



ARMA Metropolitan New York City Chapter

March 6, 2013

Via Conference Call

Attending: Derick Arthur, Anita Castora, CRM, Jennifer Best, Bryn Bowen, CRM; Darryl Harris ; Michael Landau; Edie Mazzullo, Debbie Mevs, Frank LaSorsa, CRM, Jason C. Stearns, CRM, Mary Sherwin, Eugene Stakhov, CRM

Absent: Marcel Rodriguez

Committee Members: Carol Trapano

President - Jason C. Stearns, CRM

- Let Jason know if you can't attend a board meeting and submit a written report in advance
- Upcoming Board Meetings were confirmed as:
 - Thursday April 18
 - Tuesday May 21
 - Tuesday June 4
 - Thursday July 18th – All Day Planning Meeting

Executive Vice President – Bryn Bowen, CRM
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- March 20, 2013 All Day Event Logistics – Bryn is the Project Coordinator
 - To date 74 registrants
 - Jen Best has arranged the Menu for the All Day Event. It is \$2000 less than last year.
 - Personal Invitations – All board members are requested to extend personal invitations to those in their inner circle
 - Bag stuffing to be held at 5 p.m. March 19. The bags will include ARMA Metro NY pins & bags, hand sanitizer and pins. There are 100 bags from last year @ Kelley Drye
 - Registration Discount has been closed (expired 3/5/13)
 - Speaker Gifts – Padfolios plus a \$25 gift card. The Board voted to allocate \$500 towards the speaker gifts.
 - Raffle Eligibility – No vendors, speakers, or volunteers are eligible for the prizes. Fully paid Board Members are eligible. Each eligible person can only win one prize.
 - Jen will manage Security – broken down into 3 lists (3/19 entries (Board and Vendors); Vendors for 3/20 and Attendees for 3/20
 - Local Chapter Collaboration has been strong with CT and NNJ, including prize donations, meeting announcements about the Event. Central NJ has 30 members and is talking about disbanding.
 - Jason will make President's announcements right after breakfast. Gimmel/Iron Mountain will be made right before the Raffle drawing.
 - Galina and Fred Puzzuello will make an ARMA International plug at the end of the day
 - Lauren and Mary will do the Raffle Drawing
- By-laws Discussion – Tabled until after the March Event
- Legs & Regs – see the ARMA International Newsletters

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Vice President – Special Projects and Events – Darryl Harris
Committee – Frank LaSorsa, Bryn Bowen, CRM, Jennifer Best

- The location for the speaker's dinner the night before is still to be determined. At issue is finding a reasonably priced restaurant.
- March 20 Educational Sessions – Room set-up will be determined when the registration is finished. Jen and Lucinda Donaldson are the point people for communications with the Learning Center.
- March 20 Reception – SD 26 – Gimmel/Iron Mountain has requested a table where they will display their banner. Amazing food and good setup. There will speaker system for announcements.
- Thursday April 11- Evening Chapter Meeting will be held at NBC Universal, Studio 9C. Darryl will work with Marcel to coordinate the security, logistics and food. NBCU'S Studio 9C is reserved for this event. Meeting Time: 6:00 – 9:00 PM. The final decision on the menu is due by Friday, March 8, 2013. Menu includes an Open Bar.
- Tuesday April 30 - ARMA@NOON
 - Marcel has reserved a conference room at 75 Rockefeller Plaza, 4th Floor from 11:30-2:00 for this meeting.
 - Lunch can be ordered using internal or external catering services.
- Tuesday May 21 Chapter Meeting – the contract has been signed to hold the meeting at the Muse (46th St. between 6th and 7th Aves.)
- Thursday May 30 ARMA @ Noon – NBC Universal
- Tuesday June 12 – Chapter Meeting – To Be Determined
- Tuesday June 25 ARMA @ Noon – To Be Determined

Vice Presidents – Advertising and Promotions – Debbie Mevs & Edie Mazzullo
Committee – Derick Arthur; Frank LaSorsa; Marcel Rodriguez, Mary Sherwin

