



Fireside Chat

By Jodie Armstrong
President

I have wonderful news. Doc has removed my knee-hi Velcro cast and restored my driving privileges; YIPPY! What a Christmas gift. ☺

HAPPY NEW YEAR EVERYONE!

How many of you made a New Year's Resolution before the Packers beat the Lions or during the Badgers fall to the Ducks? Hum..... I did. Here are a few of my resolutions:

- To buckle down and complete ARMA online training.
- To train or educate at least ONE coworker on the importance of Records Management, both professionally and personally.
- Volunteer more in my community

What are your professional resolutions this year? How about volunteering to help out the chapter?

2012 will be an exciting year for ARMA. Our VP-Seminar, Ana Aquino-Perez, will be ramping up planning efforts for our Spring Conference that will be held on April 24, 2012. Cal Lanzel will be organizing our Annual Shred Day event. The ARMA International Conference will be held in Chicago.

I want to take a moment and thank everyone for your generous cash donations last month to St. Vincent DePaul. We also received several bags of hats, mittens, and scarves, toys, and many canned goods.

Our next Chapter meeting is January 10, 2012, at CUNA Mutual. **There is still time to sign up.** The topic, *Strategic Partnerships: Protecting our PAD*, is being presented by Brad Krueger and Teresa Drabenstadt from CUNA Mutual.

Mother Nature spared Barb with no blizzard in December; let's keep our fingers crossed for January. ☺ If by chance, our Wisconsin weather condition turns severe, a determination will be made to keep our members safe. Please check the [ARMA-Madison website](#) or call the event venue at 608-665-8880 before heading to the meeting. We will make every effort to make this decision as early as possible.

If we do not see each other at our next Chapter Meeting, I wish you and your loved ones:

Happy New Year!



January 2012

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ARMA^{Madison}

Tell Us How To Get In Touch With You!

Help us keep in touch with you, our greatest resource—ARMA-Madison Members! We use e-mail often to update you on happenings of our chapter. Make sure we have your correct e-mail address and, as always, your current postal address.

December meeting attendees: Jodie Armstrong, Barb Bailey, Dawn Bluma, Melissa Boomsma, Peggy Bourne, Beverly Brazzel, Ruth Breunig, Sandy Broady-Rudd, Diana Cleven, Sharon Cunningham, Debbie DeMinter, Pam Duane, Joyce Endres, Sandy Evans, Elizabeth Grace, Vicki Harper, Susan Harte, Carol Henry, Tim Hughes, Rachelle Jaeger, Shirley Jaegar, Karen Knapp, Matthew Kuss, Cal Lanzel, Tami Licari, Lois Mulder, Janet Nelson, Patricia Peirce, Jim Pritchard, Sherry Ray (*speaker*), Nancy Sandleback, Leslie Satchell, Rosemary Stark, Yvonne Suback, Diane Vultaggio, and Joey Willborn.

Great Quotes

Defeat should never be a source of discouragement, but rather a fresh stimulus.

Robert South

Annual Shred Event

The new year brings a new tax season and the need to destroy previous tax records. Perhaps you have cleaned someone else's files of old documents. What do you do with all the paper that is collecting? Plan to bring your documents to ARMA Madison's annual Shred Event likely to be held the week following the April 15 deadline for filing taxes.

Watch the newsletter for more details.



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ARMA Madison Web Site
<http://www.armamadison.org>

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

Contributions or gifts to ARMA International, the authority on managing records and information, are not deductible as charitable contributions for United States Federal Income Tax purposes.

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Chapter Member of the Year

Because of a rule change by ARMA International, a board member cannot be selected for the Chapter Member of the Year award. A newly created **Chapter Leader of the Year** award has been given to Lori Ashley for the 2010-2011 ARMA Madison Chapter year. Janet Nelson was selected for the **Chapter Member of the Year**.

Although the award was sent to Janet at her home, she was asked to bring it to the December meeting for the formal presentation by Jodie Armstrong.



Janet Nelson holds the Chapter Member of the Year Award presented by President Jodie Armstrong.

Highlights From ARMA International

Privacy and Information Congress Discusses Cloud Concerns

Panelists at the November 28 Privacy and Information Security Congress said businesses should be more worried about the use of thumb drives and border crossing than cloud computing. According to an [article in IT World Canada](#), thumb drives that plug into universal serial bus (USB) ports are a major source of data breaches and pose a more significant risk than cloud storage south of the border. Many people are worried about cloud storage across the border because of the USA Patriot Act and its allowance for American security establishment to seize information without a conventional warrant or any notification to the data's owners. Particularly, people are worried that the law forbids a cloud service provider from notifying a data owner when data is seized under the act. Canada has similar legislation, so people be more worried about the use of thumb drives instead of cloud storage. Cloud computing could actually be a solution to thumb drives.

Region Manager and Region Coordinators Needed!

It's that time of year again— time to apply for region manager and coordinator positions. Some manager and/or coordinator positions will be vacant effective July 1, 2012, in each of ARMA's regions. The online application, as well as more information about the qualifications and duties for these positions, can be found [here](#). The application **deadline** is **Sunday, January 15, 2012**.

