

Keywords

Volume XXXVI Issue IV
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GBMC ARMA
P.O. BOX 207
Simpsonville, MD 21150

Keywords is the official newsletter of the Greater Baltimore Maryland Chapter (GBMC). The Chapter's official address is above. The Keywords newsletter is published monthly from September through June of each year.

GBMC/ARMA is not responsible for the opinions of writers of articles published in this newsletter.



December 2009

MONDAY, December 7, 2009 MEETING

PLACE: BWI Ramada Inn & Parkstone Grille
Annapolis Room
7253 Parkway Drive
Hanover, MD 21076
410/712-4300

TIME: 5:30 PM
Registration and Networking

6:00 PM
Dinner – Buffet
Signature Spinach Salad
Southern Fried Chicken
Top Sirloin w/Mushroom Demi-Glaze
Macaroni and Cheese
Steamed Vegetables
Rolls and Butter
Dessert – Gourmet Cakes

6:45 PM
Announcements & Speaker

COST: Members - \$35.00 Guests - \$40.00

RSVP: Please use the on-line Evite to respond by **NOON on WEDNESDAY, December 3, 2009** to Linda L. Staub;
If you must reply via phone, please call 443-539-0219
By email: lstaub@impaqint.com

**Please notify Linda for special dietary requests*

DIRECTIONS: From US 29N take MD-100E, take Exit 8 for Coca-Cola Drive. Turn left at Coca-Cola Drive/Md-103E. Continue to follow Coca-Cola Drive. Turn right at Parkway Drive and destination will be on the left.

NOTE: If you make a reservation for dinner and do not attend, you are responsible for payment to the Chapter.

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This Month's Speaker: Scott Swidersky

“2009– A YEAR IN REVIEW, Technology, Compliance, Standards and Future”

Scott Swidersky is the director of the Information Systems Division at Quality Associates. Quality Associates provides comprehensive, customized software, services and solutions that support all aspects of knowledge and content management. In this position, Swidersky is responsible for overseeing all of the division's sales and marketing efforts establishing, and maintaining critical relationships with over a dozen manufactures within the company's solutions network. In 1997, Swidersky played a key role in launching the Information Systems Division. Initially developed as a service bureau, the division quickly matured into a full-service systems integrator and value-added reseller (VAR). Within a few years, Swidersky established the division as a proven, reliable partner to organizations requiring innovative document management and electronic content management (ECM) solutions.

Scott Swidersky serves in the role of principal at DocPoint Solutions, a wholly owned subsidiary of Quality Associates Inc. (QAI). As a member of the executive leadership team, Swidersky is involved in the overall management and direction of the organization. With more than a decade of experience in the document management field, Swidersky brings a deep understanding of integrated solutions to DocPoint Solutions. Today, the division actively collaborates with, and receives awards and recognition from, the most widely regarded names in the enterprise document management field, including Kodak, Kofax, Fujitsu, Microsoft and many more.

From the Desk of the President... As I see it...

“A Time of Thanksgiving”

By: Linda Dorsey

This is the time of year where we often embrace the concept of giving...giving thanks, giving gifts, giving of ourselves, as well as giving back to our community. It is also the time of year to reflect on how much we have to be thankful for. The Greater Baltimore Chapter would like to take the time to recognize the things we're grateful for, as in this month's letter, I intend to convey our gratitude. This year, we extended an invitation to vendors who sponsor our chapter meetings. I would like to thank Quality Associates Incorporated, GRM Information Services, and FileTek for their sponsorship in 2009, and acknowledge that we are extremely grateful to both GRM and Quality Associates for sponsoring our monthly chapter meetings twice. I would also like to thank our advertisers, MEDI and GRM Information Services. If you were unable to sponsor a meeting in 2009, consider sponsoring a meeting in 2010. You can speak on your business and what it has to offer and distribute your business' literature to business professionals.

Congratulations to Chad Doran for earning the Chapter Member of the Year Award. Chapter Members are recognized and celebrated at the Annual ARMA International Conference each year. Chad has been a remarkable treasurer for our Chapter for the last three years. Congratulations and thank you Chad. All of our board members are volunteers who invest their personal time to make the business of our Chapter run smoothly. I would be remiss in my actions if I did not take this opportunity to also thank them and celebrate what they have done during the year 2009.

I sincerely thank every officer, chapter member, volunteer and guest for taking the time to come to the monthly chapter meetings. If you are not a member of our chapter or of ARMA, Inc. we hope that you will consider joining the organization. The link to the on-line application is <https://www.arma.org/join/index.cfm>. In closing, please consider helping us give back to our community by providing the Saint Vincent's Center with **gift cards, cash, or checks** for the children. **Please make checks payable to St. Vincent's Center and bring your donation to the GBMC meeting on Monday, December 7, 2009.**

Wishing You and Your Family a Safe and Happy Thanksgiving!!



