abilities to the advertisement requirements, you will quickly establish yourself as a qualified candidate.

Network, network, network!! What is effective networking? Networking is contacting friends, family and personal and professional acquaintances. Ask for their assistance, provide them with your resume, share your ideas and interests, advise your willingness (or not) to relocate, as well as any other information pertinent to your abilities.

- Ask for their ideas, thoughts and input regarding your job search.
- Request that your first-level contacts share your information with people they know who might be able to provide additional insight and advice. You can also request that your first-level contacts provide you with second-level contact information so that you can touch base personally to tell them your story.
- Let your personality show. Personality is key. People help those they like and respect. Always remember to be a professional who is courteous and pleasant at all times.
- Listen to their advice. Hopefully, each networking contact will provide information and advice to aid you in your job search; and more importantly, other contacts.

- Don't be shy. Networking is **not** about contacting only those people who may have a prospective job. This is not the time to be shy about "tooting your own horn," selling yourself, your experience, and your abilities.
- **Utilize ICRM and ARMA contacts and resources.** Attend ARMA meetings, talk with other records managers who frequent the grapevine and often know about positions becoming available before they are advertised. Utilize the ICRM and ARMA job postings and check out the *Available Job Listings* on web sites of local ARMA chapters. Continue to sign up for webinars, read industry-specific articles, and keep up to date on industry changes and challenges. You don't want to appear "rusty" during an interview.

Utilize professional help in your job search.

- **Research staffing companies and recruiters who specialize in your industry.** Set up an appointment with a professional recruiter, provide the necessary information about your background and expectations, and *be prepared to be flexible.* It is supply-side economics in the employment arena right now. There are a large number of qualified applicants competing with you for the limited available positions. If the staffing company also fills temporary positions, sign up. Often temporary jobs become full-time jobs because your feet are firmly planted "inside the door."

Is Records Management...continued from page 4)

- **Sign on with web-based employment search engines, which allow you to document your preferences for industry and location, and list specific key words.**

Many of these web sites will generate searches for jobs that meet your criteria and automatically provide a daily report of available positions to your e-mail account. You should also investigate if there are sites available that are specific to your industry, or social networking sites that are business related.

Polish your interviewing skills. Attend workshops on effective interviewing or take a public speaking class to hone your presentation skills. Remember, you will only get one shot at the interview that will impress your potential employer. We all need practice to exercise the “interview muscle” that has not been used in a while. Have a great interview the first time so that it leads to a 2nd interview, and ultimately a job offer.

- **Use the time to retool your skill set** – It remains a mystery to me why, in this particular profession, we are often pigeon-holed into only one specialty area, i.e., medical, legal, insurance, corporate, government, pharmaceutical, with limited opportunities to utilize our transferable skills in other industries. So much of what we learn and know as CRMs is similar processes and procedures that are utilized across multiple industries.

If you are unexpectedly unemployed in this economy, it might be an excellent time to sign up for a class – perhaps

even web-based, which will provide you with additional specialized skills and allow you to expand your job search into multiple specialty areas.

Don’t look at your separation dollars as an excuse to delay the job hunt. It is so tempting to take a vacation, visit with the children and grandchildren, kick back at home, catch up on chores, and put the job hunt off until you’ve spent all but a few months (or weeks) of your separation pay.

In the present economic environment, this could be the worst possible decision. No matter how many weeks of salary and insurance benefits you receive, the job hunt should start preferably “before” you exit for the last time.

In a non-recession economy, it is estimated that it will take one month of active job searching for each \$10,000 of your salary --- and for the average CRM, this translates to almost a year. As we are all so painfully aware, these are not normal times, and your job hunt could be much longer than anticipated.

- **If you are unemployed, your new job is “conducting a job search.”** Your new job should be spending all or part of every day, Monday through Friday, evaluating and responding to advertised open positions, communicating or meeting with networking contacts, signing up for webinars, updating yourself on changing trends in your industry, taking classes to increase your education and skills and hopefully, scheduling interviews with prospective employers.

It might also be a good time to ask yourself if you are able or willing to relocate to an-

other part of the country for an available position. New positions, within new companies, which are located in new cities, allow you the unique opportunity to “recreate” yourself.