Survey Reveals UK Organizations Lack Confidence in Data Recovery

A new survey of 1,750 European IT decision makers conducted by Vanson Bourne revealed the insecurities that UK organizations have about data loss. According to an [It World Canada article](#), the survey reported that 70% of UK organizations are not confident of their ability to fully recover their systems or data after downtime or data loss. The *European Disaster Recovery Survey 2011: Data Today Gone Tomorrow: How Well Companies Are Poised For IT Recovery* revealed that nearly 73% of UK organizations experienced downtime in the previous year, compared to an average of 43% in Europe. Russia reported the lowest downtime at 29%. The most common reason listed by UK organizations for experiencing downtime was hardware failure. It was also the most common cause of data loss.

Federal Guidelines for Online Tracking Issued

Canada Privacy Commissioner Jennifer Stoddart released [new guidelines](#) for what advertisers, websites, and browser developers can and can't do when it comes to tracking people online. According to an [article in the Montreal Gazette](#), advertisers observe online activities to see a person's interests based off his or her browsing history and then deliver targeted ads, but now they'll have to follow guidelines. The new guidelines follow consultations on online behavioral advertising held last year by Stoddart's office. The guidelines clearly note that now online tracking of children is not acceptable, and using tracking technologies that people can't turn off is not allowed, either. "The use of online behavioural advertising has exploded and we're concerned that Canadians' privacy rights aren't always being respected," said Stoddart.

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Mark Your Calendar

January 10, 2012: ARMA Madison, *Protecting our PAD: Strategic Partnerships*, Teresa Drabenstadt and Brad Krueger, CUNA Mutual, 11 A.M., barb.bailey@cunamutual.com

February 14, 2012: ARMA Madison, *Social Media*, Sandra Broady-Rudd, MG&E, 11 A.M.

March 20, 2012: TBD

March 22-23, 2012: 6th Annual Sedona Conference, *Staying Ahead of the E-Discovery Curve*, www.thesedonaconference.org/

April 24, 2012: ARMA Madison Spring Seminar, Fluno Center

June 3-6, 2012: 2012 ARMA Canada conference, Nanaimo, British Columbia

ARMA^{Madison}

Meet a Board Member

Peggy J. Bourne
Secretary



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, where she was the City Clerk/Records Manager 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 charter 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.

Peggy is the current ARMA-Madison secretary and has been in this role since 2009. As a board member, Peggy offers strong leadership skills along with her passion for records management. She won the Chapter's Rookie of the Year Award in 2010.



Managing Change: Beyond Survival

By Rosemary Stark

Change. It's all around us whether in our personal lives or work lives. Sometimes the change is easy to deal with, and at other times, it is more difficult because of extenuating circumstances. Sometimes there is a domino effect, so others are involved in the change affecting us.

This topic was particularly timely as several attendees having worked for a company for multiple years now have to reapply for their jobs. Of course, there is concern that they may not get their job back.



Following an exercise where attendees listed changes in their personal and work lives, Sherry Ray, U-W Employee Assistance Office, the speaker at the December joint ARMA/BFMA meeting, said this could be a transition to a better position. She offered a definition of change versus transition. Change has a desired outcome and it is external focused. Transition is a psychological reorientation that people have to go through before the change can work. It is an internal process. Her job is to help people transition to the change.

Sherry gave five top reasons employees resist change: (1) they are not aware of underlying reasons for change; (2) employees are laid off and others may be; (3) employees are unsure if they have the skills to move to another position; (4) they enjoy the status quo; and (5) they feel they are doing more with less or are doing more for the same pay.

She then said there are “4 Ps” of transition: the **Purpose** (why we have to do something); the **Picture** (what it will look and feel like when we reach our goal); the **Plan** (the step-by-step way we get to our goal); and the **Part** (what you can and need to do to go forward).

If the employee rephrases these concerns, the transition may not be as threatening as first envisioned. By asking how serious the problem is and how long the problem will last, assessing how many problems can be handled, and interpreting the problem, the individual may realize the transition will be easier to handle than originally thought.

Sherry offered a list of tips for coping with change that included some of the more common actions: (1) be in charge of your attitude; (2) expect stress and stay flexible; (3) reevaluate your goals; (4) talk about the stress with others; and (5) keep your sense of humor. A full list can be obtained from Sherry at www.wisc.edu/eao.

Keep in mind your past successes and know that you CAN make the change if needed.

ARMAadison

Joint Charity Event Benefits Less Fortunate

By Rosemary Stark

ARMA Madison and BFMA members are **generous** as usual. St Vincent de Paul's Food Pantry and Homeless Shelters are the recipients of the following items:

\$405 (charity exchange items)
\$10 check and a game for Toys for Tots
4 scarves
8 sets of scarves, hats, and mittens
30 hats
3 pairs of socks
51 pairs of gloves and mittens
multiple bags of food

Some of the items that were created for the raffle are shown in the pictures. Mittens and gloves are shown at the far end of the picture on the left.

A BIG THANK YOU to all who donated items to make this one of our most successful charity events!

