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The Liberty Bell Chapter of
Philadelphia

Presents
A One-Day Seminar

The Future of Digital RIM: A Virtual and Visual Tour

FEATURING



Alan A. Andolsen, CRM

Thursday, February 12, 2009
9:00 A.M. – 5:00 P.M.

Holiday Inn Independence Mall
4th & Arch Streets
Philadelphia, PA 19106

About the Speaker

Alan A. Andolsen is a Certified Management Consultant, Certified Records Manager, and President of Naremc Services Inc., a management consulting firm founded by Emmett Leahy that has been providing information management services since 1948. Mr. Andolsen has focused his consulting efforts on the creation of office systems that recognize the diversity of human capabilities and the potential of emerging technologies as well as conserve an organization's resources. During the past two decades, he has pioneered practical techniques for the management of digital records and lectured on their application in Japan, China, Europe, and throughout the United States and Canada.

Mr. Andolsen received an AB degree magna cum laude from Borromeo College of Ohio and an MA degree from the University of Dayton. He also studied at John Carroll and Notre Dame Universities and worked toward the doctorate at Vanderbilt University. In 2006, Mr. Andolsen received the second Distinguished Service Award from AMCF. In 2008, he served as Executive-in-Residence in the School of Business Administration at the University of Dayton and 'Business as Calling' Lecturer. Mr. Andolsen received the Honored Member Award in 2002 from the ARMA International Metro New York Chapter for reporting on the efforts of RIM professionals after 9/11.

Mr. Andolsen is a member of ARMA International's Strategic Planning Committee and Professional Issues Committee and has served on its Task Forces on E-Mail Standards, RIM Competencies, and Record Centers

Who Should Attend?

This seminar is intended for records managers and analysts, risk managers, privacy officers, IT managers and analysts, content specialists, tax and legal representatives, and other interested in the most important records issues facing business and government organizations today. This seminar is designed primarily for those who have some experience in records management policies and procedures. However, the speaker's approach to the subject ensures that it will not be out of reach for those who are seeking to become familiar with the most recent thinking about recordkeeping requirements as well as the technology available to implement acceptable controls.

What is ARMA?

ARMA International, the Association for Information Management Professionals, is a not-for-profit association serving more than 10,000 information management professionals in the United States, Canada, and over 30 other nations. The more than 150 Liberty Bell Chapter members include people from most top corporations, professional firms and government agencies in the Greater Philadelphia area.

CRM Maintenance Credits

Five (5) hours of certification Maintenance Credits are available to all Certified Records Managers.

Award of full credit is dependent upon CRM attendance of the entire event. Attendees must individually request credit.

Mission:

The mission of ARMA International is to provide education, research, and networking opportunities to information professionals, to enable them to use their skills and experience to leverage the value of records, information, and knowledge as corporate assets and as contributors to organizational success.

Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not deductible as charitable contributions for U.S. federal income tax purposes.

Extraordinary Value for all registrants!

Included in cost of Registration:

- Professional Program
- Continental Breakfast
- Morning Beverage Break
- Buffet Luncheon
- Afternoon Beverage Break
- Supplier Exhibits and Demos During Breaks
- Reduced Parking at Indoor Parking Garage at the Hotel
- Within a Few Minutes Walk of Historic Sites (Independence Hall, Liberty Bell, Constitution Center, Betsy Ross House and U.S. Mint.)



ARMA INTERNATIONAL
The Association for Information Management Professionals
Liberty Bell Chapter - ARMA
c/o Eileen Reader
1565 Reservoir Avenue
Roslyn, PA 19001

Address Correction Required

About the Seminar

Struggling with Electronic Records

The dramatic growth of computers, especially the emergence of the Internet, intranets, and extranets, and growing regulations mandating retention of digital information encourage the creation of an effective digital records management program. The focus is three-fold. Technology includes the technical requirements to create digital records: media selection and standards, environmental factors, testing, and indexing. Methodology encompasses a structured application of retention evaluation methodology to digital records. Implementation requires a cooperative strategy that selects its targets carefully, assures corporate standards, and builds upon the principles of good records management.

Digital Information Management Trends

The quickening pace of technology requires records managers to maintain a familiarity with emerging technologies so that they can provide guidance in the implementation of new technology to assure good records management practices. In particular, developments in storage and retrieval [such as holography, electronic ink, and search engines] will provide specific challenges will require careful attention to assure that information is appropriately classified and preserved.

