



ARMA Metro New York City Board of Directors

Via Conference Call

February 14, 2014 3:00 pm – 5:00 pm

Present: Derick Arthur, Anita Castora, CRM, IGP; Darryl Harris; Frank LaSorsa, CRM; Debbie Mevs, Mary Sherwin, Jason C. Stearns, CRM, IGP

Absent:– Bryn Bowen, CRM, IGP; Gene Stakhov, CRM; Michael Landau, Jennifer Best

Committee Members present: Alexander Campbell, Maribel Rivera, David Smythe, Carol Trapano

AGREED UPON / OUTSTANDING ACTION ITEMS

- Standing Project Meetings for the March 11 event will be set up on Mondays @ 4:30 pm and Thursdays at 9 am, chaired by David Smythe and Mary Sherwin – Project Plan will be updated as needed.
- Obtain cost of ARMA Metro NYC Give-Aways – a task added to the March 11 Event Project Plan
- By Monday Derick will send the finalized event schedule, speaker bios and event descriptions to the Board.
- Darryl Harris and Michael Landau – Catering decisions and Kosher meals – work with the Concierge Conference Centers
- Darryl – Check with Vanderbilt Suites regarding an alternate date for the April 10th evening meeting.
- March Event Promotion – Fred – Listserves; Derick – Legal Administrator Association; Maribel – Twitter and LinkedIn.
- Jason – inform Region Coordinators – we are offering the member rate to the March Event
- Printing needs – Derick Arthur will contact Pitney Bowes
- Nametags and Registration Table Staffing will be added to the project plan
- Mar to provide March 11 Keynote and March 3 Aspire information to Maribel for Social Media promotion

President - Jason C. Stearns, CRM

- Meeting convened 3:07 p.m.
- Upcoming Board Meetings
 - Monday March 3, 4:00 p.m. to 6:00 p.m. – tentatively at UBS – final meeting to discuss details of the March Event
 - Thursday April 10, 3:00 p.m. – 5:00 p.m. before Evening Chapter Meeting - UBS
 - Thursday May 15, 4:00 p.m. – 6:00 pm. - UBS

Coordinated Event Update (Not Related to the March Event) – All

- January Meetings Recap
 - ART Program January 24th- Sedona/Ron Hedges - postponed until further notice
 - ART Program January 30 – 42 people, well attended, 1st of 4, Lauren conducted
- February Meetings
 - Tues. February 25th, 2014- ARMA@Noon – Nathan Rosen, Social Networking using LinkedIn, @ Kelley Drye

- Thursday February 27, 2014 – Rescheduled from February 10 – Vanderbilt Suites, David Smythe presenting. Current registrations – 17 people registered

➤ March Meetings

- ASPIRE – Monday March 3, 2014- 6:00 pm – 7:00 pm – Frank and Jen Farley are working on the Constant Contact Blast

➤ April Meetings

- April Evening meeting date is April 10, but conflicts with the Law Firm Symposium April 9-11 in Washington DC - Darryl will work with the Vanderbilt Suites to come up with an alternate date
- CRM Workshop – Wednesday April 9 @ Kelley Drye – Anita is lining up the presenters and lunch will be included
- ASPIRE – Monday April 21, 2014 – 5:30 pm – 7:00 pm @ Kelley Drye
- ARMA@Noon April 24, 2014 – Currently no topic or Sponsor yet as the focus is on the March Event

