

**APRIL 21, 2010**  
 Fluno Center, Madison, WI



**Co-Sponsored by:**

- Wisconsin Public Records Board (PRB)
- UW-Madison School of Library & Information Studies (SLIS)

This Seminar has been pre-approved for 5 hours of ICRM Certification Maintenance Program (CMP) credits.

**Parking**

The Fluno Center parking lot, located under the building, opens at 7:00 am. Enter the lot from Frances Street.

**Accommodations**

If you require overnight accommodations, please call the Fluno Center directly at 877-77FLUNO or 608-441-7117

## COLLABORATING WITH ENTERPRISE INFORMATION RESOURCES

**T**he current environment is putting pressure on every enterprise large and small.

Tighter budgets, rising expectations and expanding demand for services are impacting every element of the enterprise.

The responses to reduced work force and increased workloads have led to innovations in how we do our work and how we communicate with customers and constituents.

Along with the innovations and communication tools has come legislation which places new demands on the information and records generated in the course of doing business.

Managing records in multimedia across the enterprise is more fragmented than ever. Keeping up with the cool tools and managing them with new rules is a never ending task.

It is more important now to collaborate with the expert resources within our enterprise.

**Who Are the Resources?**

**Business experts** dictate what tools will help communicate with customers and business partners to get the job done with value-added service and performance.

**IT experts** set up and integrate the new tools in the environment.

**Litigation and legal experts** identify new requirements for data security, accountability and defensibility.

**Administrators** create policy on how new tools will be used in the enterprise to promote transparency and eliminate risk to the enterprise.

**Project Managers** coordinate the transition from old methods through the implementation of new models.

**Records Managers** are charged with coordinating record retention and disposition rules to apply to the new cool tools.

**Seminar sessions will feature:**

- Failure Points in RIM Projects and Initiatives
- Development of a Project Plan
- Project Implementation Strategies
- Identifying Project Team Stakeholders and Competing goals
- Development of a Common Language
- Panel Discussion of Stakeholder Perspectives



### Failure points in RIM projects and Initiatives

**John Montaña** is a principal of the Pelli Group, Inc., a records and information management consulting firm based in West Point, Virginia. In this capacity he advises corporations, law firms and nonprofit organizations on records and information management.

His work has included analysis and advice on a wide variety of records and information management issues, including records retention scheduling, advice on the legality of various information storage media, regulatory compliance, litigation and discovery, and other matters likely to impact information management considerations; as well as analysis, critique and modification of practices, policies and procedures, and retention schedules developed by others and start-to-finish development of records retention schedules, records management policies and procedures.

He is widely recognized as one of the foremost records management experts in the country. Mr. Montaña has published three books on records management issues, as well as dozens of articles for magazines and professional journals, and is an active seminar speaker on records management topics. He holds a Juris Doctor from the University of Denver.



### Is your ESI (Electronically Stored Information) Ready for Records Management?

**Christine M. Burns** has worked in the field of records and information management for over 30 years. As a Senior Consultant with Cohasset Associates, Inc., she has developed comprehensive records management programs for clients in a wide variety of industries.

A frequent speaker on records management topics, her most recent presentations have focused on electronic record keeping issues and strategies such as functional retention schedules that enable companies to update their records management programs to accommodate electronic recordkeeping requirements.

In addition to her consulting engagements, Ms. Burns was a records analyst in the corporate records management department of a Fortune 500 company at the beginning of her career.

Since 1992, she has been Co-chair of the National Managing Electronic Records Conference (MER) and was a senior editor of *The Sedona Guidelines: Best Practice Guidelines & Commentary for Managing Information & Records in the Electronic Age*.



### How Records Managers can collaborate with Legal, IT and Business: A Legal Perspective

**Bruce Radke** joined the Chicago office of Vedder Price in 1998. He is a shareholder and a member of the firm's Litigation Practice Area. He is Chair of the firm's Records Management and eDiscovery Practice Group.