The Blended Solution: Integrating Digital and Hard Copy Document Management

Business documents are the lifeblood of every organization, regardless of industry. They are intellectual assets that drive strategic business processes, and as such, must be easily accessible as well as protected. However, most document solutions vendors have a one-dimensional view of document management, providing either offsite hardcopy document storage or digital conversion and archival via a web-based repository. In reality, neither of these alternatives by themselves is the complete solution.

As desirable as it would be to migrate to a completely paperless environment, the fact is that paper continues to be a major piece of the critical information infrastructure of an organization. It is still a key component driving most business processes and supplements digital workflows.

Maintaining and managing all of a company's important records in one format fails to recognize the reality that most organizations have many years of both paper and electronic documents, requiring that they retain both digital and physical archives. While the long term goal is to convert paper documents to electronic files, the immediate need is for a blended solution that allows integrated management of documents and records in a variety of formats – however and wherever they are needed.

In most companies, documents exist in multiple locations, a number of different formats and media, and are managed by several systems and processes, both automated and manual. Rather than eliminating paper, the innovations brought about by technology have created even more in a lot of instances. And the number of paper documents created each year is continuing to rise. In this environment, organizations need a single integrated approach to classify, apply retention policies, and store their records according to fiscal, legal, and regulatory requirements, whether paper or electronic, active or inactive.

Integrated document management is not limited to one storage or conversion methodology, but is a blended solution tailored to the short and long term requirements of each customer's business. It is a systematic approach that creates a document storage, records retention and protection strategy that matches an organization's needs for archiving, accessing, securing, and managing their critical business data. To achieve competitive advantage in today's economy enterprises must manage their documents so they can be effectively utilized to attain organizational goals, and only a vendor that manages the complete lifecycle from content creation to disposal can meet this objective. This approach also addresses the most important priorities in today's document management environment.

Information Security, Privacy & Compliance.

With data becoming more decentralized, distributed through a variety of electronic and physical means, and a more mobile workforce, information security and privacy issues are becoming a top priority for every organization. With new legislation mandating how confidential records are accessed, used, transmitted, and disposed, organizations must move quickly to protect their documents, whether in paper or electronic form. This includes developing a comprehensive document privacy protection plan, outlining the processes and controls for maintaining chain of custody over critical records.

Managing Document Retention Policies

Records retention has recently become a hot topic for enterprises in all industries, primarily due to the increasing number of statutory requirements and legislation governing this area. The cost of poor retention practices can be in the tens of millions of dollars in fines, as some companies have learned, for noncompliance with Securities and Exchange Commission retention rules.

(CONTINUED ON PAGE 5)



However, a responsible records retention policy is not just about retaining records, it is also about records destruction. If a record is retained too long, it can also be expensive, as companies expose themselves to litigation risks, and could also be violating privacy rights. Although some high-profile court cases brought the records retention issue to light, the implication is clear: an integrated approach to managing all of your documents is the only way to gain control over the number of physical and digital records in existence and those being created on a daily basis.

Disaster Recovery

Enterprises run on their data, and the value of critical documents and records grows each year. With this vital data stored in both paper and digital formats, in multiple locations, it becomes an absolute requirement that these records be protected by a common, integrated document management solution. Internal practices and business policies currently in place may no longer be adequate to meet disaster recovery requirements, and they may not meet the security and retention standards of an auditor. An integrated strategy of off-site storage combined with a secure electronic document repository, ensures businesses that their records are secure, documents can be controlled and tracked, audit trails are in place, and their business continuity, data retention and security requirements are being met.

Litigation

According to the Third Annual Litigation Trends Survey (October, 2006, Fulbright & Jaworski LLP), eighty-nine percent of more than 300 U.S. companies had some form of litigation pending. Most of these companies were not prepared to provide the level of document discovery required in either a civil case or a regulatory investigation. With both paper and digital documents residing in multiple storage facilities and repositories, with different management practices, tracking capabilities, search tools, and retention and destruction policies, it is virtually impossible to comply with discovery requirements in a timely manner. The only reasonable approach to effectively meeting these requirements is a blended solution that manages all forms of documents, whether paper or digital, stored in an electronic repository or in an off-site facility.

Mergers and Acquisitions

The trend in some industries toward accelerated merger and acquisition activity has put an increased focus, as well as burden, on effective document management. These transactions increase the need for an integrated storage management solution, as paper documents will be stored in physically different locations without a common tool to control, manage, or access records. Digital documents will reside in different repositories, usually accessible through separate software applications, with no common document management or integration. With eighty percent of an enterprise's data existing in the form of documents, files, images, and other similarly unstructured content, it is critical that an integrated approach be taken to ensure uninterrupted processes, proper compliance, continued customer loyalty, and full realization of the benefits of the merger.

Conclusion

In today's document-intensive environment, with the conversion and management of an increasing volume of both paper-based and digital information, it is critical for organizations to utilize the expertise of a company providing a blended document storage solution. While a lot of vendors offer either hardcopy storage or a digital document repository, neither of these services provides the complete document management solution. With the increased demands of information security, privacy and confidentiality, regulatory compliance, document retention policies, and disaster recovery, coupled with an organization's budget and space constraints, an integrated, blended approach is an absolute requirement.

