



INTERNATIONAL®  
CENTRAL NEW YORK CHAPTER

## Central NY Chapter of ARMA International Newsletter

FALL 2013 ISSUE

September 2013

The leaves are beginning to change colors in upstate New York, a sure sign fall is here. The CNY Chapter has two great educational opportunities coming up. At our October 3rd meeting in Syracuse Fred Pulzello, President-Elect of ARMA International and one of the main developers of the Generally Accepted RecordKeeping Principles (The Principles) will present Assessing Your Data Using the Principles on October 3 in Syracuse. See details below with registration instructions.

In mid-November the Chapter is bringing in another well-known speaker, Jason Stearns, the current president of the New York City chapter, to speak on eDiscovery. This event will take place in Albany more details to come.

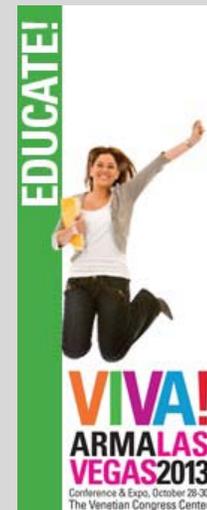
We're also introducing some more incentives to attend our great educational events. See below.

This issue also reveals how many smart, talented, accomplished professionals our small chapter has.

I hope to see in the next few months!

Dave Lowry  
Chapter President

### 2013 Conference



October 28-30, 2013

The Premier Event in Information Governance brought to you Bigger, Better, and More Colorful! When ARMA International comes to Las Vegas, you should expect the most comprehensive educational and networking experience in information governance. And you should

## CNY ARMA Chapter Offers New Incentives

This year the CNY Chapter is introducing incentives to attend one of our educational events - well, an added incentive to the great training and networking opportunities you're already getting!

For each event you attend your name will be entered in a drawing to win a prize for attending that event and it will also be entered into an end-of-the-year drawing for two very special prizes. So the more events you attend the better chance you have to win the end-of-year drawing.

For our October 3rd event drawing we're offering free attendance to any CNY ARMA event to be held with in the next year. So if you win at the October event you can attend the November event for free or one our other great events before October 3, 2014.

For our end-of-the-year drawing we have two great prizes:

FIRST PRIZE: A Kindle Fire tablet

SECOND PRIZE: The great new book *Records and Information Management* by CNY ARMA's own Pat Franks.

So attend as many events as you can and earn more chances to win one of these great prizes!

## Join Us At Our Next Event!

### Assess Your Organization's Information Governance Using the Generally Accepted Recordkeeping® Principles

With the deluge of information that is being created daily by your organization, it is now more important than ever to have clear Information Governance policies and procedures. The problem is, with this deluge of information it is now more difficult than ever to have clear policies and procedures. Knowing where you are to establish a baseline is the first step in then building a comprehensive plan.

Conducted by one of the developers of the Generally Accepted

expect it to happen on the Las Vegas strip. In a word...VIVA!

ARMA Live! Conference 2013 (ARMA 2013) offers inspiring speakers to motivate, the best in the business to educate, and cutting-edge best practices and technology tools to stimulate your quest for career growth. The knowledge and skills you will take away from ARMA 2013 will push you over the top as an even more valuable asset to your organization.

## What's An IGP?

An IGP is an Information Governance Professional. A new professional certification for RIM professionals.

The IGP knows the ins and outs of his/her organization and its expectations. Said professional knows when to drive out excess cost, mitigate risk according to tolerance level and when to actively use information for its business value. This is a highly touted and respected person in the organization.

Mission of the IGP Certification Program: Provide an information governance credential within an ethical and professional framework to support individuals to deliver

Recordkeeping Principles® - Fred Pulzello, MBA, CRM, IGP - will lay out a roadmap of activities and resources to enable you to conduct a self-assessment or to manage a guided assessment performed by third party experts. Maximize your efforts and results by following these practical, easy-to-use steps.

What you will learn:

- \* The fundamentals of the Principles and why it matters to you
- \* How to apply the Principles to your organization
- \* The key steps to a detailed risk analysis
- \* The benefits of the Assessment

Where & When

C&S Companies  
499 Col Eileen Collins Blvd  
Syracuse, NY 13212

3 October 2013

11:30am - Registration

12:00pm - Lunch

12:30 - 2:00pm - Presentation

How to Register

Contact Jackie Lewis

(315) 574-7525

[jlewis@herkimerarc.org](mailto:jlewis@herkimerarc.org)

Chapter Members: \$25.00

Non Chapter Members: \$35.00

Students: \$15.00

ABOUT THE SPEAKER

**Fred Pulzello, MBA, CRM, IGP**  
**Vice President, Information Governance**  
**Archive Systems, Inc.**  
**President Elect of ARMA International**  
**Co-creator of the Generally Accepted Recordkeeping Principles®**

With over 20 years of experience in Records and Information Management (RIM), Mr. Pulzello is a well-known and much-respected figure within the RIM world. He is the President Elect and past Treasurer for ARMA International and Chair of the taskforce that developed Generally Accepted Recordkeeping Principles® and a frequent speaker and presenter at eDiscovery, ARMA, AIIM, and LegalTech conferences.

organizational value  
and reduce risk.

