



# ARMA Triangle Chapter

[www.armamar.org/tri](http://www.armamar.org/tri)

Presents

## The New Generation of RIM

April 8, 2010

Bayer CropScience LP  
2 T.W. Alexander Drive  
Research Triangle Park  
North Carolina 27709

### Program:

8:00 a.m. to 8:30 a.m.

Registration and Continental Breakfast

8:30 a.m. – 8:45 a.m.

Introductions and Welcome

*Bradlee Davis*

*President, Triangle Chapter*

8:45 a.m. – 9:45 a.m.

Keynote Address

*Jesse Wilkins, CRM*

9:45 a.m. – 10:15 a.m.

Morning Break

10:15 a.m. – 12:00 p.m.

Records Management 2.0: Compliance  
and the Cloud Workshop

*Jesse Wilkins, CRM*

12:00 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 2:30 p.m.

Generational Gap Communications

*Denise Ryan*

2:30 p.m. – 2:45 p.m.

Afternoon Break

2:45 p.m. – 4:00 p.m.

Generational Gap Communications

*Denise Ryan*

*Featuring:*

**Jesse Wilkins, CRM**

*With Special Guest:*

**Motivational Speaker, Denise Ryan**

### Keynote – Records Management 2.0: Compliance and the Cloud:

Outsourcing non-core functions has been a part of organizational strategy for years. Now many organizations are considering outsourcing of their data storage, their email, and even their employees' desktops to "the cloud". But how do you manage the records out there? In this session attendees will learn what Web 2.0 is and what it means to individuals, organizations, and their relationships to each other. We will briefly examine some of the more common tools being employed, including Web 2.0-based email, office productivity, project management, and desktop solutions. We will describe how to identify records stored with these tools and what that means to the records program. The session will conclude with strategies for managing Web 2.0 tools and records.

### Workshop - Records Management 2.0: Compliance and the Cloud:

ARMA has a blog. Wikipedia includes more than 3,000,000 articles, and every broadcaster now asks you to follow them on Twitter. Are these more than just the latest buzzwords? In this session, we will define Web 2.0 tools including blogs, wikis, twitter, social networking, cloud computing, and others. We will outline ways organizations are already using these tools to communicate, collaborate, and conduct business and what that means to the records program. The session will conclude with strategies for managing Web 2.0 applications effectively from both process and technology perspectives.

### Motivational Session – Generational Gap Communications:

As if dealing with everyone in cyber space wasn't tricky enough, what about dealing with them face-to-face? As you know, we've got more generations than ever in the workplace and it's getting harder to communicate and to understand each other. In her high-energy, often hilarious session, Denise Ryan will address issues such as managing different generations, improving inter-generational communication, and dealing with stereotypes. It will help participants understand not only co-workers but also clients and family members. Understanding others is challenging enough, but the generational differences throw in a whole new twist. This session will help you be more effective.

## Registration Information

Cost of the seminar includes continental breakfast, lunch, coffee breaks, and conference materials.

ARMA Members       \$60.00  
Non-Members       \$70.00

Return registration form with payment  
**no later than April 2, 2010 to:**

Gena Harrill  
340 Mountain Laurel  
Chapel Hill NC, 27517

Please make checks payable to  
ARMA Triangle Chapter  
or  
pay via PayPal at  
[www.armamar.org/tri](http://www.armamar.org/tri)



For additional information, contact:

Bradlee Davis  
President  
Phone: (919) 783-2860  
Email: [bdavis@poynerspruill.com](mailto:bdavis@poynerspruill.com)

## About our Speakers:



**Jesse Wilkins, CRM** has worked in the information management industry for 14 years and is a principal consultant with Access Sciences Corporation, a Houston-based enterprise content and records management consulting firm. Jesse also serves on the ARMA International Board of Directors.



**Denise Ryan** has re-energized thousands of people, waking them up to their full potential and helping them get everything they can out of their lives and their work. She has spoken for Fortune 500 companies as well as small businesses. She has addressed audiences ranging from senior military officers to school secretaries. She is a Certified Speaking Professional (CSP), a designation of excellence held by less than 10% of professional speakers.

*This event has been approved for 5.0  
ICRM Certification Maintenance Program (CMP) credit hours*

***The ARMA Triangle Chapter thanks Bayer CropScience for their generous support.***

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### ARMA Triangle Chapter 2010 Seminar Registration Form The New Generation of RIM April 8, 2010

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Email: \_\_\_\_\_  
Amount Enclosed: \_\_\_\_\_ (ARMA Member)      \_\_\_\_\_ (Non-Member)