- All March 20th Sponsorship spots have been sold – Total of 15 Grand Central; 7 Times Square, 2 Broadway (which includes a Times Square spot). In addition, Knowledgelake is sponsoring both breaks, Techlaw is sponsoring lunch and the 7 former Presidents are sponsoring breakfast. Mary led the effort to a sellout success. She is working on collecting the remaining payments. The vendors received the logistics information in an email mid-February.
- Currently requesting more prize sponsorships.
- Looking for a sponsor for the joint April 11 meeting from those who have not sponsored the All Day Event. Gene will ask the Paralegal's association to obtain one sponsor
- May 21 – Not Applicable since it includes Vendor Appreciation.
- May 30 – To Be Determined
- June 12 – To Be Determined
- June 25 – To Be Determined

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Vice President – Professional Development – Derick Arthur

Committee – Lauren E. Barnes, CRM; Bryn Bowen, CRM; Sofia Empel, CRM; Fred Grevin;
Jennifer Waters Farley, CRM; Mary Sherwin

- March 20, 2013 All Day Event
 - Speaker program is complete.
 - Speakers to have their presentations completed in the template format provided by Friday 3/15
 - Speaker agreements were sent out 3/6. The deadline to return them is Friday 3/15.
- Tuesday April 30 – ARMA @ Noon – Presenter/Topic on Information Architecture (obtained from Legal Tech)
- Tuesday May 21 Chapter Meeting – the format will be a TED-style session (20 minutes) plus the Chapter Awards (30 mins), as well as Vendor Appreciation (Edie and Deb).
- Thursday May 30 ARMA@Noon – Rudy & Bryn – Information Governance
- Tuesday June 25 ARMA@Noon – Part II Disaster Recovery or Lenore Greenberg

Vice President Webmaster and electronic communications – Marcel Rodriguez

Committee – Bryn Bowen; Eugene Stakhov; Michael Landau; Derick Arthur; Mary Sherwin

- **Website:** The Website has been updated to include all vendor logos at all sponsorship levels, coordinated between Marcel and Mary. A detailed report is in the Appendix to this report.
- Received a vendor request to allow them to advertise the March 20 Event on their Websites.
➔ **Action** – Each Board member will send their vote (yes/no) to Bryn

Vice President – Treasurer – Michael Landau

Committee – Carol Trapano, Lucinda Donaldson

- Summary of Accounts as at:

February 28, 2013

Chase Checking: \$39,819.54

Fidelity Total: \$46,461.25

Contra fund: \$32,395.87

Money Market: \$14,065.38

Dreyfus Account: \$12,503.70

Total Balance: \$98,784.49

ARMA International Escrow:
\$2,502.50

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Checks written in February/March:

Crystal & Co. Insurance	\$976.50
NY Non-Profit Committee Fee	\$ 35.00
Expense Reimbursement on 3/6	
For February Meeting catering	\$1,115.00

- Constant Contact: We are still paying \$51 per month; yet we have not used it for the past 8 months. Everyone agreed to turn it off after downloading any stored information.

Action → Frank to coordinate with Marcel

Vice Presidents – Membership – Anita Castora, CRM & Darryl Harris Committee – Lauren E. Barnes, CRM; Fred Grevin

- March 20 Event Program coordinated by Anita with the CT chapter (Michael Okrentowich) who has done an excellent job reproducing the look and feel of the past 2 years. Mary will review and finalize editing for vendor logo inclusion, and will add in an Ad for BikeKarma and Gimmel/Iron Mountain. She will then hand the brochure off to Derick and Frank for printing by PitneyBowes.
- March 20 Registration Guidelines – Anita will organize registration desk with volunteers, name badges, separate table for vendors, volunteer to direct traffic, upstairs and downstairs to the seminar and where the bags are; door checkers and other jobs as needed. Edie will assist with Nametags.
- “March Membership Madness” Promotion during the March 20 event, to be held at a Membership table (Mary to reserve a location) – WiFi access needed. Tickets for the Educational Scholarship will be sold at the Event.
- Current Membership Levels – 326 - which is up from last month.
 - Expirations Calling List – 33 – called a majority – 6 people renewed, one retired.
 - Tenure Program – Carolyn Mariani will assist and identify who will receive their 5, 10, 15, 20 and 25 year tenure pins in time for the Awards meeting in May.
 - The Mentorship program has been launched with 5 Mentees, 4 Mentors. Looking for Board members to donate time to students.
- Increasing Membership
 - ARMA International Membership Promotion – email to Marcel for a list of all folks who attended all meetings.
- Mentorship program kicked off February 25. The president will announce it after the Event. A special promotion to be run during the Event for those who apply to be a Mentor or Protégée.