March Event Update

➤ March All Day Educational Event

- Event Day before and Day Of Volunteers
 - ✓ Motion passed unanimously to have 6-10 volunteers and Dave Smythe as the Project Coordinator
 - ✓ Motion included: Volunteers asked to pay reduced rate \$75 which will give them access to 2 full sessions of their choosing. Otherwise they will be expected to do their duties, including bag distribution, room monitors, check-in, membership, etc.
 - ✓ Jason will coordinate selection of volunteers from CT, NNJ and Long Island Chapter presidents. Others are asked to give Jason names of worthy people, with the focus on contributions to the chapter and need.
- Project Planning Meetings will be set up Mondays at 4:30 pm and Thursday 9 am as check point meetings.
- Presenters & Schedule – Derick Arthur, Professional Development Committee:
 - ✓ The sessions schedule is set. Barclay Blair is unable to make it. Jason Baron will replace him
 - ✓ Speaker Bios and Session Descriptions will be put together by COB today. Needed for event brochure and approval of CRM credits from the ICRM.
 - ✓ Outside track – Linda Clemons (“Ask Linda”) has been moved to 11:15-12:30
 - ✓ All Speakers are confirmed
 - ✓ Speakers Agreements are in progress. Verbal commitments for everyone involved.
 - ✓ Discussion on having a session for the Sponsor - no special partner specific educational session
 - ✓ Jason Baron will replace Barclay Blair as a speaker, and his topic is still outstanding
 - ✓ Agreement was reached not to have one vendor presenter present to the session offered to the sponsor partners. Derick will continue to work on the possibility of this presentation.

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- ✓ InfoGuard (related to the FBI presentation on Information Security) will set up a table for informational purposes – Fred Grevin will confirm attendance, etc.
- Sponsors – Debbie Mevs, Advertising and Promotion Committee:
 - ✓ We are almost at capacity for sponsors. Mary and Debbie are working on the final sponsors; IBM is a possibility for a Broadway spot (per David Smythe).
 - ✓ Breakfast: 7 Past Presidents of ARMA
 - ✓ 2 Breaks and Lunch, Lanyards for Name tags: HP Autonomy
 - ✓ Bags: Total Records Information Systems
 - ✓ Coat Check: Kiersted Systems
 - ✓ Broadway: Iron Mountain (Reception - Exclusive) and EMC Corporation (Keynote)
 - ✓ Times Square: Acaveo, DRS Group, Feith, FileTrail, ProConversions, Recall, RSD, Zasio
 - ✓ Grand Central: Allstate Information Systems, ArchiveSystems, BMS-CAT, Collabware, Cvision, Databank IMX, EDM Americas, Fontis International, Gimmel, GRM, IMA Technologies, Knowledgelake, NRC, Trak, Paige, Paragon Solutions, Polygon, William B. Meyer
 - ✓ Additional Sponsorship Opportunities are still open: Nametags, Coat Check, WiFi, Charging Station
 - ✓ All Board members are encouraged to find prize donations. Committed so far: Greenheart Consulting, Kiersted.
 - ✓ Logistics:
 - Vendor Instructions: Mary has drafted the vendor instructions, received feedback from John @ Concierge Conference Centers, and will send out Tuesday February 18th. They will be asked for give-aways to put in the Event bags.
 - Set-up the day before and Event Day – We may start set up at 5 pm the night before. Receiving, Breakdown and Shipping instructions have been received from John @ Concierge.
- Promotion, Registration and Pricing
 - ✓ The Board decided to extend the initial discount period until February 21st. Currently 103 Registrants. The price increments are now:
 - 1/22-2/21 - \$185
 - 2/21 - 3/11 - \$249
 - ✓ Vendor pricing – Motion moved, seconded and unanimously agreed that the cost of one 1st additional person after entitlement - \$149 (at our cost to us from the Concierge Centers) and 2nd additional person after entitlement must pay as an Event attendee.
 - ✓ Networking Reception Only cost – The Board unanimously passed the motion - \$60 cost
 - ✓ Promote Networking Reception-Only about 2 weeks before the event (2/25)

