



ARMA Metro New York City Board of Directors

Half Day Panning Meeting Minutes

Kelley Drye and Warren 101 Park Ave, New York City and Via Conference Call

January 13, 2014 12:33 pm – 4:34 p.m.

Present: Derick Arthur, Bryn Bowen, CRM; Darryl Harris; Michael Landau, Frank LaSorsa, CRM; Debbie Mevs, Mary Sherwin, Jason C. Stearns, CRM, IGP

Via Telephone: Jennifer Best

Absent: Anita Castora, CRM, IGP; Gene Stakhov, CRM

Committee Members present: Michael Addiego, Rebecca Gallei, Fred Grevin, Rudy Moliere, Carol Trapano

AGREED UPON ACTION ITEMS (from meeting as described below)

- Obtain cost of ARMA Metro NYC Give-Aways – those who proposed them
- Jason and Bryn will ask Jim Merrifield for an outline of the ½ day Sharepoint seminar
- Determine Go/No go of ½ Day Sharepoint by Tuesday January 21 after email of proposed outline is received from Jim Merrifield
- By the end of this week, Derick will send out revisions to the Session speaker schedule per the discussion at this meeting.
- One week from Friday (1/24) the goal is to have the Session Blurbs to send out in Cvent.
- Darryl Harris – Check with John of Concierge Centers on March 11 logistics
- Michael Landau – Order Glatt Kosher meals for March 11
- March Event Promotion – Fred – Listserves; Derick – Legal Administrator Association
- Jason – inform Region Coordinators – we are offering the member rate to the March Event
- Printing needs – Derick Arthur will contact Pitney Bowes

President - Jason C. Stearns, CRM

- Meeting convened 12:33 p.m.
- Upcoming Board Meetings
 - Thursday February 13, 4:00 p.m to 6:00 p.m. @ Kelley Drye
 - Monday March 3, 4:00 p.m. to 6:00 p.m.
 - Thursday April 10, 3:00 p.m. – 5:00 p.m. before Evening Chapter Meeting

President - Jason C. Stearns, CRM, IGP; Bryn Bowen, EVP, CRM, IGP; Derick Arthur VP, Professional Development; Debbie Mevs, VP Advertising and Promotion,

- March All Day Educational Event
 - Discussion was held on the idea of having a Pre- or Post-Conference ½ Day seminar on Sharepoint. The two options considered were the AIIM course “Managing Records in Sharepoint” for a cost of \$495 or a ½ day seminar @\$250 per person developed by Jim Merrifield and Nick Inglis on a similar topic. Our chapter would receive \$100 per person.

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- The Board agreed that a Post-conference ½ day event would be better, and registration would be tied to attendance at the full day March 11 Event. The Board tabled a decision until the following questions are answered:
 - ✓ Location (must be free) – potentially at Kelley Drye if the content is focused enough for the staff at Kelley Drye who would attend
 - ✓ A more concrete outline of the course from Jim Merrifield and Nick Inglis
 - ✓ The goal is to have the Board vote by Tuesday of next week. If it is not resolved in one week's time, the answer is no. If the seminar does not take place March 12, we will reconsider having the event sometime in the future.
- Presenters & Schedule – Derick Arthur, Professional Development Committee:
 - ✓ Sessions Schedule- same as last meeting (see the Appendix). There will be 12 Sessions in total
 - ✓ Outside track – Linda Clemons (“Ask Linda”)
 - ✓ Suggestions by the group on moving a few sessions around to reduce conflicts of interest by the attendees.
 - ✓ All Speakers are confirmed except the Assistant General Counsel from Goldman Sachs
 - ✓ Speakers Agreements are in progress
 - ✓ Decisions: The Board voted unanimously to pay the expenses of two additional speakers: Sofia Empel (\$1000 budget: \$500 speaking fee, plus airfare and taxi) and for Fynette Eaton (coming from Washington DC – a \$500 cap)
 - ✓ Other speakers are local and do not have travel expenses
 - ✓ Discussion on having a session for the Vendors (i.e. Social Media)
 - ✓ Board agreed that no vendor should give a presentation (in fairness to all others)
 - ✓ The Budget for Linda Clemons, keynote speaker, was decided at the November meeting (\$2500)
 - ✓ Action Items – Confirm two speakers – Task Owners are Derick Arthur and Fred Grevin.
 - Task owners - Fred and Derick Arthur to follow up on confirmation of 2 speakers - (Karen Strong - Change Management and Marla Bergman - Goldman Sachs on eDiscovery.)
 - Plan ‘B’- Jamie Herman (Security) Global Record keeping - James Dawson (local) and Jason Stearns
- Sponsors – Debbie Mevs, Advertising and Promotion Committee:
 - ✓ Breakfast: 7 Past Presidents of ARMA
 - ✓ Lunch: Kiersted Systems
 - ✓ Bags: Total Records Information Systems
 - ✓ Broadway: Iron Mountain (Reception)and EMC Corporation (Keynote)

