

MARCH 2005

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ARMA^{Adison}

ARMA^{Adison} is published monthly from September through June. We welcome all letters, comments, and contributions from members. Send to:

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PRESIDENT'S CHATTER

By Priscilla Jaroná

It's hard to believe that the program year is more than half over. We have had some excellent programs and our upcoming schedule should prove to be equally informative.

Our Tri-Chapter meeting is on Tuesday, March 1, in Fond du Lac. This is our annual Tri-Chapter meeting with Milwaukee, Green Bay, and Fox Valley. Be sure to get your reservations in quickly. Contact Tim Hughes if you would like to ride on the bus. Sharon LaPlant will be our guest speaker talking about how ISO can help in developing your records management program or taking it to the next level.

The plans for the annual ARMA-Madison Seminar, scheduled for April 19, are well underway. The focus for this year's seminar will be on **Electronic Messaging as Records: Best Practices and Technology Solutions**. Electronic messaging is probably one of the biggest challenges facing records managers today. More information follows in this newsletter. Be sure to mark your calendar for this day.

Our May meeting will be the time to elect our new chapter officers for next year. Our past president, Diane Vultaggio, will be contacting chapter members to see if they would like an excellent opportunity to expand their leadership skills by serving the chapter. If this is something you would like to do, please feel free to contact Diane directly. We have been very fortunate to have many talented individuals in our chapter and several have graciously served in board or committee positions. We are always looking for others in the Chapter to assist where needed. Please take the time to volunteer.

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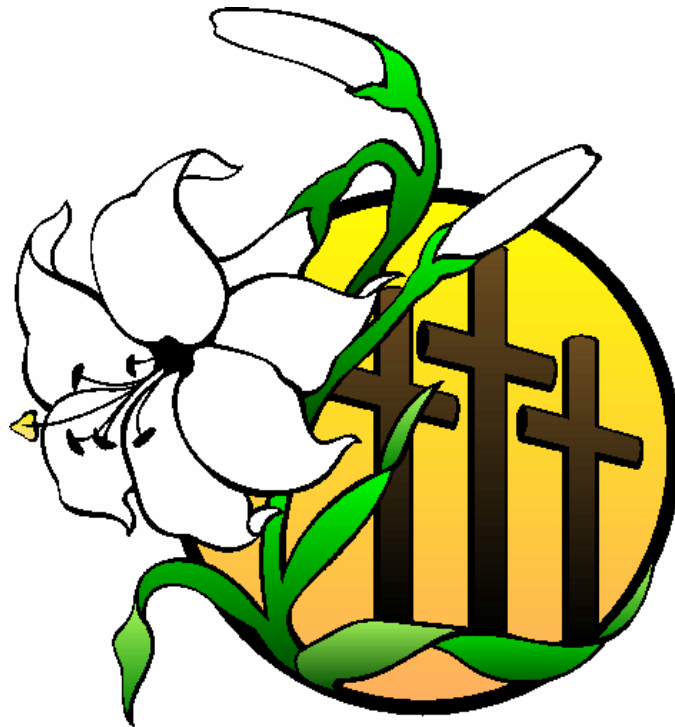
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February Attendees: Ana Aquino-Perez, Dennis Bitterlich, Ruth Breunig, Patricia Brinkman, Cathy Burrow, Diana Cleven, Harley Dell, Andrea Dlugos, Dave Genereaux, Priscilla Jarona, Jackie Kuehn, Dennis Leong, Janet Nelson, Jim Page, Pat Peirce, Grace Rich, John Scheller (speaker), Lynn Semrad, Rosemary Stark, Dirk von Below, Diane Vultaggio, Linda Walker, Karl Wellensiek, and Paul Wellner.

ARMA MADISON WEB SITE

<http://archives.library.wisc.edu/armad/armad.htm>

Check the ARMA Madison Web site frequently as new information is posted as it becomes available.

The information contained in this newsletter does not necessarily reflect the views of the membership or the editor, nor is there any endorsement of ads, seminars, articles, or commentaries intended. Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not deductible as charitable contributions for U.S. Federal Income Tax purposes.