- ✓ The first 90 people are able to select their classes first. As soon as the Class tracks are available, Darryl will send them the link in Cvent and give them a week to register for their classes.
- Event Bags -We will ask the vendors for Bag-Swag and it is to be sent to Kelley Drye
- Event Program – John Buglino, GRM has a draft. An initial call was conducted – Frank, Mary and Debbie with John. All the Vendor information has been provided. Derick is in the process of providing session information and bios, and headshots to GRM. Debbie will continue to follow-up with John Buglino, GRM.
- Raffle Card – Donald Corr has drafted the Raffle Card. He would need the final vendor logos to finalize the card.
- Catering – Darryl will coordinate with the Concierge Conference Centers, including Kosher meals
- Reception – To be held at the Roger Smith Hotel from 6 – 8 pm. The contract signed; everything is done. No down-payment is required, just a check the day of the event. (Darryl)
- Prize Sponsors – Debbie and Mary are coordinating
- Nametags and Registration Table – Tasks will be clarified at the Project Planning meeting
- Event 2 page flyer – Debbie Mevs will reach out to GRM to make a 2 page flyer, based upon the one for LegalTech, with a summary of the sessions and speakers on the back
- The One page flyer developed for LegalTech will be handed out at the Philadelphia chapter next week by Bryn and Derick, who are participating in their All Day event.
- Social Media promotions on LinkedIn and Twitter so folks will know the benefits of attendance- Maribel Rivera will take the following actions:
 - ✓ Post the discounted rate information by Monday and daily thereafter
 - ✓ Focus on our Keynote speaker – she is very impressive – many in our field can benefit from a presentation on non-verbal communication. Mary to provide the speaker's website and link to the video to Maribel for posting on Twitter and LinkedIn.
 - ✓ Postings bout sessions, CLE accreditation, sponsorship, etc.
 - ✓ 2 page summary flyer – will be posted on the website and tweeted
 - ✓ Hashtag #armanyc – Maribel will use in all of our tweets.

Membership Update – Anita Castora, VP, Membership

- Membership levels: 319
- Promotions:
 - At the March Event – There will be a Membership/Mentorship Table – Anita will coordinate the staffing and activities of the table (Fred Grevin, Edie Mazzullo, Carolyn Mariani Etc.) and perhaps have a drawing. She will make the sign up and it will be printed for her.

Newsletter – Jennifer Best, VP, Newsletter

- The next newsletter will be issued within the next week. It will be a smaller issue.

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- The March newsletter will be more substantial.

Financial Update – Michael Landau, VP, Treasurer; Carol Trapano, Committee

- Summary of Accounts as of January 31, 2014
 - Chase Bank \$32,781.01
 - Fidelity (Quarterly as follows :)
 - Fidelity Contra Fund- \$ 40,352.91
 - Fidelity Money Market - \$ 14,067.26)
 - Dreyfus \$ 12,571.77
 - Total: \$ 99,772.95
- ARMA International Escrow: \$ 1,650.00

Collaboration – Report submitted by Gene Stakhov, CRM, IGP

- **ART-NY** - Lauren Barnes has taken this and continues to run with it. Her RIM 101 presentation last month went very well. The session was fully booked. Frank and two of Lauren's direct reports were present from the Metro ARMA NYC chapter. ART-NY has since analyzed the surveys. The comments were favorable, with some suggesting that it was too basic. We are looking to get some more information about the surveys soon. Lauren has proposed dates for the next sessions, and we are waiting to hear back from ART on whether the NARA space will be available.
- **LLAGNY** - Gene responded to Janice Henderson's email. She seems to envision a permanent partnership structure that we could build on. Gene would like to set up a call to get a better idea of what she had in mind.

