



Meeting: Wednesday, June 15, 2005, 11:30 to 1:30  
 Location: **Marriott Courtyard—Kearny Mesa**  
 Reservations - Contact Linda Maczko @ (858) 534-3995  
 On-line RSVP: [http://www.sandiegoarma.org/arma\\_registration.htm](http://www.sandiegoarma.org/arma_registration.htm)

**Motivation for Effectiveness and Outstanding Performance**

Off the Record

Volume 42, Issue 5

June 15, 2005



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As Records and Information Management professionals and **especially as employees**, we want to build our capacity to **bring value to our companies**. We want to contribute to our employers' success. Expanding our RIM and business expertise is extremely important, but equally important is **managing our work performance**. Organizations want proactive employees, who assume responsibility for enhanced performance; who collaborate with superiors and coworkers for outstanding results; who align with corporate values and goals; and who are effective in individual responsibilities and in teams.

Join guest, Steve Gray, in an enjoyable and interactive **discussion on self-motivation that enhances effectiveness and performance**. Attendees will take, score and discuss the **Motivational Style Inventory** – a valuable tool for increased self-awareness and understanding developed by a human resource professional.

**STEVE GRAY** is Corporate Librarian for World Vision's International Partnership Office in Monrovia, California. He is responsible for information used for reference, statute, or organizational history purposes.

World Vision is an international Christian humanitarian organization supporting more than 4,000 projects in 96 nations touching the lives of over 100 million people. The organization assists the poor in sustainable community based development focusing especially on the needs of children.

Celebrating 34 years with World Vision, Steve has held a variety of administrative positions with the organization. In 1993 he was selected **"Employee of the Year"** in the International Office.

Steve received his formal education from Point Loma Nazarene University, and cross-cultural/diversity training through World Vision courses. Active in ARMA since 1988, he has held several chapter board positions including two terms as

president with the Upland Inland Empire Chapter. He was selected "Chapter Member of the Year" in both 1991 and 1994. At the Association level, Steve served two years on the Awards Committee, two years as a Pacific Region Coordinator, and two years as Pacific Region Manager. Steve is currently serving on the ARMA Association Board of Directors.

Steve has spoken at numerous Pacific Region chapters and leadership conferences over the last fourteen years. He led interactive sessions on diversity and culture at three ARMA Annual Conferences.

Don't miss our final chapter meeting of the fiscal year. Please take this opportunity to meet your new ARMA Board of Directors.

MEETING AGENDA

- 11:30 - 12:00 Registration and Networking
- 12:00 - 12:15 Announcements
- 12:15 - 12:30 ARMA student essay contest winners
- 12:30 - 1:15 Lunch and Keynote Session
- 1:15 - 1:30 Induction of the Chapter's 2005 - 2006 Board of Directors

Mark your calendars for June 15th at 11:30am at the Marriott Courtyard – Kearny Mesa.

*Please register early, as seating is limited.*  
**RSVP to Linda Maczko via phone 858-534-3395 or mail to: [lmaczko@ucsd.edu](mailto:lmaczko@ucsd.edu)**

Inside

President's Message: Focus for Success	2
Confusion Over ECM and BPM	3
The Impact of the US PATRIOT Act on Records Managers	6
Business Cred	8
Interview with Chris Vavrunek, Ligand Pharmaceuticals	11
June Registration Form	13
FYI	14
Membership Corner	15
Board Members	16



## Off the Record

Association of Records  
Managers & Administrators  
San Diego Chapter

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*Off the Record* is a semi-monthly newsletter of the San Diego Chapter for the Association of Records Managers and Administrators.

This newsletter is published to inform the members of activities of the Chapter, and disseminate news and opinions of Board Members, or Chapter Members. Opinions are those of the author, and do not necessarily reflect official policy or opinion of ARMA, the San Diego Chapter of ARMA, or its members. Your statements and articles are solicited.

Email articles to [clacy@sddpc.org](mailto:clacy@sddpc.org). Articles submitted by 1st day of month are considered for that period's newsletter.

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# Focus for Success



## President's Message

By Susan Roberts

This is the final article I will be writing as President – two years have gone by – hard to believe....I have been and will continue to be privileged and glad to serve on the San Diego Chapter Board of Directors.

One of the Chapter goals is to assist the members in furthering their knowledge and careers thru ARMA seminars and more....and I hope if you have questions, comments, needs – you will call a Board Member and we will assist or find someone who can answer your questions etc.

