

# Keywords

Website:  
www.armamar.org

Volume XL Issue IX



June 2010

## Mark Your Calendar

### MONDAY, JUNE 7, 2010 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 **THURSDAY JUNE 3, 2010** to Linda L. Staub; If you must reply via phone, please call 410-997-3982

By email: [lindastaub@gmail.com](mailto:lindastaub@gmail.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.

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.

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## THIS MONTH'S SPEAKER:

**Pete Casey, CRM**

### CRM—Steps to Obtaining Records Management Certification

Pete is the Senior Records Analyst for Comcast Corporate Records Program Office in Philadelphia. Pete was part of the DuPont Litigation Support Team working on document reviews and document productions in the early 90's. He later worked for Quorum Litigation as a Legal Records Analyst at DuPont and as Records Manager at Nuveen Investments in Radnor, PA. Pete has served on the Liberty Chapter Board since the fall of 2001. He previously served as President and currently serves as Secretary. Pete received a B.S. degree in History from the University of Delaware.

Have you thought about becoming a Certified Records Manager (CRM)? Is it worth the effort? Where do you start? The quest for records management certification is a small project. There are many steps to take after you have made the decision to gain certification. This session will guide you through the certification process by relaying personal experience with:

- Documenting education and work experience for the application
- Preparing for the examination
- Taking the examination
- Passing the examination
- Maintaining certification

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

*A Fond Farewell*

This is my last letter as president of the Greater Baltimore Maryland Chapter (GBMC), a chapter that I've had the privilege of being associated with since 2001. My new role will be that of past president on the board, which will enable me to continue to work with the board and to work on projects related to the chapter. My successor, Chad Doran, CRM is both a former colleague and a friend that I have made while being president. Most recently, he graduated for the University of Maryland with his second Masters degree. I wish Chad nothing but great success as President and hope that he enjoys and appreciates the two things about this chapter that I have from the start: the finest group of members any president could hope for and a splendid board that has within it a couple of senior ARMA chapter members with a wealth of knowledge about ARMA International and the chapter that is second to none. Both of these things have made my two years as president here a joy.

I have had learned a lot and I have had many new experiences to deal with while president and I have made some great contacts here, both professional and personal. I can't report all of what I have learned right now and I can't sort it all out in one page because it would take many pages. Instead, I have decided that I would like to take the time to express my gratitude for the assistance I have received. I would like to thank the past presidents who have been there to help and mentor me when needed. In reviewing the notes from meetings, we have had some very good board meetings and discussions. I have to give a report for the year at the Regional Conference for our chapter.

There are some people on the board who seem born for the positions they hold there and who have helped me to pull the meetings together each month. Again, thank you for all of your good work!

With appreciation,

Linda Dorsey



## **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.



## Streamlining Accounts Payable

### Ask the Expert



**Chris DeGeorge**

#### **What are some of the challenges you see in the Accounts Payable Departments?**

**Chris DeGeorge:** When companies think about streamlining operations and cutting costs, AP is often the last place they look. Bills arrive, the AP department pays them. It all seems very cut and dry. Unfortunately, many AP departments are where the costs and errors are the greatest for the organization and consequently these departments are slowly bleeding money out for their companies, and usually at little fault of their own.

Accounts Payable can be a tedious process. Invoices are received, sorted, reviewed, routed, processed, paid and eventually stored. Not only is the process labor intensive, human error, glitches or delays can cost money or even a company's credit rating.

#### **Question: What can GRM do to help?**

**Chris DeGeorge:** GRM's web based AP solutions are created to help increase efficiency and cut costs in any sized AP department. Our OnlineRecords center automates the approval workflow, resulting in tighter controls, a faster process and improved accuracy. The process is simple. An invoice is scanned into our secure, password protected OnlineRecords center. It is indexed. It is automatically routed for approval. Once the invoice is paid, it will be electronically stored in easily extractable files. Clients can create any number of reports. Payments are easily tracked. Records can be searched by keyword and are readily retrievable for audits and for regulatory purposes.

Since the records center is web based, there is no capital investment in either hardware or software. Online storage frees up valuable space. Employee efficiency dramatically increases. All procedures are designed to be compliant with Sarbanes-Oxley and other federal, state and local regulations.