Records managers may not be as recession proof as we had hoped, but the tumultuous changes in recent years have taught us to survive both the revival and reinvention of our industry, manage change during times of extreme crisis, and employ problem-solving skills and strategic planning that would rival most Generals during war-time. We are truly survivors – so let’s get busy utilizing those survival skills.

About the Author:

Linda Mosier, CRM is currently the Records and Conflicts Manager for Robinson & Cole LLP, a 225 attorney law firm headquartered in Hartford CT. Linda has over twenty years of legal and records-related experience in law firms in Chicago, IL, and Philadelphia, PA, as well as an extensive background in records and information management and storage, imaging, and e-discovery. She is an active member and past Board secretary for the ARMA Connecticut Chapter, serves as a mentor for candidates for the ICRM examination, and is a frequent contributor to the ARMA Connecticut newsletter. She can be contacted at Imosier@rc.com.



Faces of the ICRM

By Judy Vasek Sitton, CRM

This month, Faces of the ICRM features five of our 13 CRM/NS members. They are Certified Records Managers who are also certified by the Institute with a Nuclear Information and Records Specialist (NS) advanced designation. Many of you are aware that the ICRM is the official certifying board for ARMA International however, some of you may be unaware that the ICRM is also the official certifying board for another professional organization, NIRMA, the Nuclear Information and Records Management Association. So far, this is the only specialty certification offered by the ICRM. NIRMA members who hold a valid CRM, after successful application and completion of an additional Part 7 exam, receive the CRM/NS designation. Before preparing this column, I was under the mistaken impression that these members were concentrated in one area of the country but I soon discovered that they represent many states and a wealth of experience.

The person you are probably most familiar with from her regular column in *ProfessioNotes* is Peggy Warner, CRM/NS. Ms. Warner has over 30 years of experience in records and information management. Her areas of expertise include development, operation and maintenance of record programs managing high-rigor quality assurance records. Among other prestigious endeavors, her broad experience has included representation of the United States Department of Energy in Vienna, Austria; at the International Atomic Energy Agency (IAEA) where she chaired a working group of eleven nations that created a technical guidance document IAEA-TECDOC-1097 "Maintenance of records for radioactive waste disposal". Peggy served on

the Board of Directors and is a past President of NIRMA.



Peggy Warner, CRM/NS
New Mexico

The current President of the Nuclear Information and Records Management Association (NIRMA) Steve Adams, CRM/NS, is also a member of the ICRM and ARMA. He is a Senior Records Analyst with the National Archives and Records Administration (NARA) where he provides records management consulting and training to Federal agencies, assisting them in developing and improving their records management programs. He works extensively with the Department of Energy, Department of the Interior, the Department of Defense and many other Federal agencies. He has over 20 years of RIM experience.



Steve Adams, CRM/NS
New Mexico

Margie Janney, CRM/NS is the Deputy Director of the Information and Records Services Division in the Office of Information Services at the U.S. Nuclear Regulatory Commission. Responsibilities include the Public Document Room, Technical Library, internal and external Web sites, the electronic document and records management system, and the Freedom of Information Act and Privacy Act pro-

grams. She became a Certified Records Manager in 1995 and a Nuclear Information Specialist in 1996. Margie has more than 28 years experience in the information management field. Margie served on the Board of Directors and is a past Treasurer of NIRMA.



Margie Janney, CRM/NS
Washington, DC

Joe Chrostowski became a Certified Records Manager in 1982 and received the Nuclear Specialist Designation in 1993 while working for Stone and Webster Engineering Corporation. Joe was on the original NIRMA task force that worked on the accreditation with the ICRM beginning in 1990 and is certificate holder No. 3. Joe now works for ASRC Management Services, a subsidiary of ASRC Federal Holding Company, as a program manager with responsibility for oversight of various records management projects.