ARMA San Diego is here to assist – I am sure there are Board members able to “get you thru” a problem as they have, more than likely, been thru similar situations.

At the last seminar, the speaker asked how many of us, when we were children, said we wanted in records/files when we grew up....and everyone laughed. The truth is that many of the people in the audience and those reading this newsletter did not have education or background in records/files but are in the profession now.....which brings me to 3 things.

Knowledge, Teamwork and a Positive Attitude.....the first – knowledge and information management....two words that encompass so much. You need to know that there are so many resources out there to provide you with the opportunity to further your knowledge and your career.....the ARMA website is an invaluable tool – with legal facts and so much more – go there and you may be surprised at the content and numerous ideas and facts.

In regard to knowledge.....think back on a time when you didn't have the answers or the solutions to the problem and now it is solved.....thru diligence, research and often just a “let's try this” attitude – you did succeed. Many times the solutions is attained by research and often just hard work. If someone does not say “good job” then tell yourself as you deserve the praise for successes attained.

Teamwork is the second idea that I would like to talk about – we go to our respective jobs and whatever the task – whether it takes a day, week, month.....usually, we cannot do it alone. It may be possible that you have the “start-up” ideas or someone in your group does....then the solution can be devised from a few ideas and then go to completion of the project.

In retrospect of a project, and sometimes not evident when the work was being done, one idea or one thought made the project evolve and become what it is today. Listen to others, even though you may have initiated the idea, another's contribution may have changed things for the better. A friend of mine calls it “problem-sharing” and it also could be call “brainstorming” but by whatever name – it is cooperation and teamwork and a good thing to do.

The third and final idea that I want to talk about is having a Personal Positive Attitude. Years ago, I would tell my daughter to wake up happy in the morning as I was saying goodnight. It is possible to have a “positive-spin” on things that happen in your business day and your personal life. Rather than saying – this can't be done – how about – this is going to be a challenge, but we can try this or that.....and after the planning and work – the possibility becomes a reality.

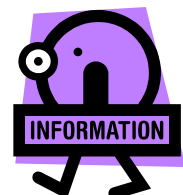
You will definitely have less stress when you have a personal positive attitude.....you will have situations, no doubt, but thinking about them in a positive way instead of a negative way – will certainly help you in business and in your personal life. We all know someone that assumes right away that things will go badly....and maybe things happen – but it is how you react to them that will determine your stress level – be positive not negative and it will help.

So, the three things, I believe will assist all of us all in our everyday work or our personal life.....**knowledge, teamwork** and a **personal positive mental attitude** are all important.

ARMA does not meet in the summer months.....but we, on the Board, are available – call myself or someone on the Board and we will answer your questions and hopefully meet your needs.

Have a really great summer – and see you in September.

- Susan



# Confusion Over ECM and BPM

The *AIIM Industry Watch* is a summary of industry trends based on survey data collected from the AIIM end-user community. Download the complete white paper, *I'm From ECM, You're From BPM: A summary of Survey Findings on End User Perceptions of the Connections between Enterprise Content Management (ECM) and Business Process Management (BPM) Technologies*, at [www.aiim.org/industrywatch](http://www.aiim.org/industrywatch). Nearly 500 end users answered the survey drawn from AIIM E-DOC Magazine subscribers, Transform (now Intelligent Enterprise) subscribers, and the ebizQ.com house list.

The content management industry has changed, and continues to change, at a rapid pace. Conflicting and overlapping definitions from vendors, analysts, and consultants of the various industry terms has contributed to the considerable confusion among end users. Without a common understanding of terms, there is a real risk of vendors and users talking past each other. On the one hand, end users must do a better job of defining the business problems they are trying to solve and look past buzzwords that a marketing team has attached to a product to the underlying functionality of the product and how that fits, or doesn't, into their business strategy. Simultaneously, vendors need to be clearer on the problems their products are best suited to address. The all too real possibility of users and vendors talking past each other is highlighted by the survey data:

- Only half of end users fully understand ECM
- 47% of end users fully understand BPM
- 60% of respondents see little connection between ECM and BPM

As one survey respondent noted, "Gather any five information technology, records managers, or end users and you would get at least 10 different definitions for each term."

Some of the key findings of the research include:

- Important drivers for implementation of ECM and BPM tools include increased productivity, reduced costs, and increased customer satisfaction.
- There is a lot of interest in implementing both ECM and BPM, with an overwhelming majority of respondents having undertaken implementation of the technologies or having a strategic plan in place.

