



ARMA Metropolitan New York City Chapter
Board Meeting Minutes
Wednesday, January 11, 2012
2:00 p.m. – 4:00 p.m.
Via Teleconference

Present: Bryn Bowen; Melissa G. Dederer, CRM; Frank LaSorsa, CRM; Ace Romar; Donna Severino; Mary Sherwin; Jason C. Stearns, CRM

Committee Members Present: Darryl Harris; Carl Shriefer; Carol Trapano; Karen Wagner; Jennifer Waters Farley, CRM

Absent: Mark Kamien; Michael Landau; Eugene Stakhov, CRM;

President – Frank LaSorsa, CRM

- Welcome and Thank you to Carl – doing follow up with new members; Matt Klauber (a committee member) has been reviewing the website and providing suggested changes, some of which have already been incorporated into our web site
- Speaker Grant – awarded to us for the March event (\$500)
- CRM Review Class – January 26
- Reminder - region position applications due January 15 – only position available is a coordinator/treasurer position; applicant cannot be on a Board of a chapter
- January 24 Meet & Greet Attendance – already have 60 people registered
- January 24 ARMA@Noon – already have 18 people registered; had issues with credit card payments but that has been resolved (receipts showed no payment)
- LegalTech – January 31 – February 1 – plan to have our most recent newsletter printed for the ARMA booth and a few of our vendors who will be onsite; will include a one page circular regarding the March 29 event (including an early-bird rate option)

Vice President/Secretary – Melissa G. Dederer, CRM
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- Approval of December minutes – final copy to be sent to Board and email vote to be conducted
- Report on region call – Region call was yesterday, topics discussed included:
 - Open Coordinator/Treasurer (combined) Region position – deadline for applying is January 15; cannot be a current member of a chapter Board
 - 2012 Conference – will be held in either May or June; a team will be assembled to find a venue and schedule the event (suggested having at least one person from each chapter - Darryl Harris will be our liaison)
 - 2013 Conference – will be working with the mid-Atlantic region as they have expressed an interest in having a joint conference
 - Tony Abate proposal regarding addressing recognition of the 9/11 First Responders – further research needs to be conducted



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- ARMA RIM Society High School Club (Jose Rosado's proposal) – mentioned to all on the region call – asking for volunteers to help and also asking for someone to take the lead

Vice President/Professional Development – Eugene Stakhov, CRM - absent
Committee – Derick Arthur; Lauren E. Barnes, CRM; Bryn Bowen; Sofia Empel, CRM; Fred Grevin; Jennifer Waters Farley, CRM; Mary Sherwin

- March 29 Final Schedule – tabled
- January 24 ARMA @ Noon – tabled
- Feb. ARMA @ Noon – tabled

Vice President/Treasurer – Michael Landau - absent
Committee – Melissa G. Dederer, CRM; Carol Trapano

- Account balances
 - Checking: \$ 6,920.75
 - Dreyfus: \$11,985.24
 - Fidelity: \$40,533.47
 - TOTAL: \$59,439.46
- Cvent - tabled
- Suggested bank change from Chase - tabled

Vice President/Advertising and Promotions – Mary Sherwin
Committee – Derick Arthur, Bryn Bowen, Marcel Rodriguez

- ARMA@Noon – no sponsor yet but since it is the same day as the evening event, we may stay with one sponsor; expecting about 18 people to attend
- January 24 event – Redwallet Connection signed up but also looking for a second one
- March 29 – NNJ chapter has been working with us regarding getting sponsors; currently have three Times Square and nine Grand Central sponsors; Total Records is again sponsoring the tote bags
- March 29 meal sponsorship – different levels discussed but not being pursued until all current sponsorships are filled - \$250 breakfast and break and \$350 for lunch – to be discussed

Vice President/Communications – Bryn Bowen
Committee – Matt Klauber; John Hong; Jason C. Stearns, CRM; Karen Wagner

- Constant Contact – able to see who opened the email and clicked through to see the newsletters; about ¼ click on the email (but unable to determine how many may be blocked by spam filters); some are blocked and others are unopened;



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suggestion was to reach out to those who we could and ask if they are getting our emails; Bryn will draft an email

- February Exchange – will have two (late February and mid-March, just before our all-day event)
- Website – is updated on a regular basis; lagging in the sponsor/vendor area but that is being addressed now
- Technology committee – Constant Contact lists have been cleaned up and continue to be worked on (regarding bounces, people who have not opened emails, etc.)

Executive Vice President – Jason C. Stearns, CRM
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- Legs and Regs – updated through December; would like to get “click results” on duplicative information to evaluate redesigning our site
- January 26, 2012 CRM Review – can host at either NY Life or Kelley Drye & Warren – Frank and Jason will check on availability and discuss off-line; so far all 5 Parts have been scheduled – need to evaluate if we need a Part 6 session
- March 29, 2012 – sponsors are lined up, still reaching out to a few more; table locations to be determined by the team; early bird payment must be received by a particular date, otherwise reverts to regular rate; logistics of registration to be discussed by the team; marketing material being worked on, including the schedule of events; marketing regarding ASPIRE to be developed as well
- February – ARMA@Noon – room is reserved for Tuesday, February 28

Vice President/Membership – Mark Kamien - absent Committee – Lauren E. Barnes, CRM; Bryn Bowen; Carl Schriefer, Karen Wagner

- Current membership report - tabled
- Carl Schriefer – new member contact – tabled
- Membership drive 2012 – tabled

Vice President/Special Projects and Events – Ace Romar Committee – Darryl Harris; Edie Mazullo

- Entertainment for January 24 – will bring in whatever we need; prefer live music – Ace and Frank to discuss options

Vice President/Collaboration – Donna Severino Committee – Gene Stakhov, CRM
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- ECALSM Meeting – had a call with Judge Hedges and a Sedona conference person – planning on a spring panel-type meeting; a follow up call is scheduled in two weeks



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- Paralegal group – introduced to us by Gene and are interested in collaborating with us (particularly if we can get CLE credits)
- SLA Events – will provide updated event information as soon as she receives it from them
- Other organizations – send an email regarding a possible collaboration with ILTA

Immediate Past President – Melissa G. Dederer, CRM
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- COTY – Task Force had a conference call this morning; submission is being updated on a regular basis – most recent update was to Section 5 – Outside Activities. Melissa reminded everyone on the call to be aware of anything RIM-related activities they are involved in outside of the chapter and to submit that information so it can be included in the submission; expectation is to have the submission ready prior to the June 30 deadline

New Business

- Registration system and Website – need to assign a point person that can gather information and present to the group so we can make decisions around these two items; Marcel was suggested because of his experience with cVent; we will continue to keep our current website updated as we look for other options (particularly where we have “total control” over the site)
- Jose Rosado’s proposal regarding High School RIM – discussion was held regarding the need for Jose to take a more proactive stance leading this endeavor – the chapter will assist but prefers to see more of an effort on his part since this is his proposal

Adjourned at 3:37 p.m.

Respectfully Submitted,

Melissa G. Dederer

Melissa G. Dederer, CRM
VP/Secretary