This Month's Sponsor...

Quality Associates is our sponsor for the
month of December



Merry Christmas and Happy New Year!!

Greetings!

"The Records Manager", a newsletter of the Society of American Archivists' Records Management Roundtable, is looking for papers or articles on the field of Records Management. If you are a Graduate student and/or a Professional in the Records Management field, you may want to submit your scholarly papers and articles on what you have studied or successfully implemented to "The Records Manager".

Please send your submissions to: Lorette Weldon, "The Records Manager", Editor (lorette.weldon@gmail.com). Deadline for this issue is Friday, November 13, 2009. If you are selected, you will be able to have your article/paper published in one of SAA's prestigious newsletters with your picture for your colleagues to see. Previous issues of "The Records Manager" can be viewed at <http://www.archivists.org/saagroups/recmgmt/resources/index.asp>. If you do send a submission, please include a photograph of yourself.

Thank you!

Lorette S.J. Weldon, MLS, BSIFSM

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Information Assurance

Securing Our Nation

Today, more than at any time in the past, the U. S. Department of Defense depends upon a vast, interconnected, global information infrastructure to conduct its operations. By utilizing and securing the most sophisticated networked information systems in the world, the DoD maintains a substantial information advantage over any potential adversary, which is a key contributor to mission success. Protecting and securing this information advantage is critical to the national security of the United States and its allies.

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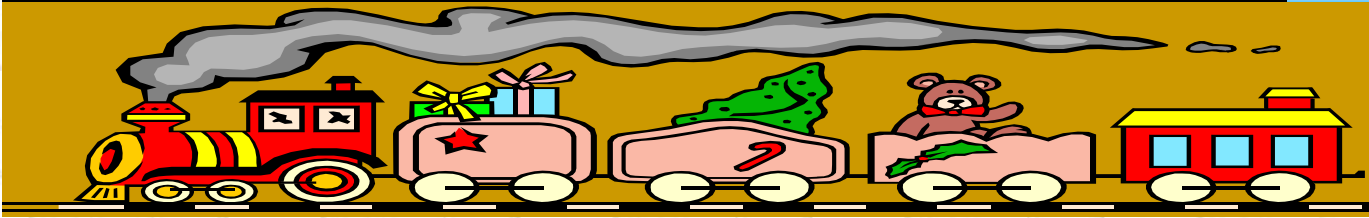
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“A Small Gift to a Troubled Child Can Often Result In A Beautiful Smile”

In keeping with the GBMC-ARMA holiday tradition, we will be collecting donations of gift certificates for the St. Vincent's Children Center. St. Vincent's Center provides residential treatment and diagnostic services to approximately 70 children in Timonium, Maryland as well as state of the art child abuse prevention services locally and nationally. Located in Timonium, St. Vincent's Center provides intensive diagnostic, stabilization and treatment services to children, ages 3 to 13, and their families. The children are typically unable to live in a family setting due to severe emotional and behavioral challenges. Many of the children have experienced profound abuse, neglect and trauma. These children, who come to us from all over the State of Maryland, have often endured numerous moves from one caregiver to another before arriving at St. Vincent's Center.

During the holidays the goal of the chapter is to provide gift certificates from shopping outlets (Target, Sears, Wal-Mart, Toys R Us, etc.) that will provide the children the opportunity to shop for a small gift for themselves. We began this tradition in 2001 and our efforts have proven to be a great blessing to the children. For some children, smiles are too few and far between than they should be. Our mission is to at least for a few moments, bring a smile to the face of a troubled child. While we know that times are still challenging, please make every effort to give what you can. **Please bring your gift cards to the December 2009 Chapter meeting and clearly write the amount on the certificate.** Checks are also acceptable. St. Vincent's Center is licensed by the Maryland State Department of Human Resources and accredited by the Council on Accreditation (COA). Your continued support of this important cause is greatly appreciated.

Happy Holidays!

Kevin



MEMBER SPOTLIGHT



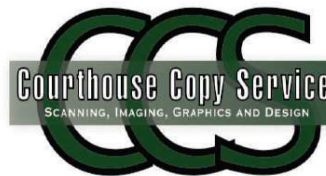
Reid Palmieri has been an account manager with Iron Mountain since June 2008 and has been a Baltimorean since March of 2008. Prior to moving to the area Reid lived in Westchester, NY where he was an account manager for a distributor of network and data security products. As an Account Manager at Iron Mountain, Reid strives to give his customer base great service and does his best to make records management exciting for them! Since joining Iron Mountain, Reid has enjoyed attending the GMBC ARMA events each month. And interacting with his current/new customers as well as interacting with his peers at our GBMC ARMA events. Reid has recently gotten engaged to his fiancée this year and is set to have a May 2009 wedding in New Jersey.



SERVICES FOR TODAY'S LEGAL NEEDS

Materials for publication may be submitted to Keywords editor at the following address:

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