Joe Chrostowski, CRM/NS
Rhode Island

(Faces of the ICRM continued from page 6)

Anne Jhoon-Yen has been a Certified Records Manager since 1998. She became a Nuclear Information and Records Specialist (NS) in 2001 while working as a records management contractor for the Yucca Mountain Project Branch of the U.S. Geological Survey. Her work at USGS met the dual requirements of records management for the Department of the Interior and quality assurance for the Office of Civilian Radioactive Waste Management of the Department of Energy to which USGS submitted scientific records under an interagency agreement. She currently works for Arctic Slope Regional Corporation (ASRC) Management Services that provides on-site records management support to the U.S. Environmental Protection Agency. She manages the task order responsible for records management strategic planning for EPA's Office of Water.



Anne Jhoon-Yen, CRM/NS
Virginia

Public Relations and Professional Development

New LinkedIn and Facebook Groups

By: Peter Kurilecz, CRM

A new linked-in group has been formed by Gene Stavrou, Associate Director of Records Management at Kraft Foods. At publishing date it had 25 members, many who are CRMs.

Here in Gene's words from the site is an overview of why the group was formed.

What is RecordRules.org?

I presented a concept called recordrules.org at the AIIM conference in early April. In a nutshell, the idea goes like this. Social networking sites, like LinkedIn and Facebook, get people together. Collective intelligence projects like Linux use the knowledge of the crowd for the common good. Why not use these types of technologies to help records managers?

In early June, we'll kick off a draft specification that can help a subset of our community: records management operations in universities. In the meantime, please contact me (or each other) if you'd like to help or if there are other subgroups to form. Feel free to use the discussion groups in this LinkedIn group to hold conversations around records management rules collaboration for specific industries or areas. If you are posting, do not sell products/services or offer legal advice here.

I suspect that most participants will wait to see the starting document to be posted in early June and then decide if and how they would participate. That's fine but, again, please feel free to contact me if you have any ideas or suggestions.

Thanks
-Gene Stavrou

Are you on Facebook?

If so check out the Certified Records Manager group. This is a forum for those who have obtained or are interested in obtaining their CRM. This is also a forum for discussing records management related issues for those brand-new to the field to those certified experts. To locate the group just use the search function on Facebook and search for Certified Records Managers.

New CRM's

Congratulations to the following individuals in the U.S. and Canada earned their Certified Records Manager (CRM) designation by passing the Part 6 examination in February, 2009:

Darin C. Coté, CRM
Fort Worth, TX

Amy Nadine Ellis, CRM
Houston, TX

Jannette S. Goodall, CRM
Austin, TX

Patricia P. Mark, CRM
Enfield, CT

Bonnie Menasce, CRM
San Diego, CA

Sharon C. Michel, CRM
Fairfax Station, VA

Lauren R. Nathanson, CRM
Salt Lake City, UT

Tammy N Russo, CRM
Hutto, TX

Eugene Stakhov, CRM
Brooklyn, NY

Jay W. Stansel, CRM
Pico Rivera, CA

Scott F Swanson, CRM
Omaha, NE

Tamas Tokoli, CRM
Olney, MD

Valdene M. Wager, CRM
Sarnia, ON

Jennifer K. Walker-Ostertag, CRM
Katy, TX

Colleen M. Westerlund, CRM
Eagan, MN

Olga D. Zvyagina, CRM
Reno, NV

Feature

Create a Clearinghouse Exchange Association for Generic Records

By Joseph Andrew Settanni, CRM, CPC

Part 1

This article contends that records managers and all others who deal with records issues have not yet really tapped into the ever greater ranges of possibilities concerning what may be much more creatively done to substantially revolutionize the management of organizational or institutional records. Further, the increasing complexities involving records management issues and decisions, which encompass, e.g., litigation and compliance matters, cannot neglect the having of a wider vision; this is certainly about what the demands being forcefully placed upon technological advancements and innovations for e-records mean, both now and in the future, well beyond any current assumed limitations.

Manipulations of e-records technologies, by putting them more and more dynamically into higher levels of symbiotic relationships within the often comprehensive strategic information management realities of diverse organizations, must, thus, be both properly considered and appropriately implemented in an intelligible and intelligent manner. This article will, therefore, try to boldly raise a consciousness regarding how current practices and conventions are not adequate to the major tasks that could be performed by seeking out and implementing a more coherent and coordinated effort to manage creatively the growing demands placed upon all modern information-bearing media.

