



INTERNATIONAL

M A D I S O N

The Information Management Professionals



ARMA-Madison Chapter  
Officers Election  
May 12-19, 2010

MEET YOUR BOARD CANDIDATES

Following the provisions of the chapter bylaws, the candidates receiving the most votes for each office will be elected to the ARMA-Madison Board of Directors for the 2010-2011 office term. Election results will be announced on May 21, 2010. Voting Deadline: Midnight, May 19, 2010 CDT.

**Voting Eligibility:** Eligible voting members **must** be chapter members in good standing.

**Candidates Qualifications:** All candidates shall be members in good standing of ARMA International and the ARMA-Madison Chapter.

All candidates listed below meet the qualifications for election to the Board. To help you make an informed decision, they have submitted their biographies and statements shown below.

PRESIDENT-ELECT

JODIE LYNN ARMSTRONG



Jodie is a document and records specialist for the Wisconsin Alumni Research Foundation (WARF). She is responsible for identifying electronic and physical file location, assisting the legal department in the preparation of records retention, and email records management policies. Jodie also supervises and performs data collection for e-discovery.

She brings 5 years of experience in non-profit and Intellectual Property (IP) and contract management with special emphasis on e-discovery and records lifecycle working for the Wisconsin Alumni Research Foundation (WARF). Prior to transferring to her current position in Records Management, Jodie worked in the Accounting Department of WARF for 20 years and also has military experience.

WARF is a Technology Transfer for the University of Wisconsin and handles all the intellectual property (IP) or patenting technology and licensing the technology. WARF covers the Madison campus, while our subsidiary company called WiSys covers all other campuses of the UW System. WARF also provides IP and licensing services for two other subsidiary companies: WiCell (Wisconsin Stem) and MIR (Morgridge Institute for Discovery).

**ARMA Experience** - Served as Madison chapter VP of Programs for 2009 and held the position of secretary from 2006-2008. Jodie won the Chapter member of the year 2008 and Rookie of the Year in 2007.

**What I would bring to the Madison ARMA Board:** "I would help keep the Chapter focus on all levels of RIM experience. Remembering not all of us have 10-20 years experience. The RIM world is evolving faster than some of us can keep up with, this includes on how all the new "Social Media" software. We should be looking at how we can incorporate their use without increasing our liability risk."

## ***VICE-PRESIDENT OF SEMINAR***

### **STEVE BOSE** (Incumbent)



Steve brings 30 years of service in the area of Records Management. Currently serves as the Records and Forms Officer for the State of Wisconsin Department of Health Services and has worked in the records management field at the Wisconsin Department of Revenue and the City of Madison, Wisconsin. Steve is a graduate of Madison Area Technical College with a degree in Business Office Mid-Management. In addition, Steve is a Certified Public Manager in the American Academy of Certified Public Managers.

He has been a member of ARMA for the past 10 years and off and on since 1982. Steve served as the VP of Seminar for the 2009-2010 program year.

**What I would bring to the Madison ARMA Board:** *“Nothing spectacular or earth moving just myself, my experience and consistent support.”*

### **LORI ASHLEY**



Lori Ashley is a Wisconsin-based consultant, writer/editor, and educator dedicated to helping public and private sector clients improve the performance of their record and information management (RIM) practices and controls. Prior to forming Tournesol Consulting and joining Cohasset Associates as a Senior Consultant in 2003, Ms. Ashley served as the Statewide Data, Forms and Records Coordinator for Wisconsin in the Department of Electronic Government. In this position, Ms. Ashley supported state and local government forms/records officers and data administrators in the implementation of statutory requirements, policies, and best practice standards. Before joining the state, she also worked for more than a decade in the regulated energy industry.

An experienced strategist and organizational development specialist, Ms. Ashley has taken a strong interest in developing methodologies and approaches to jumpstart and then sustain cross-function collaboration among the many stakeholders (Legal, RIM, IT, lines of business, programs and project leaders, employees, contractors, etc.) who share accountability for effective and efficient life cycle controls for valued records and information assets.

Ms. Ashley is a regular speaker at industry conferences and the annual MER conference sponsored by Cohasset Associates in Chicago. She is a member of ARMA International (Madison and Milwaukee Chapters), AIIM, and the Society of American Archivists. She served for three years as Seminar Chair for the ARMA Madison chapter and won the ‘Chapter Member of the Year’ in 2007.

## VICE-PRESIDENT OF PROGRAMS

### SANDRA BROADY-RUDD, CRM, ERM



Sandra brings over 20 years of experience primarily in government and financial services companies with special expertise in electronic records. She received her CRM Certification in 1996.

**Current position:** Operational Risk Consultant for Wells Fargo. She works as part of their Corporate Records Management office providing consultation on electronic records issues and initiatives. She also helps manage the development of ECM applications for the enterprise.

**ARMA/ICRM Experience:** Served on the Board in several capacities of several ARMA chapters including ARMA-Madison, Austin and Tampa. Positions held included President, Vice-President, Programs, and Secretary. Also served as the co-chair for the Government Industry Action Committee for ARMA International and as the Webmaster for the Institute of Certified Records Managers (ICRM). Sandra still volunteers for the ICRM as a Part 6 Exam Grader.

**What could you bring to ARMA-Madison?** "With the Board experience from other chapters including Texas and Florida, I think I could provide recommendations to resolve issues pertinent to most chapters including retention of members, increasing member attendance at meetings, providing quality educational programming, and mentoring new members for eventual service on the Board."