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FROM ARMA HEADQUARTERS

ARMA International's Washington Policy Brief

This monthly online advisory contains brief summaries of recent legislative and regulatory issues that may affect the records and information management profession. Further information about the issue is accessed by clicking on the link provided at the end of each summary.

For continually updated information and intelligence about the legislative and regulatory news that affects you and your organization, go to <http://www.arma.org/legislative/uslegreg.cfm>

FTC Postpones "Primary Purpose" E-Mail Rule

The Federal Trade Commission (FTC) has postponed the effective date of [rule provisions](#) it adopted December 16, 2004, establishing criteria for determining whether the primary purpose of an e-mail message is commercial. The commission adopted these regulations in accordance with a specific requirement of the CAN-SPAM Act.

When the FTC adopted the rule provisions, it determined that they would become effective February 18. Recently, however, the Office of Management and Budget's Office of Information and Regulatory Affairs (OIRA) has determined that the provisions constitute a "major rule" under the [Small Business Regulatory Enforcement Fairness Act \(SBREFA\)](#). Under that act, a major rule cannot take effect until at least 60 days after it is published in the *Federal Register* and submitted to Congress.

As a result, the commission has revised the effective date in accordance with OIRA's determination and the requirements of SBREFA. The revised effective date will be March 28. The commission has made no other modifications to either the text of the rule provisions themselves or the statement of basis and purpose describing and explaining the provisions, the record supporting them, and the commission's rationale in adopting them.

Sarbanes-Oxley Causing Audit Firms to Drop Smaller Clients

Top accounting and audit firms such as PricewaterhouseCoopers, Deloitte & Touche, KPMG, and Ernst & Young are dropping smaller-sized companies that are considered "too small" to be worth the trouble of complying with the additional requirements of The Sarbanes-Oxley Act, according to Audit Analytics, a research firm that tracks changes in auditors. The firm's research indicates that audit companies are dropping clients three times faster than they did in 2002, the year of Sarbanes-Oxley's enactment.

Watergate Papers on Display

On display for the first time are *Washington Post* investigative journalists' Carl Bernstein and Bob Woodward's notes, memos, tape recordings, and research materials documenting the "third-rate burglary" of the Democratic National Committee headquarters that became known as the Watergate scandal, and ultimately led to the resignation of President Richard Nixon and the indictment of 40 Nixon administration officials.

The papers are a part of the permanent collection housed in the University of Texas at Austin, which purchased them for \$5 million. The complete collection may be viewed online at <http://www.hrc.utexas.edu/exhibitions/online/woods/stein/>.



MARK YOUR CALENDAR

March 1, 2005: Tri-Chapter meeting, Holiday Inn, Fond du Lac, 4:45 p.m., Sharon LaPlant, Daimler Chrysler, “Records and Information Management in an ISO World”

March 11, 2005: AIIM Wisconsin, COMA Milwaukee, and Xplor Chicagoland, 9 a.m. - 3:30 p.m., Midway Hotel Milwaukee Airport, “Network & Data Security - Tips on how to protect your company’s and your personal information.” For more information, visit www.aiim.org/chapters/wisconsin

March 16, 2005: BFMA, American Family Insurance World Headquarters, Madison, Wisconsin, 1 to 4 p.m., “Evaluating Data Capture Technologies and Effectively Managing Structured Content,” Randy Popson, FormSoft Group LTD. Contact chenry@am.fam.com for more information.

March 17, 2005: ARMA Chicago Spring Seminar, Sears Tower, 7:30 a.m. to 6 p.m., “Compliance in Business – Beyond the Regulations.” For more information, visit www.armachicago.org or tsmith@ig2data.com

April 12, 2005: ARMA Milwaukee Spring Seminar, Radisson Milwaukee West, 7:30 a.m., Alan Andolsen, Naremco, “Challenges for the RIM Professional”

April 19, 2005: ARMA Madison Spring Seminar (see details on Page 10 of this newsletter). Registration starts at 7 a.m.

May 22 – 26, 2005: BFMA 36th International Symposium on Forms and Information Systems, Universal Orlando. For more information, visit www.bfma.org

GREAT QUOTES

Change your thoughts and you change your world.