## ARMA International 2010 Conference

### ARMA 2010 Pre-Registration Discount

ARMA International and the San Francisco Marriott Marquis are offering a special pre-registration discount package. Sign up online for the full 4-day conference registration at a \$50 discount off the early rate and you will receive an e-mail with instructions to get your hotel reservation for \$209 per night, a \$20 per night savings. There are only a limited number of packages available, so register today to take advantage of this great offer:

[www.arma.org/eweb/DynamicPage.aspx?webcode=ConfHome](http://www.arma.org/eweb/DynamicPage.aspx?webcode=ConfHome)

The premier event in the records and information management field, ARMA International's 55th Conference & Expo, will be held November 7-10, 2010, at the Moscone Center West in San Francisco, Calif. It's never too early to start planning for the 2010 ARMA International Conference & Expo, which delivers the resources and tools you need to better govern your information. [Register online now!](#)

### Real Solutions

If you want solutions to the challenges the records and information management profession faces today, such as developing automated accurate retention schedules or establishing a metadata framework, this conference is a must. The education and face-to-face networking opportunities offered by the conference are stellar. You'll find all the tools you need - including leading-edge education from the top thought leaders in their fields, as well as the best practices, tactics, and technologies—for governing records and information seamlessly throughout your organization.

### ARMA Expo

See the industry's emerging technologies as the [ARMA Expo](#) hosts over 200 exhibitors servicing the records and information management community. This is a one-time chance to visit with companies offering solutions for electronic content management (ECM), e-records solutions, e-mail management, compliance, and archiving solutions. The exposition is open November 7-8 and free to all attendees.

### Where It's Happening

The 2010 ARMA International Conference & Expo is located in the [heart of downtown](#) San Francisco, at Moscone Center West. The San Francisco Marriott Marquis is the headquarters hotel, with the Parc 55 as an additional hotel. Close to Union Square, you can hop on a trolley to take in the breath-taking sights on the way to Pier 39 and Alcatraz. Chinatown, historic North Beach, and the Embarcadero are just a few blocks away. There are many excellent and ethnically-diverse restaurants and cafes close by to satisfy every taste. Plan on great food, coffee, and company—in addition to polishing your professional pedigree. Follow the official [ARMA2010](#) Twitter Feed and join the conversations on our virtual conference network: [ARMA iConference](#).

### General Inquiries:

ARMA International  
800.422.2762 / +1 913.341.3808  
[Conference@armaintl.org](mailto:Conference@armaintl.org)

**Mark the dates of Nov. 7-10, 2010. This is when the world of records and information management comes together.**

## Records Management...Protection in a Litigious World



I don't have to tell you that we live in a litigious society. You follow EEOC standards. You abide by OSHA rules. You dot your "I"s and you cross your "T"s. Still, there is no way to make your business lawsuit proof. According to the [US Chamber of Commerce](#), litigation costs more than a *quarter of a trillion dollars* a year. \$98 Billion are spent on tort costs to small businesses. The Chamber conducted [a poll](#) asking the most ridiculous lawsuits of last month. Here are the contenders:

- \* Lawyer selling products on eBay sues customer who left negative feedback
- \* Cockfighters sue state attorney general and sheriffs claiming enforcement of ban violates their civil rights
- \* Handyman who leaned his ladder against a branch he was sawing sues employer for injuries
- \* Lawyer sues state for revoking mistakenly issued license plate that someone already owned
- \* Man shot in leg during mini-riot at festival sues police for failing to protect him

It is sort of fun to read about silly lawsuits, but each of those businesses and agencies being sued were probably blindsided. Now they have to spend valuable time and money to simply maintain the status quo. A comprehensive records management program won't prevent legal action, but it can make you much more prepared. GRM's [eDiscovery](#) services are designed to do just that by preserving your records in a secure online repository. The records are indexed and placed into an easily searchable format.

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## THE Federal Records Management Conference



### eDiscovery Readiness for Government

## **eDiscovery, Records Management, and Electronically Stored Information Governance for Defense and Federal Agencies - June 8-9, 2010 Sheraton National Hotel, Arlington, Virginia**

When it comes to the electronically stored information (ESI) of your organization, do you know what you have, where it is and how to access it when necessary? The explosion of electronically stored information has resulted in the overwhelming challenge of records management and information governance. Throughout the Federal Government, records managers are struggling to keep up with the amount of electronically stored information and use the most economical, efficient, and reliable means for creation, retrieval, maintenance, preservation, and disposition of electronic records in any media.