As always, it is of the utmost importance to keep in mind SHY you are looking at a particular technology. While the difference in definitions may be confusing, if you know what problem you want to solve, it's much easier to get the technology to fall into place - regardless of terminology.

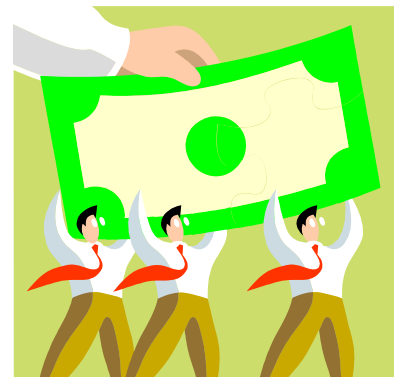
## BPM AND ECM

**Enterprise content management (ECM)**, introduced by AIIM in 2001, is the technologies, tools and methods used to capture, manage, store, preserve, and deliver content across an enterprise. ECM technologies focus on unstructured information that exists outside of the confines of databases, such as email, word processing documents, and digital images. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists.

**Business process management (BPM)** is concerned with the definition, execution, management, and analysis of business processes, defined independently of any single application. BPM technologies enable users to capture and retrieve data from disparate business systems. Key capabilities include a standards-based process application design and development environment, end-to-end transaction management capabilities, and packaged integration technology. BPM is a mix of process management/workflow with application integration technology.

Varied ECM and BPM Experiences	ECM	BPM
Have undertaken departmental projects	42%	53%
Strategic plan in place	21%	19%
Working to integrate projects across departments	20%	17%
Deploying and implementing an enterprise-scale initiative	17%	11%

Implementation Benefits	ECM	BPM
Increased productivity	48%	53%
Reduced costs	42%	44%
Increased customer satisfaction	38%	36%
Improved organizational agility and flexibility	36%	39%
Increased compliance	38%	28%
Expanded involvement of customers/partners in business processes	16%	20%



This article appeared in *AIIM E-Doc Magazine*, March-April 2005 and was written by John F. Mancini (johnmancini@aiim.org) President of AIIM.



# The Impact of the USA PATRIOT Act on Records Management

(Continued from page 4)

for federal law enforcement agencies investigating terrorist or money-laundering activity to submit an information request to the Treasury Department. In turn, Treasury can solicit information from financial institutions. The investigating agency needs only "credible evidence" of terrorist or money laundering activity.

The financial institution that receives an information request from the Treasury Department has an obligation to search its records and respond. Under the final regulations, the search encompasses the following for each named suspect:

- any current account maintained
- any account maintained during the preceding year
- any transaction conducted on the suspect's behalf
- any funds transmittal that the financial institution records as required under law or that it records and maintains electronically in which the suspect was either transmitter or recipient during the preceding six months

In addition, the regulations require that each financial institution maintains adequate procedures to preserve confidentiality. Where adequate procedures to protect, preserve, and ultimately produce the information are expected, records management comes into play. Records managers in the banking sector are very familiar with the multitude of record-

keeping requirements already placed on them by several federal agencies and, as a result, most financial institutions already have well-developed records management policies and systems. However, since the PATRIOT Act was enacted, the requirements have been further tightened, and all financial institutions should already have reviewed their policies and procedures to ensure compliance with the Treasury Department's new rules.

The PATRIOT Act also specifies, in Section 314 (b), that financial institutions may share information with one another for the purpose of identifying terrorism or money laundering suspects. According to Carl A. Fornaris and Alan B. Horn's *GT Alert* article, "New USA PATRIOT Act Regulations that Apply to Banks, Broker Dealers, and Other Financial Institutions," information sharing is allowable provided that

- the financial institution submits a notice to the Treasury Department, effective for a one-year period, as prescribed by the new regulations
- before sharing information, the financial institution takes "reasonable steps" to verify that the other financial institution with which it intends to share information has submitted the same notice to the Treasury Department
- the financial institution maintains the shared information as confidential
- the financial institution submits a new notice for

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# ***The Impact of the USA PATRIOT Act on Records Management***

## **New Bills Aim to Restore Rights under USA PATRIOT Act**

Sen. Russ Feingold (D-Wis.) has introduced three bills aimed at protecting civil liberties that he says were taken away by the USA PATRIOT Act, the anti-terrorism measure passed shortly after September 11, 2001.

