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### ARMAdison

ARMAdison is published monthly from September through June. We welcome all letters, comments, and contributions from members. Send to:

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

By Ana Aquino-Pérez

We are pretty excited about our upcoming spring seminar that will be held on **Tuesday, April 19, 2005**, at the **Madison Concourse Hotel and Governor’s Club** in Madison. We are certain that the information presented there will not only be educational, but it will prove to be indispensable for those that will take the time to attend. It will provide some significant information that will help you control these difficult to manage records, and it will also provide you with some tools, guidance, and best practices that will help you minimize your legal liabilities and risks.

Our chapter, in conjunction with the Wisconsin Public Records Board, is pleased to announce our all-day Spring Seminar, **Electronic Messaging as Records: Best Practices & Technology Solutions**. This comprehensive seminar is designed to get participants thinking and talking about e-mail and instant messaging (IM) risks, responsibilities, rules, and best practices. Participants are encouraged to ask questions, share concerns, and brainstorm solutions to e-mail and IM challenges.

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 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 related to 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.

(Cont. on Page 7)

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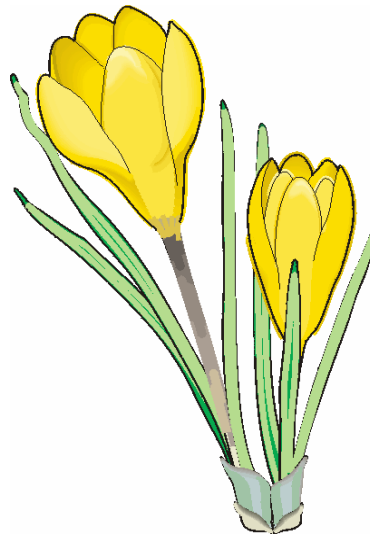
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**March Attendees:** Mary Boneck, Pam Duane, Tim Hughes, Priscilla Jarona, Grace Rich, Rosemary Stark, Diane Vultaggio, Al Brown, Andrew Van Lanen, Angie Morgano, Arlyce Vogel, Barb Kufalk, Carol Judd, Dale Koniecki, Dennis Larsen, Donald Decker, Fran Pierce, Graham Cass, Heather Cotey, John Sciorba, Karen Biskup, Karen MacFarland Payne, Kathy Graef, Margaret Eusch, Mark LeMahieu, Michael Coakley, Mike Kaye, Pam Bartoli, Patricia Hardy, Peter Ryan, Richard Gureski, Sharon Chudy, Sharon LaPlant, Shirley Derrick, Candy Luce, Jeanne Callen, Kathy Rosinski, Margie Schoemer, and Rick Griesser.

**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>

**President Proposes Budget for NARA**

President Bush has sent to Congress a proposed [fiscal year 2006](#) budget for the federal government, including the National Archives and Records Administration (NARA). The national archives portion of the requested federal FY 2006 budget is \$323,071,000, which exceeds the FY 2005 funded level of \$318,720,672.

The [Electronic Records Archives \(ERA\)](#) program, a key national archives initiative, is funded in the FY 2006 request at the FY 2005 level of \$35,914,000. The FY 2006 funding level sought by the president will enable the archives to continue the development of ERA and lay the groundwork for building the entire system.

**Weinstein Sworn in as Archivist**

On February 16, Allen Weinstein, a noted scholar, professor of history, and a recognized leader in global democracy issues, was sworn in as the ninth archivist of the United States by Sen. Richard Lugar at the U.S. Capitol.

As archivist of the United States, Weinstein will oversee the National Archives and Records Administration (NARA), an independent federal agency created by statute in 1934. The national archives preserves and makes available the valuable records of the federal government, ensuring for the public and the president, the Congress, and the courts, ready access to essential evidence. At the national archives, people may inspect the record of what government has done. It enables officials and agencies to review their actions and helps citizens hold them accountable. It ensures continuing access to records that document the rights of American citizens, the actions of federal officials, and the national experience.