Norman Vincent Peale

ASK THE CRM

The ARMA Madison chapter has several members who have attained their CRM (certified records manager) certification. Do you have question(s) you would like to ask about records management, retention schedules, or other related topics? If you send your questions to the editor, they will be passed to a CRM and then published in a future issue of ARMAdison. See the front page for the address.

ON-LINE RIM CERTIFICATE AVAILABLE AT CHIPPEWA VALLEY TECHNICAL COLLEGE

By Dr. Grace E. Rich, CRM

Effective August 2005, an on-line 15-credit Records and Information Management (RIM) certificate will be offered by Chippewa Valley Technical College in Eau Claire, Wisconsin. The certificate will be comprised of five, 3-credit courses and will be delivered completely over the Internet. Tuition for each 3-credit course will cost approximately \$240. Book fees are unknown at this time. Courses will cover foundational records management life cycle topics as well as newer technology and electronic issues. Students may register for the first three classes of the certificate beginning in mid-to-late July.

Dr. Rich is spearheading the effort to promote and revise the certificate. Contact Grace Rich at grich@cvtc.edu or (715) 858-1856 for more information.

THANKS TO OUR SPONSORS

ARMA Madison thanks the following businesses for their support:

Datakeep, Inc.

2538 Daniels Street

Madison, WI 53718

Phone: 608-221-3212

Contact: Karl Wellensiek, President

e-mail: kwellensiek@datakeepinc.com

"Records Storage and Delivery - Documents and Computer Media"

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**ADVERTISE WITH US IN THE ARMA
MADISON NEWSLETTER**

Want more exposure to your chapter members? You can advertise in our chapter newsletter. Annual advertising rates are \$100 for up to a half column ad. This rate is for approximately 10 issues. You may change your ad anytime throughout the year.

Your continued support for the Madison chapter of ARMA International and the profession of records and information management is always appreciated.

Please send a camera-ready artwork copy of your ad and a check payable to ARMA Madison to P.O. Box 8863, Madison, WI 53708-8863. The electronic file of the artwork can be sent directly to the newsletter editor at rosemary.stark@strand.com.

If you have any questions, please contact Priscilla Jarona, President (608-458-3320), or Tim Hughes, Treasurer (608-252-4799).

BYLAWS REVIEW

The last change made to the bylaws was approved in 1996. The Board members are in the process of reviewing them: refining language, correcting spelling errors, and addressing changes that have taken place in committees and the operation of the organization. After changes are suggested, ARMA International has to approve them.

Because of the procedure involved, the approved changes will probably not be in effect until the 2005-2006 Chapter year.

**BUSINESS RECORDS, E-DISCOVERY
& RECORDS RETENTION
MANAGEMENT**

By Rosemary Stark

John C. Scheller, Michael Best & Friedrich, LLP, gave an attorney's perspective on e-records and retention to the joint meeting of AIIM and ARMA Madison. The meeting was held on February 8, 2005, at the Crowne Plaza in Madison. We enjoyed hors d'oeuvres and networking before the presentation.

John defined discovery as a procedure for investigating information relating to a lawsuit. The purpose is to investigate and discover all facts relating to a dispute through depositions, interrogatories, and document requests. Business records have three elements: (1) made at or near the time by a person with knowledge, (2) kept in the course of regular business, and (3) regular practice of that business to make the document.

E-mail is a litigator's dream or nightmare depending upon which end of the e-mail a person is on. Three things make e-mail an easy target for litigation. It's casual – people frequently write things they would never write in a formal memo or report. It tends to be a stream of communication and knowledge. It is abundant – people forget what they have written.

When litigation is pending, all forms of media are potential sources for information, including drafts and PDF files. It is important to address drafts in the records retention policy as information often appears in draft documents that could be damaging later. In 2002, 98 percent of the documents worldwide were generated electronically. The cost of litigation is increasing as more data is available. The cost of bringing this information together to use in a lawsuit can easily reach \$1 million.