Mr. Radke regularly counsels clients, including a Fortune 500 company, on all aspects of records management, including developing and implementing enterprise-wide records retention schedules and electronic communications policies. He has written and spoken extensively on a variety of topics relating to records retention, e-mail and electronic discovery. His articles and comments have been featured in the *Chicago Tribune*, *The Review of Banking & Financial Services* and the *Privacy & Data Security Law Journal*.

Mr. Radke also does legal representation in all industry sectors in connection with various privacy and data security issues. He has assisted clients in responding to data security breaches and conducted data privacy audits to identify potential privacy and data security issues.

Mr. Radke has substantial experience in a wide variety of litigation matters. His practice specializes in complex commercial litigation, including contract disputes, business torts, intellectual property, privacy and data security and related matters.

## Who Should Attend:

Records Officers

Records Managers

Legal Experts

Information Technology Managers

Information Architects and

Developers

Data Administrators

Risk and Compliance Managers

Business Analysts

Program Managers

Project Managers

Team Leaders

Facilitators

Technology Vendors

Business Consultants

Students

## Program Agenda

**7:00am – 7:55am**

Registration, Vendor Fair & Continental Breakfast

**8:00am – 8:30am**

Welcome and Introductions

**8:30am – 10:15am**

Failure Points in RIM Projects and Initiatives

John Montaña

*This session examines typical causes for failure or suboptimal performance in RIM projects and initiatives and ways to avoid them. The goal of the session is to permit attendees to avoid stalled or nonperforming projects by defining sound outcomes, assembling appropriate resources, and managing the project in a way that achieves the organization's goals.*

**10:15am – 10:30am**

Break

**10:30am – 12:00pm**

Is your **ESI** (Electronically Stored Information) Ready for Records Management?

Christine M. Burns

*Decisions to utilize a particular type of document/records/content technology are often made by senior management with little attention paid as to HOW the technology will be configured to manage the records the system contains.*

*As a result, systems used to store ESI often fail to provide measurable, long-term benefits to the company and users. This session will focus on the practical steps that you and your company should take to embed good records management practices into your company's new ESI systems BEFORE they become repositories that are full of unnecessary records, difficult to search or even abandoned.*

- 1 *Understand the differences between the most common technological tools used to manage ESI today.*
- 2 *Differentiate between the various types of ESI and apply records management principles, accordingly.*
- 3 *Define criteria that can be used during the design and implementation stages of an ESI system to ensure the system meets both the company's objectives for the system and its recordkeeping requirements.*

**12:00pm – 1:30pm**

Lunch and Vendor Fair

**1:30pm – 2:45pm**

How Records Managers Can Collaborate with IT, Legal and Business Areas: A Legal Perspective

Bruce Radke

*Effective records management requires interdisciplinary cooperation and collaboration between RIM, Legal, IT and Business operations.*

*This session focuses on the roles and sometimes competing goals of the key stakeholders, and how records managers can bridge the gap between each to achieve cooperation in the operation of a legally defensible records management program.*

*You will learn why collaboration is important and how records managers can leverage the expertise of Legal, IT and Business partners to achieve common goals. Learn how to develop a common language and understanding to manage your organization's electronic assets.*

**2:45pm – 3:00pm**

Break

**3:00pm – 4:15pm**

Panel Discussion

Electronic Records Management Perspectives

Legal Counsels

Bruce Radke, John Montaña

Senior Consultant

Christine Burns

Chief Information Officer

Oskar Anderson

Business Administrator

Gina Frank

**4:15pm – 4:30pm**

Wrap Up

### Panel Discussion: Electronic Records Management Perspectives:



**Oskar Anderson** is the administrator of the State of Wisconsin's Division of Enterprise Technology (DET) within the Department of Administration. He has been in that role since March 2007, and as the state's Chief Information Officer (CIO) he oversees state government's IT operations and investments. He served as CIO for the state Department of Revenue (DOR) from 2001 until joining DET. He also served as the administrator of the Systems and Information Services Division and CIO for the Alberta Solicitor General Department for six years early in his career.