**2005 Election Results**

Gisele Crawford, chair of ARMA International's Election Management Committee, announces the following results of the 2005 general election:

**President-Elect (2005-06)**

Susan McKinney, CRM

**Association Directors (2005-08)**

Douglas Allen, CRM

Deborah Marshall

Bonnie Nadler, CRM

Ballots were cast by 15 percent of the eligible voters.

ARMA's new board members will assume their positions on July 1.

**MARK YOUR CALENDAR**

*April 12, 2005:* ARMA Milwaukee Spring Seminar, Radisson Milwaukee West, 7:30 a.m., Alan Andolsen, Narengo, "Challenges for the RIM Professional"

*April 19, 2005:* ARMA Madison Spring Seminar, Electronic Messaging as Records: Best Practices and Technology Solutions (see details on Page **10** of this newsletter). Registration starts at 7 a.m.

*May 22 – 26, 2005:* BFMA 36<sup>th</sup> International Symposium on Forms and Information Systems, Universal Orlando. For more information, visit [www.bfma.org](http://www.bfma.org)

*September 18-21, 2005:* ARMA International 50<sup>th</sup> Annual Conference and Expo, Navy Pier, Chicago

**GREAT QUOTES**

Where there is no vision, the people perish.

Psalm 29:18

**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.

**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.

**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](mailto:rosemary.stark@strand.com).

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

## 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](mailto:kwellensiek@datakeepinc.com)

"Records Storage and Delivery - Documents and Computer Media"

**Datakeep** provides paper document and computer media storage and management services to a wide variety of both private and public businesses in Madison and Dane County – on a 24/7 basis. These services include:

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### **AGFA Microfilm Products**

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**SOURCECORP** imports from Belgium and represents **AGFA** microfilm products throughout the United States.

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## **RIM IN AN ISO ENVIRONMENT**

Sharon LaPlant, CRM, Daimler Chrysler, was the featured speaker at the ARMA Tri-Chapter meeting held on March 1 in Fond du Lac, Wisconsin. Sharon has been in the Records and Information Management (RIM) industry for 17 years. She worked for Briggs and Stratton Corporation and, since 2001, for the automotive industry. In October 2004, Sharon was hired by Daimler Chrysler.

Employment with the auto industry brought Sharon face-to-face with the International Organization for Standardization (ISO), the world's largest developer of standards. ISO is responsible for developing, maintaining, and publishing the ISO 9000 and ISO 14000 families of standards, which are the most widely known standards. Many companies and products carry a notation that they are ISO Certified or ISO Registered. ISO is a word derived from the Greek isos, meaning "equal."

The standards are developed through a request from an industry or business that feels there is a **need** for a standard. If the request is accepted, the task is assigned to an existing technical committee to begin the process of creating a standard. Industries place great value in obtaining conformity with ISO standards. They go through a rigorous procedure to be certified or registered.

In making the transition from RIM to ISO, Sharon found that there is no common language between the two. They have "agreed to disagree." ISO 15489 provides a definition. "Records – Information created, received, and maintained as evidence and information by an organization or person in pursuance of legal obligations or in the transaction of business." At this time, there is no requirement or penalty for noncompliance. It can be a very expensive process and the benefits are hard to prove.

A Records Management Policy will provide the "rules" that must be followed. The Records Management Procedures provide the requirements for Policy compliance. The Work Instructions provide the instructions necessary to comply with Procedures.

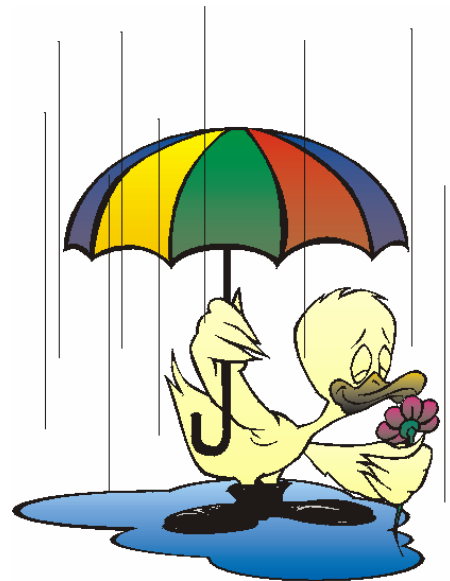
Policies and Procedures need to be in place so that records are assessable and retrievable in a timely manner. The auto industry is subject to lawsuits, and employees need to know how to respond to suspension holds when a lawsuit is pending.