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- ✓ Times Square: Feith, FileTrail, Recall, RSD, Zasio
- ✓ Grand Central: Allstate Information Systems, ArchiveSystems, BMS-CAT, Collabware, Cvision, Databank IMX, Diversified, Gimmel, GRM, Knowledgelake, NRC, Trak, Paige, Polygon
- ✓ 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 will revise instructions to the vendors and send them out, after checking with John at Concierge Centers. They will be asked for give-aways to put in the Event bags.
 - Event Day – Receiving, Shipping, Setup timing (day of or night before) , and Breakdown – Darryl will confirm with Concierge centers
 - Catering – provided by Concierge Centers. Michael offered to order from a Glatt Kosher restaurant nearby (Mindees)
- Promotion, Registration and Pricing – The Board
 - ✓ March Event Registration – Originally the Discounted price of \$145 ends January 15. There are 43 registered and pre-paid.
 - ✓ The Board decided to extend the initial discount period until January 21 (Early Bird Special \$145) – so that Jason could put in a big plug tonight. The board agreed to offer the member price to our sister chapters in the Region. Jason will inform the Region Coordinators. The price increments afterwards as follows:
 - 1/22-1/31 - \$185
 - 2/1- 2/14 - \$225
 - 2/14 - March 11 - \$249
 - Waitlist- we will wait until we max out attendees before we decide
 - ✓ Vendor pricing – 1st additional person after entitlement - \$85 and 2nd additional person after entitlement - \$125 . The vendor is not allowed to swap their representatives.
 - ✓ New Promotion Ideas were discussed. Fred will promote the event on the List Serves and Derick with the Legal Administrators associations.
 - ✓ Event Bags – ideas for bag stuffers
 - ARMA NYC Items- add in one "Certificate - meeting of your choice" - as a "raffle"
 - Stain Remover Sticks and Luggage tags (Rebecca) and portable phone chargers and/or stylus - portable chargers (\$10) - Darryl will get quote - Mary - quote on the stylus (\$7)
 - ARMA International Items- Jason will ask ARMA Int'l left over from conference
- Event Program – John Buglino, GRM has offered. Mary, Frank and Debbie will have a call with him.



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- Raffle Card – Donald Corr will assist
- Newsletter printing – our contacts no longer work at Pitney Bowes. Derick Arthur will find out who can assist us.

Membership Update – Anita Castora, VP, Membership

- Membership levels: around 320
- Promotions:
 - Membership Madness: Join by end of March; get \$10 gift card- motion made and seconded, and voted unanimously to offer.
 - Membership Table- Bring iPad so people can join on the spot - yes as last year

Coordinated Event Update – All

- Tonight 54 W 21st at 6th Avenue (Slate) - Raffle prizes - IGP course and March 11 Entry
- ART Program January 24th- Sedona/Ron Hedges - postponed until further notice
- January 30 ART Program Part I of 4 - RIM 101 - presented by Lauren Barnes - distillation of course she gives at Queens College. Time 12 - 1:30 \$25 per part to register
- Monday January 27 ARMA@Noon - Nick Ingliss - Sharepoint - and FileTrail sponsor - Proskauer Rose
- Monday February 10 Evening Meeting - David Smythe no longer available. James Dawson possible backup. Topic: Goba recordkeeping for custodial management. Location: TBD - possibly move from Vanderbilt based on light numbers attendance in the middle of winter
- Tuesday February 25 ARMA@Noon - N Nathan Rosen, LinkedIn networks, Location: Kelley Drye
- ASPIRE- Proposed for Thursday February 13 - Noon @ Kelley Drye followed by the Board Meeting
- Thursday April 24 ARMA@Noon – Speaker – possibly Jim Merrifield.
- Monday April 14 – Proposed ASPIRE event

Newsletter – No update due to illness

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

- Summary of Accounts as of December 31, 2013
 - Chase Bank \$16,871.11
 - Fidelity \$55,343.12 (Quarterly as of September 2013 as follows:)
 - Fidelity Contra Fund- \$41,275.98
 - Fidelity Money Market - \$14,067.14)
 - Dreyfus \$12,561.63
 - Total: \$ 84,775.86



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- ARMA International Escrow: \$1,350.00 (included in the Chase Bank account above)
- Director and Officer Liability Insurance – Michael reported that we have a policy that covers board members in their roles for ARMA. This is a chapter policy as opposed to an international resource. Not sure about committee volunteers but Board members are covered. Many would not volunteer without such coverage. We pay annually and it is renewed every 2 years. It is just around \$900 each year.

Additional Agenda Items

- Community Service Project - Greater Astoria Historical Society Anita/Gene big issue in person meeting with Bob Singleton and / or Board of Historical Society
- Website Update - need to add the e-Commerce folks, and set up MA Webcenters staff. Need to massage our Constant Contact lists - pull out dups, and dump into Cvent and the Website. We will ask Melissa to revise for us.
- Minutes & Secretary Updates - November and December will come out in the next weeks. Everyone requested to review the December. minutes and provide feedback.
- COTY Award Update- Frank reported that Gene has convened the committee - and divided up the sections per committee person. ARMA International has promised a revision to the submission format. This year for sure. The project with the Historical society is underway.
- ASPIRE Update - The ASPIRE meetings are going well, led by Lauren, Frank, Jen Farley and Mary Sherwin. Each meeting has between 15-20 attendees, including formal presentations by experienced and inexperienced members as well as table topics on RIM as well as Current Events. All present have reported they get a lot out of the meetings.
- ARMA Updates
 - o Road shows throughout the US, including the Information Governance workshop in Connecticut.
 - o Frank: what are the other updates?
- Social Media Plan – Bryn reported that he, Gene Stakhov , and Jennifer Best have held meetings with Maribel Rivera to discuss and revise our chapter’s Social Media plan.

The meeting adjourned at 4:34 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>	Talk to the Keynote speaker... - Linda Clemons
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>	
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



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Other possible speaker topics:					
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	

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				Presenter: George Dunn	
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. 2/10 “Building a RIM program: Assessment, Vision, War Stories” David Smythe – Cancelled (weather)	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	SLA All-Day Conference ??



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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	
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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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	Mon. 11/4 – Kelley Drye	Mon. 11/14 – Special Libraries Association (SLA) Evening Reception



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			101, National 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	
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	None		



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		Summer All Day Planning meeting			