(Cont. on Page 7)

Business Records

(Cont. from Page 6)

An amendment that adds electronic data has been proposed to the federal Rule 26(a)(1): Parties to litigation must disclose existence and location of documents. It is important to establish a retention policy for electronic information. Backed up and archived tapes are not meant to be kept forever, and this must be addressed in the retention policy so that it does not become part of the discovery process. If there is a "litigation hold," the backup tapes usually have to be preserved.

Once a policy is created, it needs to be enforced consistently. A business runs a great risk by not adopting and enforcing a retention policy.

John emphasized that employees need to be trained and maybe retrained on retention policies. Employees should not expect privacy as far as e-mails are concerned. He also noted that a document is not considered privileged just because an attorney was copied.

E-mail does not disappear just because it is deleted. Communications need to be clear, concise, and close the loop of communication. He suggested removing the "reply all" feature from e-mail. John also said phone calls could eliminate some chances of discovery.

Some thoughts to consider when creating a retention schedule:

1. Business need – How does an employee use the document to fulfill responsibilities?
2. Operational need – How is the document used outside of the business unit?
3. Fiscal need – Is the document required or valuable for tax or accounting purposes?
4. Historical need – Is the document necessary to memorialize a particular event or success?



Attorney John Scheller, Michael Best & Friedrich LLC, addressed the issue of e-records and retention at the joint meeting of AIIM and ARMA Madison.



Dr. Grace E. Rich, CRM, from the Chippewa Valley Technical College, answers a question following a short plug for the RIM Certificate program to be reinstated in August 2005.

RECIPES

Baked French Toast

A brunch is a wonderful way to celebrate Easter. Some items can be prepared the night before and popped into the oven while the egg hunt is taking place. Cleanup may be less also as some dishes will have been washed the previous day. Most of the recipes were provided by Ruth Breunig.

- 1 (13 to 16 oz) loaf of French bread
- 8 eggs
- 2 cups half-and-half
- 1 cup milk
- 2 tablespoons sugar
- 1 teaspoon vanilla
- 1/4 teaspoon cinnamon
- 1/4 teaspoon nutmeg
- Dash of salt

Bloody Mary Slush

- 32 ounces Clamato™ juice
- 6 dashes Tabasco™
- 46 ounces V-8™ juice
- 1/3 teaspoon paprika
- 22 ounces vodka
- 1/3 cup lime juice
- 1/3 teaspoon (20 dashes) ground pepper
- 1 to 2 teaspoons horseradish flakes (optional)
- 1/3 cup Worcestershire™ sauce

Mix together and freeze for several days. Thaw a day before serving. Can also make without the vodka and add individually as you serve it.

Slice bread into 20 slices, 1-inch each. Arrange slices in a generously buttered 9x13 baking dish, overlapping the slices. Combine remaining ingredients. Beat with a whisk until blended but not too bubbly. Pour mixture over the bread slices, making sure to cover evenly. Cover with foil and refrigerate overnight. Next day, preheat oven to 350°. Spread praline topping (below) evenly over the bread and bake for 40 minutes until puffed and slightly golden. Serve with maple syrup.

Praline Topping:

- 2 sticks butter
- 1 cup brown sugar
- 1 cup chopped pecans
- 2 tablespoons light corn syrup
- 1/2 teaspoon cinnamon
- 1/2 teaspoon nutmeg

Combine all ingredients and blend well.

Crab Quiche Bake

- 6 eggs beaten
- 34/ cup (3 oz.) shredded Swiss cheese
- 1 1/2 cups half-and-half cream
- 3/4 cup (3 oz.) shredded cheddar cheese
- 3/4 large red pepper, chopped
- 1/3 cup chopped green onions
- 6 oz. imitation crabmeat, chopped
- 3/4 teaspoon salt
- 1/2 teaspoon pepper
- 3/4 cup soft bread crumbs

In a bowl, combine all ingredients. Transfer to a greased 9x9 or 7x11 baking disk. Bake, uncovered at 350 degrees for 30-35 minutes or until a knife inserted near center comes out clear. Let stand 10 minutes before cutting.