Additional Agenda Items

- Community Service Project - Greater Astoria Historical Society - another meeting coming up this week to move the next phase forward.
- Website Update - need to add the e-Commerce folks, and set up MA Webcenters staff. Melissa went through our various lists in Constant Contact, removed dups and bad addresses. Mary has been keeping the Website up to date.
- Minutes & Secretary Updates - November, December and January minutes were circulated for approval. Board requested to get feedback by the end of next week.
- COTY Task force - Section assignments were handed out to the task force members. Gene will act as the editor, and will be responsible for stitching together the different sections into a final response. We will have a series of touchpoint calls to gauge high-level progress. The next one is scheduled for 2/28.
- ASPIRE Update - The ASPIRE meetings are going well, led by Lauren, Frank, Jen Farley and Mary Sherwin. Jennifer Farley is writing an article for the March newsletter with some testimonials. The next meeting is Monday March 3 at 5:30 pm at Kelley Drye. Maribel will also promote using social networking.



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➤ ARMA Updates

- ✓ Lots of information on the ARMA International Website for various volunteer opportunities, such as volunteers at the International convention, call for participation on the Awards committee, calls for proposal submissions. See www.arma.org for more information.

- ✓ Deadlines:

- February 14 – Applications to the Awards Task Force
- March 1 – Region activity reports due to HQ
- March 14- Recruitment Campaign prospect lists due to HQ
- March 31 – Chapter Speaker Grant applications due to Region
- April 15 – Chapter Speaker Grants –due to HQ

- Social Media Plan – Task force call held with Maribel, Jen, Bryn, Frank, Gene. Gene created a free 30-day trial account with HootSuite to help us manage our social media profiles in a more unified capacity, and be able to better gauge our social media presence. This came from an excellent suggestion from Maribel on a call that we had a few weeks ago. So far results are mixed. I will reach out to Maribel next week to follow up with some questions I had, and establish an overall plan. More information to come in future meetings.

- No new business

The meeting adjourned at 4:39 p.m.

Respectfully Submitted,

Mary W. Sherwin

Mary W. Sherwin
Secretary

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March 11, 2014 Event Schedule (Proposed)

Our Industry
A Very Broad(way) Spectrum -
It's a Whole New World

March 2014	Track 1 - RIFFS	Track 2 - CHOPS	Track 3 - IMPROV	the outside track
8am - 9:30am	REGISTRATION & BREAKFAST	REGISTRATION & BREAKFAST	REGISTRATION & BREAKFAST	REGISTRATION & BREAKFAST
9:30am - 10am	KEYNOTE - Linda Clemons	KEYNOTE - Linda Clemons	KEYNOTE - Linda Clemons	KEYNOTE - Linda Clemons
10am - 11am	<i>FBI Session on Cyber Security - FBI Special Agent (TBD)</i>	Executive Report Writing Part 2 - Sofia Empel	<i>Change Management Comes to Life...Let's Play Change: the Game - Karen Strong (Gimmel)</i>	
11:15am - 12:30pm	Preparing for the Presidential Directive - Fynnette Eaton	Career development using certifications, education, etc. - Melissa Dederer, Panel Leader - Panelists (TBD)	<i>Change Management Comes to Life...Let's Play Change: the Game - Karen Strong (Gimmel)</i>	Talk to the Keynote speaker... - Linda Clemons
12:30pm - 2pm	LUNCH	LUNCH	LUNCH	LUNCH
2pm - 3pm	IG Panel - Fred Pulzello, Moderator - Julie Colgan, Galina Datskovsky, and Richard Kessler (Jason to confirm) or Jason Barron?	<i>ASPIRE (Using multimedia & graphic design in your presentation - Barclay Blair</i>	Business Intelligence - Chad Ergun (Gibson Dunn)	<i>Sponsor Partner Educational Session - TBD</i>
3-3:15	BREAK	BREAK	BREAK	BREAK
3:15pm - 4:15pm	<i>The Future - are we there yet? - Emily Empel</i>	E-Discovery - Marla Bergman (Asst GC, Goldman Sachs)	<i>Hedges presentation - Hon. Ron Hedges</i>	
4:15pm - 5:00pm	CLOSING STATEMENTS & RAFFLE	CLOSING STATEMENTS & RAFFLE	CLOSING STATEMENTS & RAFFLE	CLOSING STATEMENTS & RAFFLE
	Other possible speaker topics:			