Feingold - who was the only senator to vote against the PATRIOT Act - reintroduced the Library, Bookseller, and Personal Records Privacy Act, the Reasonable Notice and Search Act, and the Computer Trespass Clarification Act. All are intended to fix specific portions of the PATRIOT Act that Feingold criticized before voting against it in October 2001.

**The Library, Bookseller, and Personal Records Privacy Act** is designed to protect the privacy of citizens with no connection to terrorism by more carefully defining the ability of the government to obtain library, bookstore, medical, and financial records and other sensitive materials under the PATRIOT Act while still allowing the FBI to follow up on legitimate terrorism leads.

**The Reasonable Notice and Search Act** revises the PATRIOT Act authority to delay notice of the execution of search warrants - so-called "sneak and peak" provisions - and requires the attorney general of the United States to submit to Congress every six months a report concerning all of the requests for delayed notice warrants.

**The Computer Trespass Clarification Act** limits the amount of warrantless surveillance of authorized computer users allowed under a provision of the PATRIOT Act that was designed to permit computer owners to seek the assistance of the government in combating unauthorized hackers.

"These bills are appropriate fixes to a number of the USA PATRIOT Act's most problematic provisions, which members of both parties are working to correct," Feingold said. "The civil liberties we enjoy as Americans define our nation as the freest on earth, and I will continue to work to protect those freedoms while keeping our country safe from terrorism."

At the time of this writing, all three bills had been read twice and referred to the Committee on the Judiciary.

On April 5, 2005, Feingold also joined Senators Larry Craig (R-Idaho), Dick Durbin (D-Ill.), Mike Crapo (R-Idaho), John Sununu (R-N.H.), and others in reintroducing the Security and Freedom Ensured (SAFE) Act. This act also seeks to amend several controversial provisions of the USA PATRIOT Act, including placing limitations on the use of surveillance, the issuance of search warrants, and the compelled production of personal records. There is a strong bipartisan support for the act, which, its sponsors say, will safeguard the rights of Americans without impeding law enforcement's ability to fight terrorism.

information after the anniversary of the filing of the initial notice

If they have followed the rules on filing notice of informa-

tion sharing and maintained the shared information as confidential, both financial institutions are protected from liability for sharing information or for failing to notify the entities about whom information was shared.

The act, while creating some new standards and requirements, does not appear to have created the same controversy in this industry or in the media, although some articles on the new identification requirements have been published.

One criticism of the PATRIOT Act's changes to bank record keeping has been that it will cost smaller institutions more time and money to update their systems to comply with the new rules. Actually, this might be true no matter the size of the institution. Citigroup, for example, reportedly had to resort to using pen and paper to record additional customer identity information required under the PATRIOT Act when its computer systems were not updated in time for the act's required implementation deadline.

### **Section 505- Communications Industry**

ISP records pose challenges to Section 505 - which allows the gathering of personal records from a third party without disclosing that a search of the records took place - and has implications for records managers in the communications industry. In a case involving records of a personal account identified only as "John Doe" that were subpoenaed from an ISP in order to preserve the Federal Bureau of Investigation's examination, U. S. District Judge Victor Marrero declared Section 505 unconstitutional. He asserted that Section 505 violates the Fourth Amendment because it deters judicial challenge to government searches. Marrero also found that, by banning disclosure of the release of the records to the account holders, Section 505 also violates the First Amendment as a prior restraint on free speech.

Although this case involved an ISP, the provision could also be applicable to phone records and other personal records kept about individuals by third parties. Voice over Internet protocol (VOIP) technology may fall under this heading as well as other kinds of electronic communications.

The final disposition of this case could greatly impact the number and type of government subpoenas that records managers in the communications sector receive and may have implications for other industry sectors as well.

One effect that has already been seen is that more subpoenas mean are increasing workloads for records managers. Cable companies that offer Internet services, in particular, have had to change recordkeeping practices in order to comply with the new standards. This is principally because of differences in the way that requests for cable TV subscriber versus cable Internet subscriber information requests are handled under the PATRIOT Act. The amount and kind of information required to be provided is much greater for Internet subscriber data than it is for cable TV subscriber information. Keeping the two realms separate is a challenge for records managers responding to information requests.

In addition to adjusting some retention policies to comply more easily with information requests, some companies have had to add staff to keep up with Section 505 subpoenas as

# The Impact of the USA PATRIOT Act on Records Management

well as with information requests made under older laws.