Baked French Swirl Toast

- 1 loaf (16 oz) Pepperidge Farm™ Cinnamon Swirl bread, cut into cubes
- 3/4 cup dried cranberries or raisins
- 6 eggs, beaten
- 3 cups half-and-half or milk
- 2 teaspoons vanilla extract
- Cinnamon sugar or confectioner's sugar
- Maple syrup

(Cont. on Page 9)

Recipes

(Cont. from Page 8)

Place bread cubes and cranberries in greased 3-quart shallow baking dish. Mix eggs, half-and-half, and vanilla. Pour over bread cubes. Cover and refrigerate 1 hour or overnight. Uncover. Bake at 350° for 45 minutes or until golden brown and set in center. Sprinkle with cinnamon sugar. Serve with butter and syrup. Serves 8.

Cherry Coffee Cake

2 cups flour
1 cup sugar
2 teaspoons baking powder
1 teaspoon salt (optional)
6 tablespoons vegetable shortening
1 egg
3/4 cup milk
22-ounce can cherry pie filling

Put first four ingredients in bowl and cut in shortening. Add egg and milk and mix well. Spread half of batter in a greased 13x9x2 pan. Spread pie filling on batter. Spread remaining batter on filling in a 2-inch border around edge. Sprinkle with topping. Bake at 375° for 50 minutes. When cool, cut in desired-size pieces.

Topping:

1/2 cup soft butter
1/2 cup sugar
1/4 cup flour
1 teaspoon cinnamon

Mix together. (As mixture is not crumbly, use a spoon or fingers to drop small portions on coffee cake base.)

**ARMA TRI-CHAPTER MEETING
MILWAUKEE * GREEN BAY—FOX
VALLEY * MADISON****Records and Information Management in an
ISO World**

Presented by Sharon LaPlant

Creating a sound Records and Information Management program that can be filtered throughout your organization is easier than you think. Following an ISO format can remove many of the aches, pains, and roadblocks that are typical when trying to implement an enterprise-wide RIM program. On the other hand, lack of understanding of ISO can create dissension among the masses and conflict in your process. Sharon LaPlant will explain what ISO is and what it isn't and how a Records and Information Management Program can benefit from it.

Tuesday, March 1, 2005, 4:45 p.m., Holiday Inn,
Fond du Lac, 625 Rolling Meadows Drive
US 151 & US 141, Fond du Lac, WI 54937

Contact John Sciorba,
john.sciorba@chcoakley.com or (414) 372-7000.

Additional Biography for Lori Ashley

As a consultant for Cohasset Associates, Inc., Lori helps public and private sector clients improve the management of their electronic records. She has authored *Assured Records Management: Establish and Maintain a New Level of Performance*. She edited a joint White Paper, *Electronic Records Management Survey: A Call to Action*. She has worked as Wisconsin's statewide data, forms, and records coordinator. Lori implemented the records management program for the American Transmission Company.

In her free time, she gardens, bikes, and reads.

2005 SPRING SEMINAR – ELECTRONIC MESSAGING: BEST PRACTICES & TECHNOLOGY SOLUTIONS

By Ana Aquino-Pérez

The Madison Chapter of ARMA and the Wisconsin Public Records Board announce an all-day Spring Seminar, “*Electronic Messaging: Best Practices & Technology Solutions.*” This comprehensive seminar is designed to get participants thinking and talking about e-mail and IM risks, responsibilities, rules, and best practices. Participants are encouraged to ask questions, share concerns, and brainstorm solutions to e-mail and IM challenges.

The seminar will be held **Tuesday, April 19, 2005**, at the *Concourse Hotel and Governor’s Club* in Madison. Registration starts at 7 a.m.

Nancy Flynn, founder and executive director of [The e-Policy Institute](#) will be the featured speaker of the day. Nancy is a recognized authority on workplace e-mail and instant messaging policies, management, and communications. She is a well-regarded media source and her books, *Instant Messaging Rules*, *E-Mail Rules*, *The ePolicy Handbook*, and *Writing Effective E-Mail*, have been widely published and used as a frequent source of reference.