The Seminar Schedule

8:15-9:00	Registration & Continental Breakfast
9:00-10:30	Struggling with E-Records
10:30-10:45	Break, Exhibits, Networking
10:45-12:15	Digital Information Trends
12:15-1:30	Lunch, Exhibits, & Networking
1:30-3:15	Investing Wisely for the Future
3:15 – 3:30	Break, Exhibits, & Networking
3:30-5:00	Leadership, Motivation, and Career Planning

Investing Wisely for the Future: RIM and ROI

The increased realization by senior executives that records management is an integral part of an organization's business plan carries with it the obligation to determine the return that investing in an effective program brings. However, calculating the ROI for information management efforts can never be a simple financial formula, since a major focus of the records management effort is linked to risk management and disaster avoidance. This session is designed to identify the ROI methodologies that provide validation for RM programs and to demonstrate how they can be integrated into an organizations overall business strategy.

Striving for Excellence: Leadership, Motivation, & Career Planning

Records managers are constantly faced with the challenge to perform in environments where their profession and responsibilities are not understood and often not appreciated. The keys to success include three vital factors: leadership, motivation, and career planning. Records managers must first lead and motivate their personnel to perform daily records management tasks with high quality. They must then gain the commitment and participation of top management and other staff to the records management program. This presentation will examine key elements designed to strengthen records managers in their daily efforts.

For additional seminar information, contact:
Janice Raphael at jraphael@ironmountain.com
or **Eileen Reader** at 610-237-7663.

Accommodations

Please contact the hotel directly to make your reservations:

Holiday Inn-Independence Mall
Telephone (215) 923-8660

Parking

Hotel parking is available for attendees at a discount rate of \$8.00 per day. The garage is adjacent to the hotel (left of entrance).

Directions to Holiday Inn

From PA Turnpike

- Take Exit 24 (Valley Forge) to Route 76 East.
- Take 76 East to the 676 Exit.
- Take Route 676 East to the 8th Street Exit (Independence Hall).
- Once you exit 676 make a right at the first light.
- At Race Street make a left turn and go two blocks to 4th Street.
- Make a right onto 4th Street and follow for a block and a half.

The hotel entrance will be on the right hand side of the street; the parking garage is to the left of the hotel.

From the New Jersey Turnpike

- Take the Jersey Turnpike to Exit 4.
- Once you exit take 73 North to 38 West to 30 West.
- Follow Route 30 West to the Benjamin Franklin Bridge.
- Cross the Bridge, take the first exit on the right and follow around the sharp "U" turn to 4th Street.
- Make a right on 4th Street and go two and a half blocks to the hotel.

The hotel entrance will be on the right hand side; the parking garage is on the left hand side of the building.

From Route I-95 Northbound or Southbound

- Follow I-95 to Exit 17 (Independence Hall/ Historic Area Exit).
- Follow right hand side of the ramp onto Callowhill Street and stay in the left lane.
- Go two lights to 4th Street and make a left.
- Continue for four blocks to the hotel entrance on the right.

The parking garage is on the left hand side of the building.

Registration Form

Thursday, February 12, 2009

Please type or print clearly. Duplicate form as needed.

Name _____

Organization _____

Address _____

City _____

State: _____

Zip: _____

Telephone: () _____

Fax: () _____

E-mail _____

Registration fee includes continental breakfast, breaks, luncheon, speaker handouts, and reduced parking at hotel garage.

We Now Take Credit Cards! Pre-Registration is available at www.armalb.org/members. Or, you can mail registration form and check, made payable to ARMA Liberty Bell Chapter, to:

Liberty Bell Chapter - ARMA
c/o Eileen Reader
1565 Reservoir Avenue
Roslyn, PA 19001

Current ARMA Member? Yes No

Tax ID 23-700-8778

Registration Fee:

ARMA Member \$125

Non-Member \$150

Walk-In \$175

Note: All Payments made at Registration Table are limited to Cash or Check. No Credit Cards.

Cancellations/Substitutions:

If you must cancel your registration, notify us by February 5, 2009 to receive a refund. If you cannot attend, you may send a substitute. "No shows" will be billed.