Vice President – Secretary – Mary Sherwin

- February Minutes being drafted
- Reminder to complete the Leadership On-Line training if you have not yet done so

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- MER Session of the month – technical difficulties so not currently available
- ASPIRE – one session at the March event dedicated to ASPIRE – Frank, Mary and Lauren to present. Curriculum on hold until after the March event.

Vice President – Newsletter– Jennifer Best
Committee – Bryn Bowen, CRM

- Exchange Special Issue – Jen has received 6 articles to date. She will solicit further input from the speakers and vendors if she receives the contact information.
- Lighthouse Systems/Gene would like to take out an ad in the Exchange Special Issue.
- Can be printed by Pitney with short turnaround time.
- The information about the next issue will be sent in an email.

Vice President – Collaboration – Gene Stakhov

- March 20 - ART-NY Archivist Round table – will send a delegate to the March 20 event. Sit at Bag handout table after bag handout. Next year a speaker for RIM 101 – dovetails with ASPIRE graduate to do this. Introduce the chapter to ART. Topic Information Governance/Records Mgt.
- 4/11 Evening Chapter Meeting – TAR (Technology Assisted Review(v. Predictive Coding with NY Paralegal Assn. Panel, 3 panelists, plus Rudy Moliere & Laura Grossman (Wachtell) – moderators.
- Looking for Panel members. Gene will write up the blurb and have as an insert for March 20.

Immediate Past President –Frank LaSorsa, CRM

- ARMA International News – A Task Force has been established to look at the Region structure. Frank is participating on the Task Force.
- COTY Update - The COTY committee met 2 weeks ago and reviewed the sections and who is assigned to each section. Brainstormed on what items to include as special projects: Mentoring, membership drive, and a couple of others.
- Special Project for ARMA International Project Award – to be decided later
- The Annual NE Region Leadership event will be held this year at Niagara Falls, NY (Thursday June 6, 7 and ½ day June 8), organized by the Buffalo chapter. On Thursday evening, the cocktail party is partially sponsored by Iron Mountain. Frank will be presenting on conflict resolution. Ilana and Frank will be presenting on professional leadership.
- Other Reminders
 - Speaker Grant- due end of March
 - Chapter report – Jason will send to ARMA International (Trevor)

Task Force Updates – Jason Stearns, CRM

- Marcel sent out the call for Volunteers along with the new Website Launch announcement. One volunteer so far for Disaster Recovery.



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Old/New Business

- May 2 Golf outing being organized by Marcel
 - The date was changed to afford us an earlier start time (10:30). Marcel will send out invitations after the March Workshop.
 - Marcel raised the question in his report: "Do we want to use any remaining funds as a kickoff donation for the 2013 MS-RideNYC event? If so, I will promote this. "

Meeting adjourned 6:00 p.m.

Respectfully Submitted,

Mary W. Sherwin

Mary W. Sherwin
Secretary

Appendix – VP Website – Report Submitted by Marcel Rodriguez



BOARD OF DIRECTORS MEETING
REPORT BY MARCEL RODRIGUEZ
6 MARCH 2013

- March All-Day Educational Event
 - Website: Event posted on Website
 - Social Media (working with Eugene Stakhov, Fred Grevin & Vendors to promote event)
 - REGISTRATION UPDATE (Sent to Board earlier today, see details below)

GROUP	TOTALS	ORDERED	PAID	DUE
REGISTRANTS (incl: Facilitators)	97	\$10,350.00	\$9,315.00	\$1,035.00
SPONSORS	41	\$32,721.00	\$24,840.50	\$7,880.50
TOTALS	138	\$43,071.00	\$34,155.50	\$8,915.50