For more information visit

[www.arma.org/r2/igp-certification](http://www.arma.org/r2/igp-certification)

**CNY ARMA AND  
SOCIAL MEDIA**

CNY ARMA recently set up a group on LinkedIn so please join our group whether you're a chapter or not.

And remember to like us on Facebook!

An experienced senior executive RIM and technology consultant, he has had leadership positions as the Executive Director and global corporate information manager for Morgan Stanley Inc. and Assistant Vice President of the corporate records management group for Merrill Lynch & Co. He earned a master's degree in business administration from Seton Hall University and a bachelor's degree in computer information systems from Manhattan College.

#### DRIVING DIRECTIONS

Driving Directions:

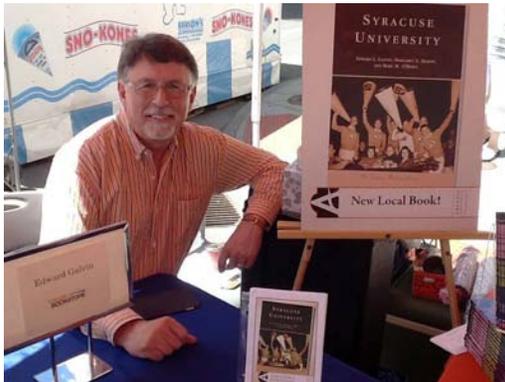
FROM THE EAST: Take NYS Thruway (I-90) west to Exit 36. Merge onto I-81 N toward Syracuse Airport. Take Exit 27 and merge onto Col. Eileen Collins Blvd.. C&S is first building on left (with glass tower).

FROM THE WEST: Take NYS Thruway (I-90) east and follow directions above.

FROM THE SOUTH: Take Rt. 81 North to Syracuse Airport exit. Merge onto Col. Eileen Collins Blvd.. C&S is first building on left (with glass tower).

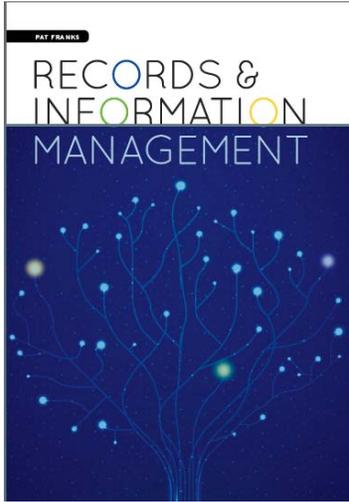
FROM THE NORTH: Take Rt. 81 South to to Syracuse Airport exit. Merge onto Col. Eileen Collins Blvd.. C&S is first building on left (with glass tower)

#### CNY ARMA MEMBER CO- AUTHORS BOOK



CNY ARMA chapter member and former board member Ed Galvin held a book signing on September 4 at the Barnes and Noble in DeWitt with co-authors Meg Mason and Mary O'Brien for their new book ***Syracuse University***.

Ed and his co-authors are archivists at Syracuse University. Congratulations to Ed for this great accomplishment!



## Another CNYARMA Member Authors Book

Records and information management programs in the 21st Century must be based on the fundamental records and archival management theories of yesterday but adapt to the challenges of today and tomorrow.

In May of 2013 a book titled simply Records and Information Management by CNYARMA board member, Dr. Patricia C. Franks, was released. This book strikes a balance between theory and practical applications by providing a solid foundation of RIM fundamentals,

progressing through essential program components, risk considerations, prominent standards, virtual records considerations, a review of emerging technologies and how they affect RIM, program training and implementation insights, and the place of records and information management in an information governance strategy.

Each of the twelve chapters contains heavily researched material interspersed with examples and ends with a short, real-world case study provided by a guest contributor. This book is essential for those starting their RIM careers and can serve as a valuable reference for those who are experienced in the field.

Franks is an associate professor in the School of Library and Information Science (SLIS) at San José State University in California, where she serves as the Master of Archives and Records Administration (MARA) Program Coordinator. The book, published by ALAL/Neal-Schuman is available from AMAZON.com.

To order your copy go to <http://tinyurl.com/o4lvqa4>



## CNY ARMA Member Wins Leadership Award

Central New York ARMA Treasurer, Jackie Lewis was recently recognized as a 2013 Leadership Mohawk Valley (LMV) Follow the Leader Honoree. Leadership Mohawk Valley (LMV) is a 10-

month professional development program that strengthens

individuals for personal, organization and community leadership, and is committed to the growth and development of individuals as effective leaders to the benefit of self, organization and community.

Each year, LMV honors leaders and businesses during the annual Follow the Leader dinner. The award honors individuals who have graduated from the 10-month Leadership Mohawk Valley program and who have demonstrated excellence in the workplace and/or the community. Lewis is a 2010 graduate of the LMV program.

Jackie was also honored earlier this year as the recipient of the 2012 ARMA Chapter Leader of the Year Award for her contributions to the Central New York ARMA chapter.

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**Don't Forget to Visit Our Website**

<http://centralnewyork.arma.org>