Organized Support Services Institutionalized

There will be suggested here a rather dramatic proposal to establish a symbiotic kind of clearinghouse exchange association for (at least) generic records covering descriptions and actual data records themselves for both e-records and their associated records series descriptions inclusive. These data records/records series, with or without their standardized descriptions, could be readily contributed voluntarily to this ever-expanding exchange/association-company or corporation for the substantial mutual benefit of all the association's members. At a bare minimum, it could become a cost control measure that would enhance degrees of sustained and truly sustainable credibility within the business community.

By extension, this private organization would come to fairly reciprocate the intentions being worked on and projected upon e-records and their consequences for business culture, financial culture, and communicational culture. All this will exist, of course, along with the overall information-age culture that is forever logically inclusive of recorded information at various and sundry levels, for a defined effort, set in this proposal.

This proposed effort pertains to the creation of a significantly organized support services association that would be suitably institutionalized for the purpose of guaranteeing a certified quality for e-records and their standardization. These e-records and related e-entities would be processed and ordered into creation for the above stated needs of any corporations, companies, etc. requiring both generalized and specialized e-entities media, as official business records. They would meet legal and other requirements for their existence and usage, manipulation and development. Such a consideration could be, moreover, extended to data records and even entire databases, if wanted.

What is meant, however, as to the suggested details that may be involved in the basic processes and functions,

methodologies and capacities, placed within these to-be-determined, supportive, techno-dynamic activities? Increasingly, with, e.g., much crescive government and other regulation (present and future) and often-demanded standardization and certification of records that is routinely required, even for a great variety of generic or general purpose records, the rational and radical case is made here that for the sake of more simplification, substantially reduced costs, due to the aforementioned pre-certified and pre-standardized records. Also, more enhanced coordination and cooperation between records managers and information technology (IT) personnel, a new means appropriate for a new age is now urgently needed. The innovative online service being projected here is an idea whose time has come.

Clearinghouse Exchange Association (CEA) Shared Tools and Benefits

The often obviously expressed means involved would be analogous to and, as can be expected, often directly related to cloud computing. Numerous offsite servers would be needed, inclusive of both backup and substantial vital records protection guarantees. These would be necessary to service the development and manipulation, plus associated operability and functionality, of these particular e-records to successfully handle the multiple and inclusive demands to be regularly placed upon such e-entities since this is directly concerning, therefore, what is being, situationally and managerially, expected from them with its explicit implications and attendant and necessarily cognate ramifications. Such a clearinghouse exchange association (CEA) would, therefore, greatly facilitate the production, usage, etc. of such generic records. Corporations/companies would not to have to constantly reinvent the wheel by producing these things uniquely each and every time, when demanded or expected by government or other agencies in the course of business.

(Create a Clearinghouse...continued from page 8)

Working Elements and Considerations

Along with the Clearinghouse being a logical extension of the creative capacities and capabilities of cloud computing, what specific working elements or considerations would be critically and vitally involved? Any encrypted data, proprietary information, etc. would need to be either totally stripped, neutralized, or substantially altered to make these records more usable and suitable, pliable and manageable, allowing for data to be more easily or logically exchanged between or among different member organizations, including associated companies, institutions, or corporations. Any useful and needful CEA functionality should, of course, be properly and thoroughly integrated with electronic document management systems (EDMS) and electronic records management (ERM) software.

Theoretical records as type constructs could be sent out among the association members for (extra) comment, proposed emendations, potential legal objections, etc. prior to a decision to finalize them. This would greatly add to the assumed flexibility and innovative spirit definitely wanted for the expected success of this proposed solution to, e.g., the demands for greater accountability. Matters pertaining to, e.g., the Sedona Principles, Federal Rules of Civil Procedure, and other such possible judgmental and evaluative elements that would have to be critically and manifestly involved in the calculations of the credibility expected from such e-media products are needed and, thus, are not to be neglected at all. As to additional important details needed to be known for this proposal's hoped-for success, the basic functional or operational shell or core of a record series, as a dynamic entity, would be made suitably available for adding in (or, if the case may be, for subtracting from) as may be,

thus, needed for applicable use by another company needing such a record, which could be for, e.g., complying with standard regulations.