## **Title III—Jewelry Industry**

As part of the act's anti-money laundering goal, Title III includes amendments to the anti-money laundering provisions of the Bank Secrecy Act (BSA). It defines what a "dealer" in precious metals, stones, or jewels is and what records such entities are responsible for keeping. With the potential for precious commodities to be used in money laundering activities to fund terrorism, dealers must create policies and procedures to curtail these activities and to ensure compliance with the reporting requirements of the BSA, as amended by the Patriot Act

## **Management Response to the PATRIOT Act**

Some companies have responded to increasing legislation—The PATRIOT Act, the Sarbanes-Oxley Act, and other—by forming separate compliance departments or groups, often within the existing financial department. Sometimes these compliance groups work well with the existing records management groups and sometimes not. Corporate culture and the function of the groups involved are influential factors in applying any new law to an existing records management program.

New legislation often precipitates a review of existing systems conducted by the records management staff, internal compliance groups, or outside consultants. Whatever the situation, existing records policies and systems must be analyzed in light of the new laws that may affect them. Documentation of program analysis and changes to the existing records management policies and/or systems should be as detailed as possible.

## **The PATRIOT Act's Future**

Much of the publicity surrounding the PATRIOT Act relates to sections that appeal to public interest, such as the search of library loan or computer information without the library patron's knowledge or consent. While important and widely discussed in the media, this is a relatively small issue as it relates to the act as a whole and has never been used in a real-world case in the years since the act was passed.

Many of the more complex industry-specific issues, such as increased access to banking and Internet data, have not been discussed in any real detail in the media. Only time will tell whether the long-term effects of the PATRIOT Act are desirable or not.

Court cases, such as the one in New York dealing with the specifics of Section 505, will clarify the limits and boundaries of the act further and should be watched carefully with an eye toward compliance by records managers in affected sectors of industry. If the New York District Court finding that Section 505 is unconstitutional is upheld, potentially all administrative subpoenas issued under Section 505 would be null and void. If, however, the higher court overturns the lower court's findings, Section 505 will continue in force.

It is also possible that the higher court might find

some middle ground that could change the way Section 505 is used without invalidating it completely.

In addition, Congress could step in to enact a new version of Section 505 that might be better tailored to pass constitutional scrutiny while allowing for the broader power other administrative subpoena currently enjoys.

Whatever the outcome, records managers in the communications industry should keep a careful eye on developments in order to best comply with the final decision of Section 505.

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*Cristine S. Martins, Esq., is an attorney, librarian, and President of Martins Consulting, a New York-based information management firm. She is co-author of The Sarbanes-Oxley Act: Implications for Records Management, published by ARMA International. She may be contacted at [cris@crismartins.com](mailto:cris@crismartins.com).*

*Sophia J. Martins, Esq., is an attorney and former public library director. She is currently a reference law librarian at Touro Law Center in Huntington, New York. She may be reached at [slphiam@tourlaw.edu](mailto:slphiam@tourlaw.edu).*

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This article appeared in *The Information Management Journal*, May-June 2005, Vol 39., No. 3.

## Business Cred

*Professional: n. One who is engaged in one of the learned professions and/or who makes it a permanent career. Characterized by or confirming to the technical or ethical standards of a profession . . .*Project Auditors Project Management Dictionary [www.projectauditors.com](http://www.projectauditors.com).

In order to differentiate yourself from you peers, you should set and pursue goals to expand both your breadth and depth of knowledge and expertise.

There are many different avenues to pursue this, regardless of industry or position. One of the more traditional avenues is through formal educational programs, such as certificates and undergraduate and graduate degrees in marketing, business, or information management. These are offered through accredited universities and require extended time commitments, but are readily understood and accepted in the industry.

Another excellent route to growth is to accept different positions, either within the same organization or at others. This can lead to valuable experiences that can be synthesized into a deeper understanding of the current business issues and available solutions. And certainly if you are in at technical position, it is imperative that you seek to develop an understanding of business issues and processes. It is not necessary to develop MBA-level business credentials, although they can certainly help; but every professional should, at a minimum, be able to read a balance

sheet, and perform simple calculations for return on investment.

The third method is professional credentialing.

These may be divided into three additional categories: certifications, designations, and professional education. Certifications require a formal, proctored exam and may require holders to re-certify periodically, either by retesting or by completing continuing

education requirements.

Pertinent certifications include the CompTIA CDIA+ program, the Certified Records Manager (CRM) program from both ICRM and ARMA, and the TAWPI Information Capture Professional (ICP) certification.