A formal RIM program has several advantages:

- Retention Schedule drives standard retention.
- Centralized process for the management of records.
- Central owner for records management documents.

The bottom line is that ISO does not mandate retention requirements. There are no "ISO" records or documents.

ISO Certification = Quality Compliance



**2005 SPRING SEMINAR**

(Cont. from Page 1)

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 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.

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 IM 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](#)**, **[Orchestria](#)**, and **[Stellent](#)** will be demonstrating and discussing their e-mail records and document/records management solutions. These companies are among the leaders in the market offering solutions that can help participants manage the issues related to the management of their electronic records.

Our vendors fair this year hosts an array of vendors who will be featuring the records management solutions they have available. Representatives will be on hand to share their expertise in information and records management, tell you about their service offerings, and demonstrate their solutions.

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**Spring Seminar**

(Cont. from Page 7)

Visit the seminar Web site

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

for a list of the vendors and a description of their offers and records management solutions.

Everyone will benefit from this seminar. Share this information with your company, counterparts, and colleagues, as everyone will find useful information they can bring back to their workplaces that would help them raise awareness and implement solutions for this critical records management issue we are all currently facing.

This seminar will be of particular 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 is just a few clicks away.

Six CRM and seven CLE credits will be available to those seminar participants that can claim these credits.

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 website below.

Tim Hughes, CRM, Manager  
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Madison, WI 53701-1231  
Telephone: (608) 252-4799  
FAX: (608) 252-7098  
E-mail: [thughes@mge.com](mailto:thughes@mge.com)

Check the seminar website for event updates, contacts, and last-minute information.

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

We are looking forward to seeing you there! Don't miss it and pass the word around so others can also benefit!!

**Technology Sponsors and Exhibitors**

The following are the sponsors or vendors who will be available to discuss their services during the breaks in the seminar presentations.



Founded in 1996, iLumin is headquartered in Reston, Virginia with offices in New York, Atlanta, Dallas, Chicago, San Francisco, Los Angeles, and Boston.

iLumin provides a comprehensive suite of enterprise email management tools to address the ever-growing challenges of today's corporate messaging systems. iLumin's Assentor Enterprise delivers archiving and retention management, mail storage management, discovery and litigation support, regulatory compliance and corporate supervision solutions for commercial industry and government organizations. These intelligent content solutions maximize the business value of corporate e-mail systems, lower the total cost of ownership and effectively manage the risks inherent with these systems.

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**Vendor Fair**

(Cont. from Page 8)

iLumin is directed by an experienced management team and backed by some of the industry's most solid and respected investment and financial service firms, which include Deutsche Bank, MidOcean Partners, Rock Creek Capital, Softbank, Wachovia Strategic Ventures, Boulder Ventures, and Blacksmith Capital.



Orchestria is the global leader in the fast emerging Active Policy Management (APM) software market. APM software provides the only truly effective means of assuring compliance with all forms of regulatory and business policy as it relates to electronic communications (e-mail, IM, Blackberry, Bloomberg, etc.) and web activity. In today's regulatory and business environment, failing to assure policy compliance has become an acceptable business risk.

Orchestria is used by many of the world's largest investment banks, asset managers, and mutual fund companies. Additionally, leading solution providers to the financial services industry, such as Bloomberg, are embedding Orchestria software in their solution offerings to provide comprehensive compliance capabilities.



Stellent is a global provider of content management software solutions that drive rapid success for customers by enabling fast implementations and generating quick, broad user adoption.

Stellent Universal Content Management enables customers to rapidly deploy line-of-business applications as well as content management solutions for enterprise initiatives such as enterprise portals and business commerce applications.



Datakeep provides document and media storage and management services to a wide variety of both private and public businesses of all sizes. These services include twice-daily scheduled deliveries, 24/7 access and delivery, retrieval and destruction at both container and file levels, web-based client access, and tracking and search capabilities.