Building a foundation for proactive records management and eDiscovery readiness is a huge undertaking, requiring the cooperation of legal, information, technology and business offices across the Federal Government. The 2010 eDiscovery Readiness For The Federal Government is a records management conference that will help you get a handle on your data and e-records and leave you better prepared for potential litigation.

At this conference you will:

- **Gain new insights** for setting up an effective e-records management program
- **Learn about best practices** for getting senior-level buy-in and collaboration between offices
- Discover what hasn't worked to **save valuable time and resources**
- **Examine technology solutions** that fit within your budget
- **Understand the costs and benefits** of being prepared for litigation

Take the first steps in getting compliant **Freedom of Information Act, the Federal Records Act and the guidelines set by the National Archives and Records Administration (NARA).**

For more information, please visit the website below:

<http://www.wbresearch.com/ediscogov/home.aspx>

## Managing Federal Records in Cloud Computing

The Obama Administration, including the Federal CIO, is encouraging Federal agencies to adopt cloud-based solutions for a wide range of activities. Many of the recent Government 2.0 initiatives, including Data.gov, use cloud computing services. The purpose of this FAQ is to provide agency records officers with a basic overview of cloud computing, its benefits and concerns, and records management implications that agencies will need to consider when implementing cloud computing services.

### What is cloud computing?

Multiple definitions of cloud computing have been published as the technology is refined and its attributes and characteristics continue to evolve. Simply defined, cloud computing is a technology that allows users to access and use shared data and computing services via the Internet or a Virtual Private Network using a scalable range of resources without having to build infrastructure to support these resources within their own environments or networks. The National Institute of Standards and Technology (NIST), defines cloud computing as “a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.” ([NIST Definition of Cloud Computing, Version 15, 10-07-2009](#)).

### What are some of the records management implications associated with cloud computing?

Agencies using cloud computing services should be aware of the following records management implications:

-- Many applications do not include record functions or considerations, therefore specific service and deployment models may not meet all of the records management requirements of 36 CFR 1236.1ff (formerly 1234.1) Examples of these requirements include:

- Maintaining records in a way that maintains their functionality and integrity throughout the record's full life cycle
- Maintaining links between the records and their metadata
- Transfer of archival records to NARA or deletion of temporary records according to NARA-approved retention schedules
- Various cloud architectures lack formal technical standards governing how data is stored and manipulated in cloud environments. This threatens the long-term trustworthiness and [sustainability](#) of the data.
- A lack of portability standards may result in difficulty removing records for recordkeeping requirements or complicates the transition to another environment.
- Vendors' terms of services may not sufficiently address requirements in “[Records Management Language for Contracts](#).”
- Some vendors are beginning to produce records management applications that can be integrated with cloud computing services. These applications may alleviate some of the problems listed above. Agencies are responsible for complying with records management regulations wherever records are created and stored.

## **ARMA International Educational Foundation Open Trustee Positions- Nominations by June 18, 2010**

The ARMA International Educational Foundation (AIEF) is seeking nominations for the open Board of Trustee positions described below. Please review this information and submit nominations according to the instructions at the end of this document.

**About the Foundation:** The ARMA International Educational Foundation is a non-profit, 501c3, organization and its mission is to generate and provide resources for research, education and scholarships to continually advance the Records and Information Management profession.

The Foundation concentrates its funding and promotional activities in four areas:

Encourages every RIM professional and partner to become a financial supporter.  
Supports research to address critical issues in records and information management.  
Provides grants and scholarships to enhance knowledge, skills and abilities of practitioners in the field.  
Fosters educational initiatives that develop records and information management skills and programs.

### **Role of the Trustee:**

Understand that the Foundation Board of Trustees is a working Board  
Manage at least one Segment and provide assistance and support of at least 3 other segments.  
Attend two face-to-face Board meetings per year, held over a weekend, with expenses covered by the Foundation (Note: this is volunteer position and there is no compensation).  
Participate in monthly conference calls, 1.5 hours each, and report updates on Segment activities.  
Join the Foundation's 5/100 or Evergreen Program.  
Send out personalized appeal letters to colleagues and acquaintances at least once per year.  
Work in good faith with the Foundation staff and other Board Trustees toward achieving the Foundation's goals.  
Commitment is a two-year term beginning July 1 ending June 30; Trustee can serve a maximum of two additional consecutive terms.  
Sign the Trustee Agreement which covers the items listed above.  
Membership in ARMA International is not required.