Some of these also have a work experience requirement that must be met in order to take the exam(s). Designations recognize experience in and service to the industry over extended periods. The application process will include a dem-

onstration of specific accomplishments, lessons learned, and required candidates to demonstrate breadth of experience as well as depth. Examples of these include the AIIM Master and Laureate of Information Technologies and the Xplor Electronic Document Professional.

The final category, professional education, offers the most flexibility in terms of cost, variety of materials available, and methods of access. Some of these can lead to recognized certificates that, in turn, may be applied to formal education programs or professional credentials. AIIM offers just such a program: the AIIM ECM Certificate Program and Level 2 ECM Specialist Program.

### **AIIM ECM Level 1: Practitioner**

The ECM Level program introduces the foundations of enterprise content management. There are twelve sessions, including an overview course, ten courses on technologies, and a concluding course on "putting it all together." The technologies covered include: document management, electronic records management, email management, change management, workflow/business process management, stor-



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## ***Business Cred***

age, document imaging, COLD/ERM, standards and Web content management. Each class is taught by an industry expert. Since the program started in 2003, more than 200 individuals have completed the Level 1 program and received the AIIM ECM Practitioner credential. Individual classes are relatively inexpensive, and members enjoy a substantial discount from the list price. Students save even more by purchasing the entire package at once.

As technologies and business processes change, it is important to ensure that the foundations remain accurate and up-to-date. The Level 1 courses are regularly reviewed to ensure that the most complete information is available to students. New to the Level 1 program this year are courses on email management and change management.

One of the difficulties individuals face is making time for professional development. In many organizations it is difficult to get out of the office for extended periods. For even the most supportive organizations, exigencies and deadlines can preclude taking even a timely, valuable course. The ECM Level 1 sessions are available to students over the Web anytime, day or night. Because the courses are broken into self-contained modules, ranging from 60 to 90 minutes each, courses can be completed whenever the student finds a few minutes to spare. This reduces the net cost to the individual and the organization.

Many prospective students already have exposure to one or more areas covered in the Level 1 course. For these students, even experienced professionals can benefit from a periodic review of the fundamentals. The modular framework allows students to purchase and complete only those courses that are of pressing need and to prioritize their learning. For those participants who have limited experience in ECM technologies, the ECM Level 1 provides a practical introduction to those technologies and ensures a base foundation upon which to build broader and more advanced learning.

Taken together, the courses provide participants with an understanding of the individual technologies as well as how they interact, giving them the foundational understanding that is necessary to ensure ECM solutions are procured and deployed effectively. According to Terry

Train, CRM, MIT, AIIM Rocky Mountain Chapter president, and proud ECM Practitioner, "The ECM Level 1 program has greatly assisted me as my organization moves forward with an internal ECM initiative. It has helped me to understand the explain the technologies to stakeholders." In this era of continued consolidation, as more point solutions become part of ECM suites, this is critical to a thorough understanding of the industry today.

### **AIIM ECM Level 2: Specialist**

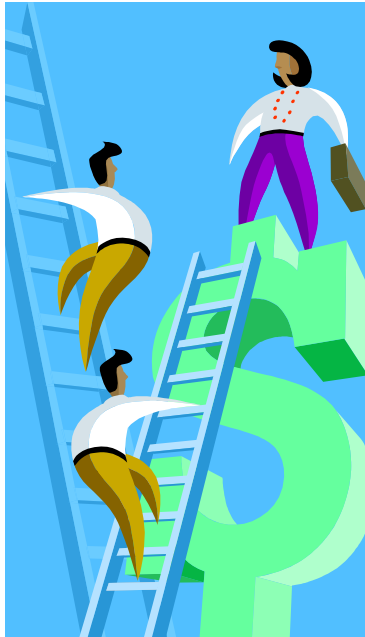
Many ECM Practitioners have identified the need for more advanced courses and for courses in other areas. In response, AIIM has developed the ECM Level 2: ECM Specialist program. The Level 2 program courses ECM

technologies and processes in depth and features courses tied together into related tracks. Building on the foundations of the Level 1 program, the Level 2 courses are more advanced and offer much deeper technology- and application-specific learning. These courses form the "building blocks" for the ECM professional. Courses are grouped into tracks for 3 to 5 courses each; successful completion of all the courses in a track will earn the student the ECM Specialist credential in that track.