Maximum advantage would, thus, be increasingly taken of the varied e-technological possibilities and advancements that are and will be certainly occurring, which can cover innovative efforts through such entities as, e.g., holographic records or phototonic records; this larger situation is surely regarding all such e-records, especially the most generic of them to be produced, often on a demand-action basis of production or authorized creation with proper verification of its authenticity, accuracy, security features, etc. through various kinds and levels of cooperative agreements. A creative and systematic pooling of resources can, thus, reasonably and rationally exist for taking a kind of logically-oriented consortium approach toward the records generating, utilizing, storing, etc. needs and requirements of many corporations; this is, especially, applicable on a large scale, to say the least, for those organizations or companies that are regularly or normally made heavily subject to what many people regard as excessive overregulation.

And yet, regardless of what may be said to the contrary, there still remains this noted reality that must be critically dealt with somehow, as the records creating and generating capacities of both private and public institutions and agencies just keep growing, at a truly observed quantum rate, with no apparent end in sight. This may be, as another positive advantage, an intelligent and forceful means of trying to rationally control the rate of growth or, at least, the basic volume of such things into the future.

It is being advanced, therefore, that this intriguing and interesting, though admittedly radical, proposal can be a fairly good solution, which will not neglect innovative or even experimental means for securing the ends wanted

or sought after within professional limits of responsibility and commitment; this will be, thus, well applied to, as had been aforementioned, what will, most likely, be an ever-growing reality of a massively expanding Federal government, as well as the increasing cognate and often assumed activities of the individual states that may wish to add on their own regulations.

As to a larger point regarding benefits and advantages to such an approach, it will be an improved way of creatively dealing with reducing the necessarily rising costs of the increased supplying of information, through records, to the various levels of government or for other institutions, private or public in nature.

In addition, it may help to critically provide more deliberate structuring and defined purpose to at least a part of cloud computing that, currently, has a multiplicity of definitions that are not all necessarily fully compatible with each other; and, this would, of course, be logically applied along with EDMS and ERM software considerations as to any appropriate and sustainable interrelated and interactivity operability and related functional capacities and capabilities.

Conclusion

It can be contended, fairly, that a correctly instituted clearinghouse exchange association could be developed and maintained for handling the ever increasing complexities revolving around records work, especially concerning highly regulated industries that governments place crecive demand upon, regarding the submission of often massive amounts of information to regulatory agencies, the US Congress, and other institutions.

(Create a Clearinghouse...continued from page 9)

In the next Issue Part 2: Pharmaceutical Industry as Excellent Case-in-Point

About the Author:

Joseph Andrew Settanni, an internationally published author, is a Certified Records Manager and Certified Professional Consultant with over 30 years experience; BA, Manhattan College; MA and Archives Management Certificate, New York University; some graduate Library Science courses taken at Queens College, CUNY; he has done consulting work for a Federal judge and, also, a labor union president, besides pro bono work. Currently, he is seeking full-time employment.

Public Relations and Professional Development

Report to the ICRM Membership

Dear ICRM Members,

I placed a Call for Volunteers in the previous newsletter asking for members to serve on the ICRM Marketing Committee. Thanks to those who contacted me with an interest to serve in this capacity. Unfortunately, we were unable to take everyone with a goal of keeping the membership to a functional size; however, if you were not selected please continue to contact me with your ideas regarding the marketing of the ICRM and/or see a related Call for Volunteers below. Following are the current members:

Marketing Committee

- Tom Wilson, CRM, Records and Information Manager for Pier 1 Imports

- Peter Kurilecz, CRM, ICRM Public Relations Coordinator
- Ginny Webster, CRM, MLS, Records Manager/CLE Coordinator for Jones Day
- Annmarie Winston, CRM
- Steve Golden, CRM, ICRM Vice-President
- Bruce White, CRM, PMP, ICRM Webmaster
- Bill Morey, CRM, MSM, Director of Records Management for Corporate Express, A Staples Company
- Mary Hilliard, CRM, Corporate Records Manager for AMD
- Kenneth Hopkins (Advisor, ARMA International Past President) Vice-President, National Records Center
- Jeff Randolph (Advisor and Director of Marketing for ARMA International)
- Deb Gearhart, CRM, FAI (Senior ICRM Board Advisor)
- Mimi Dionne, PMP, CRM, CDIA+, CA

The Committee's first assignment was to assist with the development of the ICRM Marketing and Branding Survey to provide for broader feedback to the Board for the evaluation of the CRM and CRM Candidate perceptions of the ICRM, the value of certification, workshops, resources, marketing and general overall awareness of the credential.