Mr. Anderson has worked about half of his career in the private sector as a systems and management consultant. He has managed business process re-engineering and system development projects for Transportation, Motor Vehicle, Corrections, Finance, Policing and Corporate Licensing business areas. As a management consultant he was a member of the team that proposed and helped set up the Canadian Center for Justice Statistics. He has led several reorganization projects and has also provided monitoring for major development and implementation projects.

Mr. Anderson received his computer science education at the University of Alberta.



**Gina Frank** is currently the Administrator of Division of Enterprise Services (DES) in the State of Wisconsin's Department of Health Services (DHS). She has worked for the state for more than 20 years in a variety of management and professional positions in policy and budget, finance, and human resources with the departments of Revenue, Public Instruction, State Budget Office, Corrections and Transportation.

Prior to coming to DHS, Gina served as Deputy Secretary of the Wisconsin Department of Administration. In addition to managing key agency activities, including internal communication and financial operations, she advised the Secretary on organizational development and other long-term issues facing the Department.

She also served as the Deputy Secretary and Administrator of the Division of Enterprise Services for the Wisconsin Department of Revenue. She was responsible for overseeing the management of internal services including budget and finance, human resources, procurement and facilities management.

Gina graduated from Lawrence University with a double major in Government and Spanish and has a Masters Degree in Public Administration from the La Follette Institute at UW-Madison.

## VENDOR FAIR

*A technology vendor fair will be held in conjunction with the 2010 ARMA-Madison Spring Seminar.*

*Company representatives from a select set of leading ECM solutions providers will be on hand to share their product offerings and to participate in the day's discussions.*

**ARMA-Madison invites you to promote your RIM product and service solutions at our 2010 Spring Seminar.**

### FOR BOOTH AND SPONSORSHIP OPPORTUNITIES

**PLEASE CONTACT:  
PRISCILLA JARONA AT  
(920) 210-1443**

**or email her at:  
[pjconsultsvcs@sbcglobal.net](mailto:pjconsultsvcs@sbcglobal.net)**

# REGISTRATION

Registration includes the full day of sessions, continental breakfast, lunch, vendor fair, on-site parking and seminar handouts. To reserve your spot, register by April 7, 2010

Please submit complete information on the form below to register



## Mail (by Wednesday, April 7, 2010)

Mail your reservation, with payment (payable to ARMA-Madison) to the address below.

**Diane Vultaggio**  
ARMA Madison Chapter  
P.O. BOX 8863  
Madison, WI 53708



## Telephone (register and arrange to forward payment)

Call Diane Vultaggio at: (608) 266-5578



## E-mail (register and arrange to forward payment)

Send E-Mail to Diane Vultaggio at:  
[diane.vultaggio@etf.state.wi.us](mailto:diane.vultaggio@etf.state.wi.us)



## Online Registration (by Wednesday, April 14, 2010)

ARMA-Madison now offers online registration and PayPal service as a payment option. Go to our web site to register online.

<http://www.armamadison.org/seminar/registration/>

### Registration Fee

- |   |                  |
|---|------------------|
| <input type="checkbox"/> ARMA Member                        | \$125            |
| <input type="checkbox"/> Non-Member                         | \$150            |
| <input type="checkbox"/> Full-time student                  | \$50             |
| <input type="checkbox"/> 3 or more from same company/agency | \$100 per person |
| <input type="checkbox"/> New Member                         | \$275            |

(Event plus \$175 annual ARMA membership fee, and a free 1 year ARMA Madison membership.)

.....(Please submit one form per person) .....



**Check here to indicate permission for ARMA-Madison to share your contact information with other attendees or vendors.**

Name: Last, First

Company or Organization

Title

Division/Dept.

Area Code/Phone Number

Mailing Address

E-mail Address (confirmation will be sent, if provided)