The initial tracks are currently available and include "Understanding Compliance and Legal Requirements;" "Document Management for Information Technologies;" and "Records Management for Information Tech-

nologies." Throughout 2005 additional tracks will be introduced, including tracks on project planning, core technologies, key vertical applications, and consultative selling.

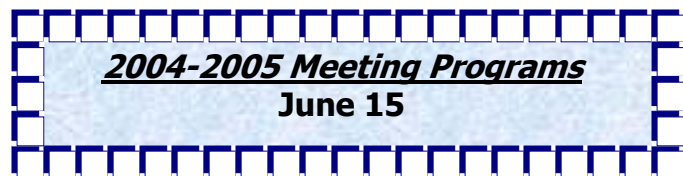
There are a number of reasons for professionals to pursue the ECM specialist credentials. The courses in each track are related, but provide an extensive breadth of coverage that can be difficult to find in one offering. Courses will examine in depth the various approaches to implementation, the benefits and drawbacks of particular solutions for a given situation, and the business considerations that must be taken into account when considering the technology in question.



The variety of tracks and content areas available in the Level 2 program allows professionals to broaden their existing understanding of a particular area, or to branch out into an area less familiar to the, while at the same time ensuring a thorough understanding of the content area. And because the courses are available online, participants can complete the courses in the order that makes most sense and when most convenient. Each track is led by an industry subject matter expert to ensure that information is consistently presented. As the industry continues to mature and develop, the courses will be updated and additional tracks will be added. One of the key benefits of AIIM's online learning program is the opportunity it presents to AIIM chapters. Chapters are always looking for speakers and events that are topical and timely and that can provide good "bang" for the educational buck. Chapters can build events around the ECM Level 1 and Level 2 courses, both via the course materials available over the Web as well as through live Web-based seminars that can be set up with the subject matter experts. In addition, chap-

ters can work with the instructors to set up events and deliver the session live at a chapter meeting. Interested chapter leaders should contact Betsy Fanning (bfanning@aiim.org) at AIIM to take advantage of these opportunities.

*Jesse Wilkins* (jesse.wilkins@imerge-consult.com), CDIA+, LIT, EDP, ICP, is a principal with IMERGE Consulting. He is a frequent industry speaker and consults regularly on email and electronic records management issues.



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# ***Interview with Chris Vavrunek, Ligand Pharmaceuticals, Inc.***

By Tracee Hughs

## **What is your title?**

Senior Manager, Clinical Documentation

## **Where do you work?**

Ligand Pharmaceuticals Inc.

## **How many long have you been a records manager?**

11 years

## **Have you been a records manager anywhere other than at your current job and for how long?**

Although the title may not have been "records manager", during my career covering a span of over 25 years, I've been charged at almost every turn with setting up record systems. On one particularly interesting job, I unpacked, collected, catalogued and created a library for a group of scientists of over 500 textbooks and 75 medical and scientific periodicals, journals and hundreds of scientific reprints. Additionally, I've set up office filing systems for purchasing, accounting, human resources, etc. in places too numerous to mention.

## **How did you progress into your records manager position?**

I've always been a "great organizer" and I think this special talent has been recognized in all the companies where I've worked.

## **What is your biggest success in your RIM program?**

Watching it develop from a "paper" system to a fully scanned, desktop accessible system and growing the team of professionals who manage the system from two to six full time employees.

## **What do you see in the future for the records profession?**

- Continual software and hardware storage improvements
  - Records management becoming a more visible presence in a corporate structure
- Greater awareness and appreciation for the core function and value of a good records management system

## **Please describe how ARMA helped you in your career?**

I had one (not very astute) manager who explained that my function was "filing." ARMA has enlightened me to the fact that we records management professionals are so much more. Membership in ARMA has given me the confidence and impetus to showcase the functions of good records management as one of the most critical core components of a department/company. Based on this principle, I have been able to develop systems, promote the services and point out the value of our records system to upper management enabling me to grow my position with the company four levels upward from a "Coordinator" to a "Senior Manager."

## **What database software does your firm use?**

PowerDOCS Imaging and PowerDOCS Explorer

## **Do you think that your office will ever be "paperless"?**

I would have to say no, as the very nature of pharmaceutical trials requires us to maintain the original patient files with strict adherence to Federal Government guidelines.