Her institute has been retained by leading software manufacturers to produce booklets, white papers, and other written content related to employee e-mail use, e-mail policies, and e-mail best practices. The ePolicy Institute’s services and programs are designed to help employers reduce e-mail-related risks while enhancing employees’ e-mail policy compliance and adherence to government, industry, and organizational laws and regulations regarding e-mail use, content, retention, and other important issues. Nancy also serves as a consultant and expert witness for law firms engaged in e-mail and instant messaging-related litigation.

Peter Gottlieb, chair of the Wisconsin Public Records Board will open the morning sessions by offering a brief introduction on the issues that relate to the management of electronic messages as records.

During the first morning session, *E-Mail Risks & Rules, Rights & Responsibilities*, Nancy Flynn will discuss common risks that are triggered by e-mail and instant messaging (IM) and their potential impact on the organization and individual employees. A frightening (and sometimes humorous) discussion of real-life e-mail disaster stories will be shared. Participants will learn how to help their organizations reduce risks by: (1) establishing e-mail rules and e-mail policies; (2) educating employees about the organization’s e-mail/IM risks, rights, rules, and policies—and the importance of employee compliance; and (3) enforcing the organization’s e-mail policy consistently and immediately to prevent the likelihood of e-disasters down the road.

The following session, *Electronic Business Records: Retention & Disposition Requirements and Rules* will begin with a short presentation by Nancy Kunde, Records Officer for the University of Wisconsin-Madison, and a member of the ARMA International standards committee that recently issued “Requirements for Managing Electronic Messages as Records,” which has been accepted as an ANSI standard. Nancy will highlight the requirements, focusing on how organizations can apply standards to counter the challenges of managing content-centric records.

Nancy Flynn will follow Nancy Kunde’s presentation by reviewing the *what, how, why, when, where and who* of effective e-mail and IM policy development and implementation. This will include a discussion of how electronic business records are defined and what it takes to develop and enforce retention and disposition rules. The impact of employee training will also be addressed.

(Cont. on Page 11)

2005 Spring Seminar

(Cont. from Page 10)

The afternoon sessions will include *Strategic E-Mail Management: Applying Best Practices & Maximizing Compliance*. In this session, Nancy Flynn will review the critical e-mail and instant messaging rules that can help organizations manage employee productivity, reduce costly e-mail risks, and help keep the organization and its officers out of court and the headlines. Techniques for enhancing e-communications will be discussed as well as means for ensuring that the e-mail messages and attachments sent and received by your organization are safe, secure, clean, and compliant. In many offices, employees are using Instant Messaging and Blogging without management's knowledge and outside of IT's control. These emerging technologies are creating tremendous challenges for employers who are still struggling to manage e-mail effectively. The last session of the day, *IM & Blogging: Risks & Rules, Policies & Procedures for Emerging Technologies*, will review the risks posed by IM and Blogs and will recap the rules, policies, and procedures that can help organizations gain control of the potentially costly risks inherent in these "emerging" technologies.

The seminar will also feature sessions on select **technology solutions** currently available in the market that can help companies turn best practice policies and procedures into enforcement and protection realities. **iLumin** and **Orchestra** will be amongst those presenting technology solutions they offer that can help participants manage the issues related to the management of these types of records.

We are again featuring a vendors exhibit. Representatives will be on hand to share their expertise in information and records management, tell you about their service offerings, and demonstrate their solutions.

This seminar will be of interest to business executives, compliance officers, attorneys, information system managers, technologists, records managers, archivists, librarians, business administrators, and policy makers. University or technical college students pursuing studies and a career in the information management profession, in fields such as computer science and technology, library science, records management, archives, or business administration, will also benefit.

Registration includes the full day of sessions, continental breakfast and luncheon, and seminar materials and handouts. The deadline to ensure your spot is **Tuesday, April 12, 2005**. Registration fees are \$125 and \$150 for ARMA members and non-members, respectively; \$50 for full-time students; and a special discount of \$100 each when 3 or more people register from the same organization. Contact Tim Hughes for registration and additional information or you may register on-line at the seminar Web site below.

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Additional and last-minute information on the seminar will be posted on the seminar Web page at: <http://archives.library.wisc.edu/armad/seminar.htm>

