



## *Fireside Chat*

By Jodie Armstrong  
President

WOW! What happened to January? Wasn't it just last week we were celebrating the New Year and wouldn't you know it—Valentine's Day is right around the corner.

I heard that January's meeting topic was so interesting large numbers of members continued their discussion long after the meeting ended. I wish I could have been there. Instead, I had a date with Donny Dummy—I am now certified in CPR and automated external defibrillator (AED). ♥

Many of our members have requested a less formal meeting that would allow members to:

- Have a chance to network with fellow Rim professionals
- Learn what projects and initiatives others are dealing with or have dealt with at work
- A chance to hear the lessons learned

Well, we heard your pleas and requests. Our creative VP of Programs, Barb Bailey, and sidekick President Elect, Sandy Broad-Rudd, have set up a roundtable discussion meeting. Please join us around the table on February 14, 2012, at Madison Gas & Electric. I am looking forward to finding someone who can help me with setting up a file plan that includes regulations from multiple sources. ☺

Our March meeting is a joint meeting with AIIM Wisconsin Chapter and will be held in Johnson Creek on March 20. The program topic is still in the planning stage.

Our seminar committee has decided on a topic for our Spring Seminar. The program will be focused around SharePoint 2010. We will keep everyone informed as more information becomes available.

Cal is diligently working out some top-secret details for our next Shred Event, which will be on April 20-21, 2012. This will be a great way to clean out your file cabinet and help us **fill** the cupboards of the Second Harvest Foodbank.

**Happy Valentine's Day!**



*February 2012*

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# ARMA<sup>Madison</sup>

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## ***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.

**January meeting attendees:** Ana Aquino-Perez, Barb Bailey, Tarry Blanke, Peggy Bourne, Ruth Breunig, Sandy Broady-Rudd, Richard Deshane, Teresa Drabenstadt (**speaker**), Pam Duane, Elizabeth Grace, Susan Harte, Tim Hughes, Jason Kelly-VanDomelen, Karen Knapp, Brad Krueger (**speaker**), Matthew Kuss, Patricia Peirce, Nancy Sandleback, Renee Schroeder, Rosemary Stark, Yvonne Subak, and Diane Vultaggio.

## ***Great Quotes***

One man with courage makes a majority.

Andrew Jackson



## ***Welcome to New Members***

The ARMA Madison chapter welcomes three new members: Elizabeth Krznarich from the University of Wisconsin and Matthew Berg and Jennifer Moard from Thrivent Financial for Lutherans. We hope to meet you soon.

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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.

# ARMA<sup>Adison</sup>

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## Library Acquisitions

The Madison chapter has acquired the following books that can be checked out for use by members:

*Managing Electronic Records*, 4th ed. This best-selling classic provides a comprehensive discussion of records management concepts and methods as they apply to electronic records.

*Records and Information Management: Fundamentals of Professional Practice*, 2nd ed. This second edition includes updated and additional material in every chapter, with substantial expansion of the material on records retention scheduling.

If you are interested in these books or any others in the chapter library, please contact Pam Duane at 252-7192 or email at [pduane@mge.com](mailto:pduane@mge.com). The chapter Web site has a list of publications; see [www.armamadison.org](http://www.armamadison.org).



## ***Highlights From ARMA International***

### **Mobile Phones as Data Threat**

A Canadian newspaper reported that mobile phones have become a key target for hackers and an increasing worry for corporate IT departments. A Deloitte study released in late December 2011 revealed that companies in the technology, media, and telecom sector expect data stored on staff mobile devices will be their biggest security headache in 2012.

The increase in the use of smartphones is largely responsible for the concern as the emergence of their use for making mobile payments has caught the eye of hackers and data thieves. The article noted that shoppers can now simply swipe their phones at a cash register to complete their transactions, and most users have not protected their smartphones. In fact, according to Juniper Research, fewer than 5% of smartphones and tablets are installed with security software. [The Globe and Mail](#)

### **2012 Vision for the Cloud**

According to the [Washington Post](#), 2012 will be a big year for cloud technologies. The Post reported that last year more companies started to accept the idea of Internet-based services, which is driving the need for cloud technologies to mature in 2012.

*Washington Post* contributor Vineet Jain reported five visions for the cloud in 2012, including enterprise-wide shifts to the hybrid cloud, tablets that will turn into business tools, a trend toward on-shoring, an increase in cost for “freemiums,” and cloud “commuting” to replace the cubicle.