The 2009 ICRM Marketing and Branding Survey was distributed the last week in April; we received a total of 591 responses; a fantastic sample size of our overall membership and candidate base. The smaller HR Marketing Survey was discontinued due to issues related to the bulk email system and a flaw in one of the questions. We did receive 201 responses before it was stopped which included a fair amount of email addresses for HR Directors wanting more information.

We will continue to refine our surveys that will go to an expanded target au-

dience, and will be sure to incorporate the feedback we received from our members and candidates on this particular initiative. Thanks to everyone for participating in this important evaluation process.

I recently had the honor of hosting the ICRM Spring Board meeting here in St. Louis May 1-2, 2009, and the results of the survey were presented, reviewed and discussed. The Marketing Committee will begin its review of the survey results on May 15, 2009. Based on the member and candidate feedback that was received, the Board of Regents will be able to make decisions regarding the branding, marketing, advertising and membership services currently provided by the ICRM. The results of the Marketing and Branding Survey will be published this year.

Call for Volunteers

Judy Vasek Sitton, CRM, will be resigning as editor upon the completion of the summer edition of *ProfessioNotes*. She has been elected to the Executive Vice-President position on the Board of Directors for the Houston ARMA Chapter and has other projects that preclude her from continuing to serve in this function. I hope everyone will join me in congratulating Judy on her new role. The ICRM Regents will miss her; she did an outstanding job.

As a direct result of Judy's resignation, we would like to extend a Call for Volunteers to fill the vacancy. Please contact me at (314) 646-4572 or by email at haliday@stlzoo.org by July 1, 2009, if you are interested in the ICRM Newsletter Editor position.

Preparations are well under way for the CRM sessions at the ARMA International Conference and we are looking forward to seeing everyone in Orlando, Florida!

Best regards,

Rae Lynn Haliday, MBA, CRM

Pre-approved CMP Activities

By: Dave McDermott, CRM

Arizona

07/30/2009
Medical Records Law in Arizona –
Phoenix 6.00
Lorman Education Services

California

06/02/2009
Medical Records Law in CA - Santa
Ana 6.00
Lorman Education Services

07/15/2009
Document Retention and Destruction in
CA – Pasadena 6.50
Lorman Education Services

Colorado

08/04/2009
Document Retention and Destruction in
CO – Denver 6.00
Lorman Education Services

Florida

06/04/2009
Document Retention and Destruction in
FL – Miami 6.50
Lorman Education Services

09/03/2009
Medical Records Law in Florida – Sara-
sota 6.00
Lorman Education Services

Georgia

08/12/2009
Medical Records Law in GA – Savan-
nah 6.00
Lorman Education Services

Illinois

07/24/2009
Medical Records Law in IL – Belleville
6.00
Lorman Education Services

Indiana

06/11/2009
Medical Records Law in IN – Bloom-
ington 6.00
Lorman Education Services

08/13/2009
Medical Records Law In IN – Indian-
apolis 6.00
Lorman Education Services

Kansas

08/11/2009
Document Retention and Destruction in
KS – Wichita 6.50
Lorman Education Services

Louisiana

08/04/2009
Medical Records Law in LA - Baton
Rouge 6.00
Lorman Education Services

Michigan

07/22/2009
Medical Records Law in Michigan -
Grand Rapids 6.00
Lorman Education Services

Minnesota

06/04/2009
Medical Records Law in MN- Minnea-
polis 6.00
Lorman Education Services

07/07/2009
Medical Records Law in MN
6.50
Lorman Education Services

Missouri

07/17/2009
Medical Records Law in MO - St Louis
6.50
Lorman Education Services

08/11/2009
Document Retention and Destruction in
Missouri - St. Louis 6.50
Lorman Education Services