Their records centers are designed and built to specifications to provide the best possible storage conditions and security for all types of records. Features include comprehensive security systems for fire and intrusion, expandable building design, City of Madison police and fire protection, and a controlled-environment media vault.

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**Vendor Fair**

(Cont. from Page 9)

Datakeep also offers a controlled-environment media vault with its own monitoring system for temperature and humidity, a four-hour-rated fire wall, and a clean-air fire extinguishing agent. Datakeep provides high volume tape rotations, weekly exchanges, and archival storage as well as assisting in disaster recovery drills.

The most important service Datakeep offers is providing the systems, security, satisfaction and space companies need to optimize their business processes, giving them the peace of mind that comes with knowing they have seamless, accurate access to their information – at all times.



Kard Recycling Service is a company that specializes in collecting, sorting, and packing large volumes of scrap paper, cardboard, and plastic. Our customers consist mainly of printing companies and office buildings generating large volumes of scrap paper. We also deal in aluminum cans and confidential shredding.

Kard Recycling provides the following services for the shredding of your sensitive documents: covered and lockable containers; enclosed trucks to transport paper to shredding facility; 1/2-inch cutting blades on shredder; bonded and Guaranteed Destruction - witnessing if desired; and certificate of destruction notice.



MTM Incorporated, headquartered in Madison, Wisconsin, focuses on helping organizations make their information work. Founded in 1986, the company expanded in 1989 to Rockford, IL; the Greater Milwaukee area in 1989; Green Bay in 1997; Chicago, IL in 1998; Indianapolis in 2001; and Iowa in 2003. Throughout the Midwest, MTM is a leader in the field of document and information systems management. It is recognized as the leading authority on how to best manage information of all types, regardless of origin.



From its inception, MDY Advanced Technologies, Inc. has been committed to helping organizations properly manage the ever-increasing volume and complexity of their physical and electronic records and information. MDY understands that records and information management is an enterprise-wide business strategy and process utilizing the right technology to protect organizations from public embarrassments, legal liabilities, and financial penalties. MDY strongly believes that records management can also enhance knowledge management and overall productivity for all types of organizations.

(Cont. on Page 11)

**Vendor Fair**

(Cont. from Page 10)



Their Waste Recovery Systems are designed to accommodate the needs of businesses, from general waste disposal to the recycling of office paper, corrugated materials and the collection and disposal of hard-to-eliminate items like outdated computer components, toxic solids, manufacturing residuals, furniture, appliances, construction materials, contaminated soil, and more.

They create a waste recovery system designed to accommodate the specific waste materials generated by each organization and then implement that system as needed, with components that offer permanent, long-term, or temporary waste disposal solutions.

**RECIPES**

Spring is here. Clocks are changing this weekend. As the days get longer, we will spend time outdoors getting our yards and gardens in shape. Wouldn't it be nice to come indoors to a meal that is ready to eat? A little planning in the morning or the night before and a slow cooker will let the family sit down to a hot meal.

*Mock Beef Burgundy*

- 2 pounds lean beef stew meat, cut in 1-inch pieces
- 1/3 cup flour
- 1 1/2 teaspoons salt
- 1/2 teaspoon dried thyme leaves, crushed
- 1/4 teaspoon pepper
- 1/4 teaspoon garlic powder
- 3 carrots, cut in 1/2-inch pieces
- 1 medium, chopped
- 1/2 pound mushrooms, cut in half
- 1/2 cup boiling water
- 2 teaspoons beef bouillon granules
- 1 vegetable bouillon cube, crumbled
- 1 cup cranberry juice
- 1/2 large bay leaf

Place meat in a slow cooker. Sprinkle with flour, salt, thyme, pepper, and garlic powder. Toss to coat. Add carrots, onion, and mushrooms.

In a small bowl, stir water, beef bouillon granules, and vegetable bouillon until bouillon is dissolved. Pour over vegetables. Add cranberry juice. Tuck bay leaf into center. **DO NOT STIR.**

Cover and cook on high 4 to 5 hours or on low for 8 to 10 hours or until meat and vegetables are tender. Remove bay leaf.