### **Segment descriptions and critical skills for current open Trustee positions:**

#### **Fundraising – Steering**

This is a leadership role to manage and provide input on all of the activities for the Fundraising segments which include Planned Giving, Raffle Ticket Sales, 5/100 & Evergreen Programs, Silent Auction, Targeted Projects, Grant Writing and Corporate Funding Specific skills include:

- Fundraising experience, preferably for a non-profit
- Ability to reach goals within deadlines
- Written and oral communication skills

## **ARMA International Educational Foundation Open Trustee Positions- Nominations by June 18, 2010**

### **Fundraising – 5/100 and Evergreen programs**

The role of 5/100 and Evergreen donation program lead is to work with Foundation Administrator; report on activities to Fundraising Steering lead; develop strategies to promote and grow donations to these programs; submit advertising copy for the Foundation newsletter, submit wording to be used in the Foundation Champion networking communications vehicles; and aid in the development of promotional materials to be used as “take away” at ARMA Leadership meetings, conference booth and silent auction areas. Specific skills include:

- Ability to reach goals within deadlines
- Written and oral communication skills

### **Fundraising – Grant Writing**

While the AIEF was created to be a granting organization, the "grant writing" segment is needed in order to take advantage of potential opportunities to raise funds for research and scholarships through partnering with related foundations, governments and other funding sources. Specific skills are needed:

- Prepare case statements which clearly define the foundation and suggest partnering opportunities used to introduce AIEF to potential granters.
- Conduct donor research to identify potential partners
- Identify and cultivate people in power to accept our proposals
- Prepare proposals for specific projects addressed to specific donors
- Maintain and enhance relationships in the granting community
- Fundraising – Corporate Funding

One important and critical area for funding of the Foundation’s critical mission objectives is through raising funds from corporate sources. This funding will be utilized for growth of the Foundation endowment, funding of specific educational projects and for endowing scholarships for students pursuing a future in our profession. Specific skills are required, including:

Ability to prepare a targeted message and campaign which emphasizes the mutual benefits of corporate donations to the Foundation.

Conducting of research to identify and prioritize potential corporate partners for fundraising activities.

Preparation and delivery of corporate-specific funding proposals as part of the overall Foundation marketing and fundraising program.

Ability to initiate, maintain and grow corporate partnerships in which a mutually beneficial relationship can be maintained.

If you are interested in nominating an individual for the Board of Trustees, please submit their name and contact information (email address and phone number) to [admin@armaedfoundation.org](mailto:admin@armaedfoundation.org) no later than June 18, 2010. If you are personally interested in joining the Board of Trustees, please submit your resume and letter of intent including Segment of interest to [admin@armaedfoundation.org](mailto:admin@armaedfoundation.org) no later than June 24, 2010.

Thank you,

Susan B Whitmire, CRM, FAI  
Chairman, Board of Trustees  
ARMA International Educational Foundation  
office 423.535.3328 | cell 423.309.2142 | [susan\\_whitmire@bcbst.com](mailto:susan_whitmire@bcbst.com)

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

Valecia Winston

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Valecia.Winston@asrcms.com or vwinston04@gmail.com

***The GBMC Board is currently looking into the possibility of planning a fall seminar. We will keep you updated as information becomes available.***

**CONTRIBUTIONS OR GIFTS TO THE ASSOCIATION OF RECORDS MANAGERS AND ADMINISTRATORS, INC. ARE NOT DEDUCTABLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES.**

Color Ad Size and Rates	Business Card (3.5 x 2") or Internet Banner	1/4 Page (3" x 4.5")	1/2 Page (6.5" x 4.5")	Full Page (6.2" x 9")
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Non-Member 10 Issue/Month Newsletter	\$195.00	\$325.00	\$585.00	\$900.00
Member 10 Issue/ Month/ Newsletter	\$90.00	\$195.00	\$360.00	\$585.00