Montana

06/02/2009
Medical Records Law in Montana -
Billings 6.00
Lorman Education Services

New Hampshire

06/10/2009
What You Need to Know About Public
Records and Open Meetings
in NH- Manchester 6.00
Lorman Education Services

07/22/2009
Medical Records Law in NH – Man-
chester 6.00
Lorman Education Services

New Mexico

08/04/2009
Document Retention and Destruction in
NM – Albuquerque 6.50
Lorman Education Services

New York

06/02/2009
Medical Records Law in NY – Albany
6.00
Lorman Education Services

06/26/2009
Document Retention and Destruction in
NY - Garden City 6.50
Lorman Education Services

07/14/2009
Medical Records Law in NY– Buffalo
6.00
Lorman Education Services

North Dakota

07/28/2009
Document Retention and Destruction in
ND – Bismarck 6.50
Lorman Education Services

Pennsylvania

06/16/2009
What You Need to Know About Public
Records
and Open Meetings in PA – Philadel-
phia 6.00
Lorman Education Services

Pennsylvania

08/20/2009

What You Need to Know About Public Records and Open Meetings in PA – Harrisburg 6.00
Lorman Education Services

09/16/2009

Document Retention and Destruction in PA – Pittsburgh 6.50
Lorman Education Services

Tennessee

06/25/2009

Medical Records Law in TN – Memphis 6.00
Lorman Education Services

Texas

08/07/2009

Medical Records Law in Texas – Corpus Christi 6.00
Lorman Education Services

08/21/2009

Document Retention and Destruction in TX – Houston 6.00
Lorman Education Services

Virginia

07/24/2009

Medical Records Law in VA – Richmond 6.00
Lorman Education Services

09/03/2009

Document Retention and Destruction in VA – Richmond 6.50
Lorman Education Services

Washington

07/24/2009

Document Retention and Destruction in WA - Spokane 6.50
Lorman Education Services

West Virginia

08/18/2009

Document Retention and Destruction in WV – Charleston 6.50
Lorman Education Services

Webinars—Sponsored by ARMA International

06/01/2009—06/09/2009

Web Webinar "Prevent the Extinction of the Ethical Business Leader" 1.50
Jeff Lanza

06/15/2009—06/23/2009

Web Seminar - "Stopping Identity Theft Before It Stops Your Organization" 1.50
Jeff Lanza

06/29/2009—07/07/2009

Web Seminar - "Stopping Identity Theft Before It Stops You" 1.50
Jeff Lanza

CALL FOR NOMINATIONS ICRM BOARD OF REGENTS

At their midyear meeting in St. Louis, the Institute of Certified Records Managers Board of Regents made some strategic changes to the Bylaws of the Institute concerning officers and elections. To ensure continuity at the executive level, the Board voted to establish a three year automatic advancement of the three senior leadership positions.

Each year the membership will elect a President Elect, from candidates who have served on the Board of Regents within the last five years, and who will automatically move up to the position of President the following year.

The President, after serving one year in that position, will move up to the position of Chair. The office of Chair is defined in the Bylaws as that of Senior Advisor and Ombudsman for the membership to the Board of Regents.

The offices of Secretary, Treasurer and the seven Regent positions will remain the same, as will their terms of office.

Up for election this year are the following Regent positions:

- Regent for Exam Administration
- Regent for Public Relations and Marketing
- Regent for Legislation and Appeals

In addition the membership will be asked to select a new President Elect and affirm the progression of Steve Golden, CRM, current Vice President, to the office of President and Alan Andolsen, CRM, current President, to the office of Chair.

Juanita Skillman, CRM, FAI, current Regent for Legislation and Appeals, was designated to run the election this year. She announced the following schedule for nominations and election:

- May 15th – Announcement of open positions and call for nominations
- June 15th – Nominations close
- June 25th – Candidate information and pictures are prepared for inclusion on the ballot
- July 1st – Ballots are distributed electronically to the membership. Paper ballots are mailed to those few members who cannot be reached electronically.
- July 15th – Election closes
- July 25th – Election Results are announced

Interested members are encouraged to send an e-mail, indicating their interest in one of the four open positions, with an attached bio / resume and a recent picture to Juanita Skillman at juanitaskillman@aol.com.