- Website Update
- Reorganized the following sections: **ABOUT US**

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➤ MEMBERSHIP SERVICES



➤ PROFESSIONAL DEVELOPMENT

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➤ CONTACT US

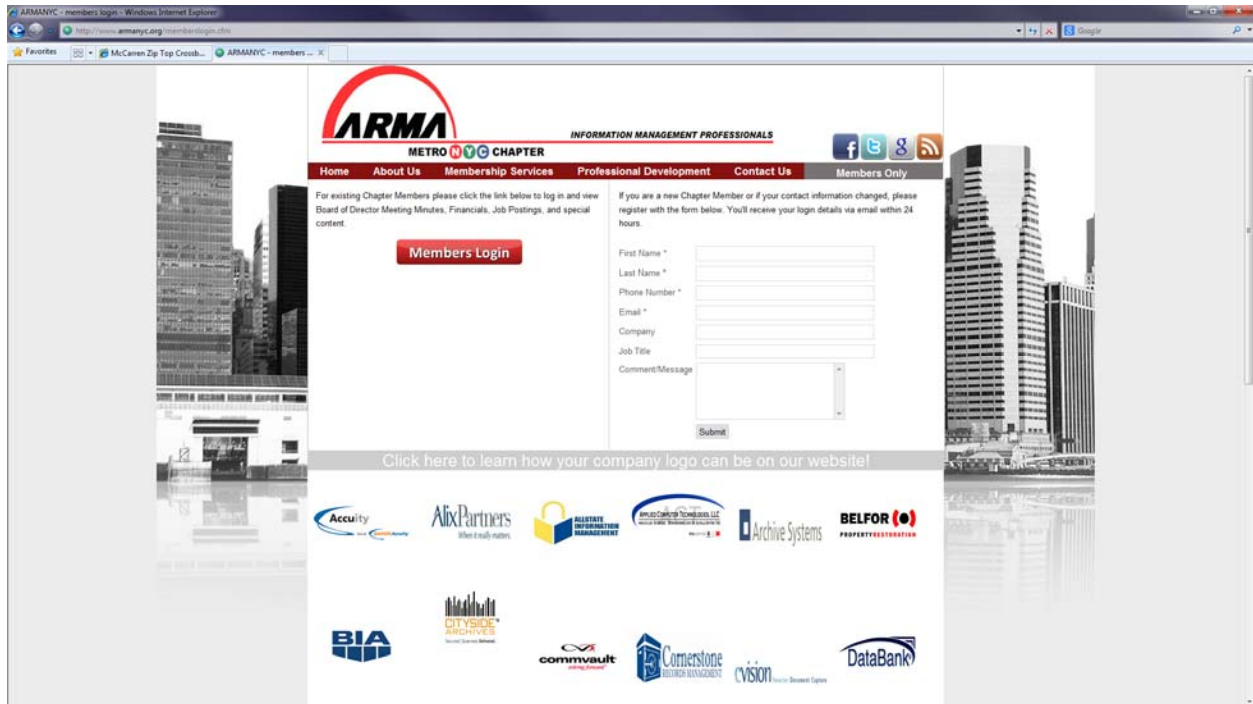


➤ MEMBERS ONLY

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- o Login Credentials email (due to some technical issues, the email will be sent to the board members on Thursday, March 7 for testing. If all goes well, the email will be sent to the chapter members on Friday, March 8.
- o SUGGESTION: While working on the Member Login section, I thought it would be useful to load the Membership Directory onto the site, so members could easily look up other members. This would be part of the Members Only section and not accessible to non-members or other visitors to the website. There will likely be some programming costs; I will send the board a proposal early next week.
- o Board Training – I had to postpone the training sessions because I recently learned that there can only be one administrator login for the website. What this essentially means, is that I have no control over changes the Board makes to the site, which could result in technical errors. Therefore, I propose the board will be trained on how to update the site and save their changes, but they should not “Publish” updates to the site. Once a page is updated, the Board Member will notify me and I will review the changes to make certain there will be zero impact on the site. I will then publish all updates to the site.
- o CHAPTER LIBRARY – Still Under Construction; Target Launch Date: April 1, 2013.
- Coordinated Events Update – APRIL 11 CHAPTER MEETING
 - o NBCU’S Studio 9C is reserved for this event. Meeting Time: 6:00 – 9:00 PM
 - o Final Decision on the Menu is due by Friday, March 8, 2013
 - o Menu includes an Open Bar, so Board should consider increasing the price for this event.
- Coordinated Events Update – April 30, 2013 ARMA@NOON



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- NEW/OLD Business – May 2 Golf Outing
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 - Do we want to use any remaining funds as a kickoff donation for the 2013 MS-RideNYC event? If so, I will promote this.