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Conflicts of Interest Waivers - Anthony Davis/Dave Lewis (Partners, Hinshaw & Culbertson) and Roy Simon (Distinguished Professor of Legal Ethics, Hofstra U.)		Global Recordkeeping for Custodial Management - James Dawson (Director, Forensic Tech & IG, KPMG)	Improving Your Readiness for Investigations: Records Management Best Practices for Cross-Border and Multi-Jurisdiction Considerations – OR – The Marriage of GAPP & GARP - Jason Stearns		Collaboration and Project Management – The “New Normal” of Working Together - John Kruse (Cadwalader)
Security Awareness Training - Jamie Hermann (Rope & Gray), other speaker(s) TBD		BMS (Rebecca Galleli to provide details) - Speaker TBD	Writing seminar (Melissa Dederer to provide details) - Speaker TBD		Personal Development - Maribel Rivera (Bryn)
			Law Firm Info Governance - Speaker(s) TBD		

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ARMA Metro NYC 2013-2014 Planning Calendar – Updated as of 2/10/14

	ARMA Evening (backup date in parenthesis)	Board	ARMA @ Noon	ASPIRE Mondays (proposed)	CRM and Other Sister Organization Related Events
August	None	Conference call to be scheduled by Jason	None		None
September	Mon 9/16 – 5 Things RM can learn from Litigation – Sandra Serkes, Valora, Sponsor Superior Discovery	Wed. 9/18 3 p.m. -5 p.m. before the chapter meeting	Tues. 9/24 – Small Steps, Big Results, Anita Castora, Carolyn Mariani – Sponsor GRM	Mon. 9/23 –5:30 pm – 7:00 pm Kelley Drye Presenters: Jen Waters-Farley, Rebecca Gallei	
October	Tues. 10/15 – Legal Holds Brian Schraeder Sponsors ArchiveSystems, BIA	Thurs. 10/10 4 p.m. -6 p.m.	Tues. 10/22 – did not happen	None	ARMA International Conference Las Vegas: Sat. 10/26 – Wed. 10/30
November	Mon. 11/18 – Privacy in a Transparent World Kristen Mathews, Sponsor ProConversions	Mon. 11/18 3 p.m. -5 p.m. before the chapter meeting, @ UBS	Fri. 11/15 – Records Management and Process Improvement – George Dunn	Mon. 11/4 Kelley Drye – 5:30 pm – 7:00 pm Presenter: Donald Corr	
December	None	12/16 - 4-6 pm	None	Mon. 12/2 Presenter: George Dunn	

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January	Mon. 1/13 Networking Event/Cocktail Reception Location: Slate	Mon. 1/13 12 p.m. – 5 p.m. Half day planning meeting – Before the Networking event – Kelley Drye	Mon 1/27 Proskauer Rose Nick Inglis, Bulletproof Sharepoint Information Governance Sponsor: FileTrail	Mon. 1/6 5:30 pm – 7:30 pm Kelley Drye Presenters: Edie Mazzullo, Barclay Blair	ART RIM 101 with Lauren Barnes – 1/30/14 12 noon – 1:30 pm NARA
February	Mon. 2/127 “Building a RIM program: Assessment, Vision, War Stories” David Smythe presenting	Thurs. 2/13 4 p.m. -6 p.m. Kelley Drye	Tues. 2/25 – Nathan Rosen – Developing Powerful LinkedIn Profiles Kelley Drye	None	
March	All Day Educational Event Tues 3/11 Concierge Centers 8 am – 5 pm, Networking Reception following	Mon. 3/3 4 p.m. -6 p.m.	None	Mon. 3/3- 5:30 pm – 7:00 pm. Kelley Drye	
April	Thurs - 4/10 (Wed.- 4/9)	Thurs. 4/10 3 p.m. -5 p.m. before the chapter meeting	Thurs 4/24	Mon. 4/21	