ICRM® Board of Regents—2009

In Memoriam

Passing of Gary Lewis, CRM, CDIA+



Reprinted with permission May 2009 issue Beltway Bits, the newsletter of ARMA Northern Virginia Chapter

It is with sadness and regret that I report the death of Gary Allan Lewis, Lt. Col., USAF (Ret.). Gary died suddenly at his home in Springfield, Virginia after a long struggle with cancer.

Following a private family service Gary's ashes will be spread in His perennial garden at their vacation/retirement home at Bayse, VA in the Shenandoah Valley. Expressions of sympathy and remembrance may be sent in reply to this email for forwarding, or directly to:

Laurie Lewis
PO Box 630
Bayse, VA 22810

Gary was an active member of the RIM profession, ARMA, ICRM, and the AIEF. Contributions in his memory to the AIEF will be gratefully accepted.

Gary was a Past President of the Northern Virginia Chapter of ARMA, an active member of the Mid-Atlantic Region of ARMA, editor of the ICRM Newsletter, and Vice Chairman, Board Of Trustees at ARMA International Educational Foundation (AIEF). Gary's public professional profile is available at <http://www.linkedin.com/pub/2/a06/304..>

President

Alan A. Andolsen CMC, CRM
President
Naremco Services Inc.
60 East 42nd Street
New York, NY 10165
Tel. (212) 697-0290
Fax: (212) 986-1736
E-mail: AIAndolsen@NAREMCO.COM

Vice President

Steven J. Golden, CRM
RBC Dain Rauscher, MS P07
60 S 6th St
Minneapolis, MN 55402
Tel. (612) 371-2958
Fax (866) 790-4329
E-mail: steve.golden@rbc.com

Secretary

Martha W. Adcox, CRM
Global Records Manager
Eli Lilly and Company
Lilly Corporate Center
Indianapolis, IN 46285
Tel. (317) 276-4787
E-mail: Adcox_Martha@lilly.com

Treasurer

Virginia A. Jones, CRM, FAI
Records Manager
ICRM Treasurer
PO Box 1143
Newport News, VA 23601
Tel. (757) 926-1063
Fax (757) 926-1212
E-mail: vjones@nngov.com

Regent, Examination Development

Donald B. Schewe, CRM, FAI
120 Nails Creek Trail
McDonough, GA 30252
Tel. (770) 898-5399
E-mail: dschewe@mindspring.com

Regent, Examination Administration

Rayanne Waggoner, CRM
Corporate Records Manager
Apple Computer Inc
71 Infinite Loop MS 38 3RIM
Cupertino, CA 95014
Tel. (408) 974-1503
Fax (408) 974-3775
E-mail: Rayanne@apple.com



Regent, Certification Maintenance

David McDermott, CRM
Records Manager
Enterprise Records Management
J.R. Simplot Company
5272 Irving St.
Boise, ID 83706
Tel (208) 327-3209
Fax (208) 327-3278
E-mail: dave.mcdermott@simplot.com

Regent, Examination Grading

Janet G. Pomeroy, CRM
Lockheed Martin
6801 Rockledge Dr.
Bethesda, MD 20817
Tel. (301) 214-3827
Fax (301) 214-9782
E-mail: janet.g.pomeroy@lmco.com

Regent, Certification Standards

William W. LeFevre, CRM, CA
c/o Walter P. Reuther Library
Wayne State University
5401 Cass Avenue
Detroit, MI 48202
Tel. (313) 577-2789
Fax (313) 577-4300
E-mail: william.lefevre@wayne.edu

Regent, Legislation and Appeals

Juanita Skillman, CRM, FAI
3228 Paseo Gallita
San Clemente, CA 92672
Tel. (562) 964-4677
E-mail: jskillman@aol.com

Regent, Regent-Public Relations and Professional Development

Rae Lynn Haliday, CRM
Registrar
Saint Louis Zoo
One Government Drive
St Louis, MO 63110
(314) 781-0900 Ext. 4572
E-mail: Haliday@stlzoo.org