### ANA AQUINO-PEREZ



**Current Position:** Ana Aquino-Pérez is the Records Officer for the Wisconsin Department of Transportation where she has been performing these duties since 2001. She is responsible for managing the agency's records management program. Prior to that, she managed a \$41.3 million highway improvement program also for the Department of Transportation.

**ARMA Experience** She has been an active member of ARMA-Madison since 2001 and is the current Past-President. Other Board and committee positions include, member of the Seminar and Program committees, VP of Seminar and Chapter President. Ana has led the chapter's strategic planning effort for the last three years. She has received the following awards since joining ARMA: Rookie of the Year - 2002, Rose Award - 2003, Member of the Year Award – 2005, Leadership & Service Award – 2008, and President's Choice Awards in 2004 and 2009.

Ana has a bachelor degree in business administration, with an emphasis on marketing and international business from the University of Wisconsin-Madison and has done some international business course work in Marseilles, France and in Brussels, Belgium.

Besides ARMA, Ana presides over the University of Wisconsin-Madison Hispanic/Latino Alumni Association. She has a passion for traveling, has trotted several times through several countries in Europe. Some of her favorite activities include hiking, the great outdoors (without roughing it out), going to the theatre, exploring small towns, outdoors concerts and spending time with her family and friends. Ana is married to Greg Arihood and they have a 4 year old daughter Sara.

**What could you bring to ARMA-Madison?** "My experience and passion for the chapter. The chapter has the potential to do so much for the members and for the Madison community in the field of RIM and to become a recognize expert in our community. I'll like to be part of that effort."

## ***VICE-PRESIDENT OF MEMBERSHIP***

### **PRISCILLA JARONA** (Incumbent)



Priscilla brings over 11 years experience in records and information management. Although retired from Alliant Energy, she has stayed active in the records and information management industry through her consulting business, PJ Consulting.

Priscilla has been a member of ARMA-Madison for 12 years. Ten of those years have been spent in various positions on the Board. She has served as Vice President of Membership for the last 4 years during which time the chapter membership has continued to grow. Last year chapter membership went from 63 members to 70 members. In addition to her work with the chapter membership, Priscilla, has also participated with the Chapter's programs, seminars, the annual shredding event, and strategic planning. She has revised and updated the Chapter By-laws and wrote and updated the Chapter Leadership Handbook.

***What could you bring to ARMA-Madison?*** *"I believe ARMA has a lot to offer to its members and am proud to be a part of this organization."*

## SECRETARY

### PEGGY J. BOURNE



Peggy Bourne has been working in records management for 30 years focusing primarily on public sector records. She is an accomplished records manager and implemented a full records management program for the City of Great Falls Montana. Peggy was the City Clerk/Records Manager in Great Falls for 19 years. During that time she also developed strong presentation skills and taught over 100 records management workshops throughout Montana and Canada.

Peggy was one of the chartering members for the Big Sky Chapter of ARMA serving as the Chapter president during the first 6 years of the Chapter's existence.

She was the recipient of the Chapter Member of the Year Award three times. She also received the Big Sky Chapter Lifetime Achievement Award and the Big Sky Chapter Shining Star Award. Peggy was also the 2003 recipient of the Athena Award.

Peggy and her husband moved to Wisconsin in 2008 where she now works for WPPI Energy as the RIM Manager. In this position Peggy is implementing a document management system as well as a retention schedule.

As a Board member, Peggy offers strong leadership skills along with her passion for records management – not to mention 19 years of minute taking. Peggy is looking forward to networking with other records management professionals and doing what she can do to give back to the ARMA-Madison Chapter.

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### PETER CHERCHIAN



Peter has over 9 years of business development experience in online advertising, telecommunications, relocation, and records management industries. His background includes a year and a half of work on customer projects involving physical records storage and management, production scanning and backfile conversion service, media tape vault rotation, information destruction, and ECM design and implementation.

Current Position: Business Development Manager – Datastore, Sun Prairie

Currently in charge of market and project development for Madison and surrounding area: Working with clients in the field to help them reduce costs and streamline their processes, and assisting with day-to-day operations of the records center and scanning bureau. Collaborating with leadership in maintaining a strong understanding of the changes and advancements in RIM.

#### ***What could you bring to ARMA Madison?***

My daily experience with assisting in managing our records center along with my customer service and project work with current and developing customers will give me the background to begin understanding the needs and direction of the chapter. In addition, I will assimilate quickly and make contributions that will strengthen the group.

**YVONNE SUBAK**

**ARMA/ICRM Experience:** Has been with WPS Health Insurance for over 25 years, and has been an ARMA member since day one. At WPS she supervises both the Record Center and the Central Stores departments. Her current projects include developing a master records classification plan with the goal of updating the corporate retention schedule. This is a critical step as they look to the future to implement an electronic record keeping system which will be required by WPS government contracts within 5 years. A few years back, Yvonne served as Secretary, Treasurer, VP of Membership and Seminar for the Madison chapter.

In addition to her work, Yvonne has also spent many hours volunteering at her children school. She has coached middle school boys and girls volleyball for 9 years. She recently celebrated her 24<sup>th</sup> wedding anniversary. She and her husband have two daughters Ellyn, 21 a junior in Civil Engineering at UW-Platteville, and Jayne, 19 who just completed her first year at MATC. She loves to golf with her daughters and can't wait for the warm weather to hit courses. She also enjoys volleyball, biking, reading, crafts and beading.

***What could you bring to ARMA-Madison?*** Yvonne looks forward to getting back into the swing of things with ARMA and meeting all the newer members.