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May	Wed 5/21 (Thurs. 5/22)	Thurs. 5/15 4 p.m. -6 p.m.	Mon. 5/12 – Sponsor - Acaveo	Mon. 5/5	
June	Mon. 6/16 (Wed 6/18) End of the Year Party- one sponsor - Acaveo	Mon. 6/16 (3 pm - 5 pm)	Tues. 6/3	Mon. 6/9	
July	None	Wed. 7/16 Summer All Day Planning meeting	None		



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Appendix – ARMA Metro NYC 2013-2014 Revised Calendar

	ARMA Evening (5:30 pm – 8 pm)	Board	ARMA @ Noon (12-1:30 pm)	ASPIRE Mondays (5:30 pm – 7 pm)	CRM and Other Sister Organization Related Events
August	None	Fri. 8/16 2-3:30 p.m.	None		None
September	Mon. 9/16 - Sandy Serkes – TAR and RIM – Vanderbilt Suites	Mon. 9/16 3 p.m. -5 p.m.	Tues. 9/24 – Anita Castora and Carolyn Mariani - Using the Principles to Achieve Cost Effective RIM Project and Change Management Goals” - Proskauer	Mon. 9/23 – Kelley Drye	
October	Mon. 10/15- Brian Schraeder – Litigation Holds – Vanderbilt Suites	Mon. 10/15 3 p.m. – 5 p.m.	Tues. 10/22 – George Dunn – RIM Workflows and Process Improvement - Proskauer	No ASPIRE Oct 9 –CRM All Day Workshop- Proskauer	Mon. 10/7 – Archivist Round Table (ART) Symposium - Disaster Planning. ARMA International Conference Las Vegas: Sat. 10/26 –Wed. 10/30
November	Mon. 11/18 - Kristen Mathews (Proskauer Partner) on Privacy;	Mon. 11/18 3 p.m. -5 p.m.	Tues. 11/21- co-Meeting with ART – Lauren Barnes presenting on RIM 101, National	Mon. 11/4 – Kelley Drye	Mon. 11/14 – Special Libraries Association (SLA) Evening Reception



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	ARMA Evening (5:30 pm – 8 pm)	Board	ARMA @ Noon (12-1:30 pm)	ASPIRE Mondays (5:30 pm – 7 pm)	CRM and Other Sister Organization Related Events
			Archives, 1 Bowling Green, 3 rd floor		
December	None	12/16 - 4-6 pm	None	Mon. 12/2 – Kelley Drye	
January	Wed. 1/15 (Mon. 1/13) Networking Event/Cocktail Reception	Wed. 1/15 12 p.m. – 5 p.m. Half day planning meeting – Before the Networking event	Thurs. 1/23 – Jim Merrifield – Social Media	Mon. 1/6	NAGARA meeting (Ron Hedges)
February	Mon. 2/10 (Tues 2/11)	Thurs. 2/13 4 p.m. -6 p.m.	Tues. 2/25	Mon. 2/3	
March	Tues 3/11 (Wed 3/12)	Mon. 3/3 4 p.m. -6 p.m.	None	During All-day Event 3/11	SLA All-Day Conference
April	Thurs - 4/10 (Wed.- 4/9)	Thurs. 4/10 3 p.m. -5 p.m. before the chapter meeting	Thurs 4/24	Mon. 4/14	CRM Workshop Wed. April 9, 2014 – Kelley Drye Parts I-V, Lunch
May	Wed 5/21 (Thurs. 5/22)	Thurs. 5/15 4 p.m. -6 p.m.	Mon. 5/12	Mon. 5/5	
June	Mon. 6/16 (Wed 6/18) End of the Year Party	Mon. 6/16 (3 pm - 5 pm)	Tues. 6/3	Mon. 6/9	
July	None	Wed. 7/16 Summer All Day Planning meeting	None		



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