*Easy Chicken A La King*

- 1 1/2 pounds boneless chicken breast, skin removed
- 1 can (10 3/4 oz) condensed cream of chicken or cream of mushroom soup
- 3 tablespoons flour
- 1/4 teaspoon pepper
- 1 package (10 oz) frozen peas and onions, thawed and well-drained
- 2 tablespoons chopped pimiento, drained
- 1/2 teaspoon paprika
- 1/2 teaspoon celery salt (optional)
- Dash of cayenne pepper

Cut chicken into bite-size pieces. Place in a slow cooker.

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**Recipes**

(Cont. from Page 11)

In a medium bowl, stir soup, flour, and pepper until blended. Pour over chicken. **DO NOT STIR.**

Cover and cook on high for 2 1/2 hours or on low for 5 to 5 1/2 hours or until chicken is very tender.

Stir in peas and onions, pimiento, celery salt if desired, and cayenne pepper. Cover and cook on high for 20 to 30 minutes or until vegetables are tender. Serve over rice or in patty shells.

*Italian Meat Loaf*

2 pounds lean ground beef  
2 cups soft bread crumbs  
1/2 cup spaghetti sauce  
1 large egg  
2 tablespoons dried chopped onion  
1 1/4 teaspoons salt  
1 teaspoon garlic salt  
1/2 teaspoon dried Italian herbs, crushed  
1/4 teaspoon garlic powder  
1/4 teaspoon pepper  
2 tablespoons spaghetti

Fold a 30-inch-long piece of foil in half lengthwise. Place in bottom of a slow cooker with both ends hanging over top edge of cooker.

In a large bowl, mix ground beef, bread crumbs, 1/2 cup spaghetti sauce, egg, onion, salt, garlic salt, Italian herbs, garlic powder, and pepper until well-blended. Place in slow cooker on top of foil and shape into a loaf. Spread 2 tablespoons spaghetti sauce over the top of loaf.

Cover tightly and cook on high for 2 1/2 to 3 hours or on low for 5 to 6 hours or until beginning to brown and juices run clear.

Use ends of foil to lift out meat loaf and transfer to a serving platter

**Note:** Some of the salt/garlic salt can be omitted.

**APRIL IS RIM MONTH**

By Diane Vultaggio

ARMA International designates April of each year as Records & Information Management Month (RIMM). ARMA-Madison has requested and received a Proclamation from Governor Jim Doyle officially designating April 2005 as Records and Information Management Month in Wisconsin. ARMA-Madison will celebrate RIMM and display the Proclamation during our spring seminar on April 19 at the Madison Concourse Hotel. A copy has also been forwarded to the Milwaukee and Fox Valley chapters.

Soon, ARMA International will have information and ideas on activities you can do to increase the awareness and importance of records management. Some ideas agencies or companies have done in the past include having file cleanout days and tours of records departments. If you need suggestions or ideas, contact other records officers or ARMA-Madison members to see what they are doing. Watch the ARMA International Web site, [www.arma.org](http://www.arma.org) for information and ideas also.



PROCLAMATION

WHEREAS, the management of records and information is critical to every business, organization and government agency in facing the complexities of competition, customer service and globalization; and

WHEREAS, technologies for storing information are expanding the amounts of information that can be acquired, with increased longevity; and

WHEREAS, the need to use information to create value and plan strategically is a driving force in today's world; and

WHEREAS, control of records and information is necessary for reduction of risk and liability as well as for compliance with global standards; and

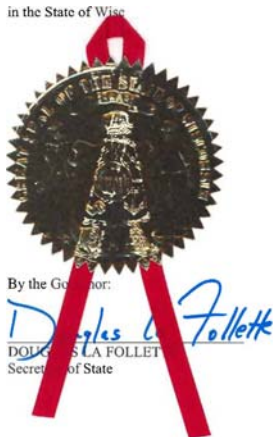
WHEREAS, the citizens of the State of Wisconsin should recognize the important service performed by records and information professionals;

NOW, THEREFORE, I, Jim Doyle, Governor of the State of Wisconsin, do hereby proclaim April, 2005, as

RECORDS AND INFORMATION MANAGEMENT MONTH

in the State of Wisconsin and commend this observance to all citizens

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this second day o



*Jim Doyle*  
JIM DOYLE