### **Hacker Activity Could Mean Computer Outages in 2012**

According to an article in [Nextgov.com](#), computer security firm McAfee predicts hackers will join forces with offline protesters in 2012 for strikes on transportation computer systems and other critical government networks. McAfee reports that its [yearly assessments](#) are meant to convince authorities and network administrators to take threats more seriously. A security research director said “It’s time for extensive penetration testing and emergency response planning that includes cybercomponents and networking with law enforcement at all levels.”



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## *Mark Your Calendar*

**February 14, 2012:** ARMA Madison, *Information Sharing: Records Management Program Best Practices*, Sandra Broady-Rudd, facilitator, MG&E, 11 A.M., [barb.bailey@cunamutual.com](mailto:barb.bailey@cunamutual.com)

**February 16, 2012:** AIIM Wisconsin/ARMA Milwaukee, *Popular Geographics: Leveraging Spatial Information for Content and Records Management*, Crowne Plaza, Wauwatosa, 7-9 A.M., <https://www.123signup.com/register?id=crmbg>

**March 20, 2012:** AIIM Wisconsin/ARMA Madison, Johnson Creek, TBD

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

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

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

**September 23-25, 2012:** ARMA International's 57th Annual Conference and Expo, Chicago  
February 2012

# ARMA<sup>Madison</sup>

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## *Meet a Board Member*

Vice-President Of Seminar Ana Aquino-Perez

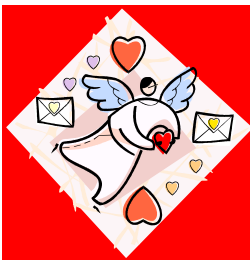


Ana is the Records Officer for the Wisconsin Department of Transportation where she has been performing these duties since 2001. She is responsible for managing the agency's records management program. Prior to that, she managed a \$41.3 million highway improvement program, also for the Department of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

She has been an active member of ARMA-Madison since 2001 and is the current VP of Seminar. Other Board and committee positions included member of the Seminar and Program committees, VP of Semina, 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, President's Choice Awards in 2004 and 2009, and Old Faithful Award in 2011.

Ana has a bachelor's 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.

**Who**  **You?**



***Come join us on February 14 at 11 a.m. at MG&E to network with your fellow ARMA members. No formal presentation is planned, so be ready to present your problem(s) or offer solutions to someone else's problem. The meeting will be a roundtable format. There will be prizes!***

## ***Partnering for RIM Success: Strategic Relationships***

By Rosemary Stark

This topic expanded on a presentation made in October 2010 by Teresa Drabenstadt, director of CUNA Mutual's enterprise RIM Program, Privacy Program, and Advertising Compliance Program. That program discussed how she established a Records Information Management program, which involved working with IT. Brad Krueger, IT Security Risk Manager at CUNA Mutual, joined Teresa in presenting the topic for the January meeting. Teresa asked attendees who they "partnered" with. Answers included IT, legal, security, and compliance. Each area has its own requirements, and the success of a RIM program calls for cooperation among the players.



Teresa stressed that it was important to maintain privacy throughout and collect only the information that is needed and only as described in the request. Access should be limited as well. She also said personal devices should be addressed. Ultimately, it is your business reputation that is at stake. We all know what happens when a company's records have been breached. Lost business! A RIM program reduces this risk.

If the company can put a group together to do an internal audit, the risks to RIM are more likely to be identified. As a records manager, you have more authority to implement a RIM program if the direction comes from another source. Over the three years of establishing a RIM program, staff from all areas of CUNA were engaged in the process from a RIM steering committee comprised of high level managers who made and own the decisions to the security officers who looked for unsecured areas and confidential papers left on desks and placed table tents, banners, posters, and mouse pads encouraging participation in RIM events.



(Cont. on page 9)

# ARMA<sup>Adison</sup>

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## **Partnering for RIM Success**

(Cont. from page 8)

Culture change takes time, so it is important to get the buy-in from all areas of the company, and one way to do this is to meet with small groups of people from each division. Identify a leader who can “set the tone” for the RIM project. Success is more likely when the project is done in small steps. Teresa also said the RIM manager should not act as a cop.

The benefits to the business and end-users are many: appropriate record destruction and storage; reduced litigation risks and storage costs; and improved productivity and business preparedness.

Teresa and Brad left the attendees with this slogan:

**Create the Desired; Maintain the Required; Dispose the Expired**

## ***ARMA International Announces 2012 Board of Directors***

The following people were elected to the 2012 Board of Directors:

President Elect: Julie J. Colgan

Treasurer: Brenda Prowse

Association Director: Denise L. Pickett

Canadian Director: Patricia Burns

International Director: Alison North

