



### **DIRECTIONS**

From I-270, take Exit 8. Go west on Shady Grove Road for 1.5 miles and turn right on Gudelsky Way to 9640 Gudelsky Way.

(Free Parking)

### **HOTELS**

**Springhill Suites by Marriott**  
9715 Washingtonian Blvd.  
Gaithersburg, MD  
(301) 987-0900

**Marriott Hotel**  
9751 Washingtonian Blvd.  
Gaithersburg, MD  
(301) 590-0044



**Red Roof Inn**  
16001 Shady Grove Rd # 2  
Rockville, MD  
(301) 987-0965

**Comfort Inn**  
16216 S Frederick Rd  
Gaithersburg, MD  
(301) 330-0023

Please contact directly.

For updates see website at:  
<http://www.armamar.org/gmd>

Pre-approved for 5.5 CRM/CMP Credits

# Information Governance: Tools for Records Managers

Sponsored by the  
Metropolitan Maryland Chapter  
of ARMA International

*Formerly Gaithersburg, MD ARMA Chapter*



Thursday, April 8, 2010  
8:30 AM to 4:30 PM  
University of Maryland  
Shady Grove Conference  
Center

P.O. Box 7512  
Gaithersburg, MD 20898-7512

[gburgarma@yahoo.com](mailto:gburgarma@yahoo.com)



## SEMINAR TOPIC & SPEAKERS

The Metropolitan Maryland Chapter of ARMA International presents speakers **Bruce Baldwin**, **Bruce Schinkelwitz**, and **Cheryl Smith**, who will provide sessions on enterprise content management implementation, taxonomy and functional classification, and integrating records management into business processes.

There will be a panel discussion at the end of the seminar that will allow for questions and answers.

**Bruce Baldwin: ECM Implementation**  
Developing and deploying Enterprise Content Management (ECM) systems can be complicated, but it's achievable when following sound processes and configuring a system that is easy to use. This session will provide insight into the process of developing and delivering an ECM system.



Bruce Baldwin is a Specialist Leader with Deloitte Consulting LLP who leads the Enterprise Content Management (ECM) area of Deloitte's Federal Information Management practice. Mr. Baldwin has sixteen years experience in management, design, development, integration and implementation of ECM systems. Mr. Baldwin is currently developing an ECM system for the Department of the Treasury - Office of Foreign Assets Control.

**Bruce Schinkelwitz: Functional Classification** This session will examine functional classification for RIM, its characteristics, and its im-

plementation. Mr. Schinkelwitz will use real-world examples and practical exercises to build participant awareness and skills.

Bruce Schinkelwitz, CRM, has worked as an archivist, records manager, and ECM/RM implementation specialist, and is the principal of Foundational Inc, which specializes in the development and deployment of records classification and retention schedules and their incorporation into ECM/RM systems.



**Cheryl Smith: Big Bucket Retention Schedules**  
This presentation will discuss simplified, "big bucket" scheduling to integrate records management into electronic business processes. The session will focus on identifying business applications, developing a business case, and conducting an inventory of an organization's physical and electronic records. The presenter will address the benefits, challenges, and cultural adjustments of this approach, and share lessons learned from her own experience.

Cheryl Smith, CRM, Vice President and Senior RIM consultant for NetSmith Inc., has over 30 years experience in records and information management, quality assurance, and program management. Ms. Smith has worked for seven years with the U.S. Government Accountability Office as a key member of their enterprise electronic records management system (ERMS) team, and assisted with development of their simplified big-bucket retention schedules.



## REGISTRATION

**Registration Cost: \$125** (includes continental breakfast, refreshments, lunch and all handouts) There will be no invoicing; payment must be made in advance.

**Check** (made out to Metropolitan MD Chapter of ARMA, include contact information):  
Metropolitan MD Chapter of ARMA  
P.O. Box 7512  
Gaithersburg, MD 20898-7512

**Credit card:**  
Through the Chapter website at:  
<http://www.armamar.org/gmd>

**Cancellation/Substitutions:**  
If you must cancel your registration, notify the Chapter by 5 PM April 1, 2010 to receive a full refund. If you cannot attend, you may send a substitute.

**Registration Deadline** is 5 PM, April 1, 2010. Registration after deadline is \$150.00, space permitting. Cash or Check.

Tax ID# - 48-1071361

**Vendor Exhibits**—During breaks, be sure to visit the vendor exhibits for information, demonstrations, and FREE giveaways. You will find vendors who can help you with your traditional paper and electronic recordkeeping needs.

**Awards**—Awards, including vendor door prizes and ARMA Bookstore gift certificates, will be given away.