## **If you were given "carte blanche" on your budget this year, what would you do?**

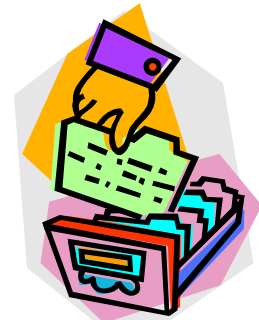
I'm very fortunate in that our company has a very influential and forward thinking IS department who has always worked on our behalf to have the newest technology (both hardware and software) and my staffing needs are more than adequate. Ask me again next year!

## **What kind of file folder is your favorite?**

Multi-colored Oxford or Smead

## **If you could have the perfect job, what would it be?**

I think I have it! I can't imagine doing anything else. (I know, I'm rare.)





Records Storage

Data Protection

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Vital Records Protection

24/7 Access

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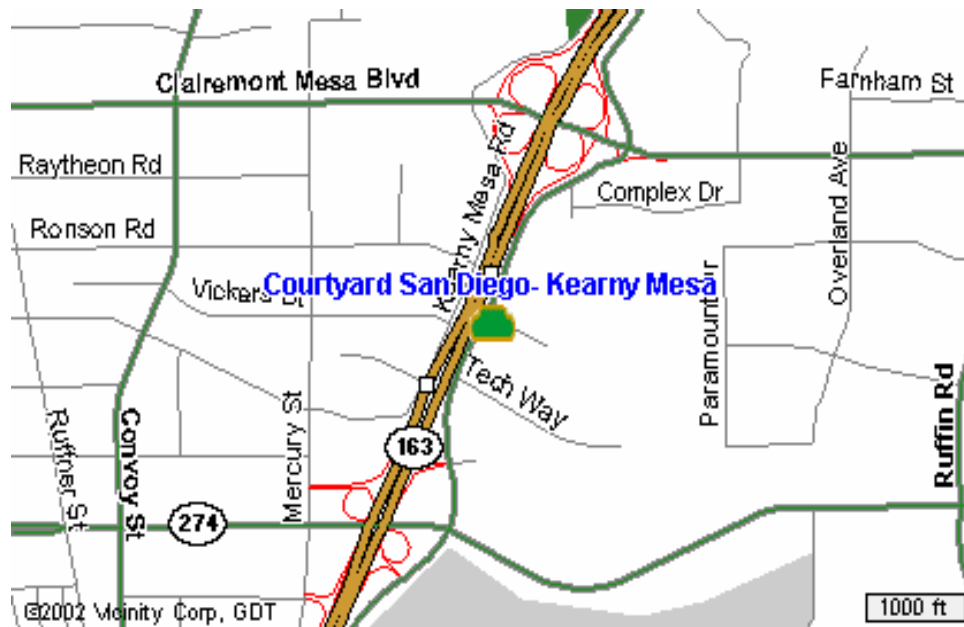


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# June Registration Form

**Marriott Courtyard—Kearney Mesa**  
8651 Spectrum Center Blvd.  
San Diego, CA 92123  
(858) 573-0700



**To Register:** FAX this form to [Linda Maczko](mailto:Linda Maczko) at (858) 534-6523, or Call Linda @ (858) 534-3395, or Email : [lmaczko@ucsd.edu](mailto:lmaczko@ucsd.edu) **NO LATER than 3:30 p.m., Friday, June 10, 2005. Cancellations later than 48 hours prior to the event will be billed to the person registered.** *If not sending advanced payment, cash or check payment required at registration.*

<b>Lunch (please circle)</b>	<b>Member \$25.00</b>	<b>Non-Member \$30.00</b>
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**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **FAX :** \_\_\_\_\_ **EMAIL :** \_\_\_\_\_

Here's the URL to a very important site—the **Chapter Connection on the ARMA International Website!!**

Go to <http://www.arma.org/intranet>

Click on Chapter Connection  
Check out this URL to find out about

## ARMA Webinars / Calendar of Events

<http://www.arma.org/resources/calendar.cfm>

## FREE TRAINING CLASSES!!

Centers for Education and Technology (CET), a part of the San Diego Community College District, is offering free training classes in a wide range of topics. Their Business Information Technology courses include offerings in HTML, XML, Java programming, JavaScript, UNIX, Cisco, Oracle, Linux, Visio, A+ Training, TCP/IP, MS Office and many others. These courses are offered at several campuses throughout the city.

Please take a look at their web site,  
<http://www.sandiegocet.net/index.php>, for class and registration information.

Check out vital information you might have missed!  
[http://www.arma.org/learning/seminar\\_archive.s.cfm](http://www.arma.org/learning/seminar_archive.s.cfm)

This is a link to ARMA Audio and Web Seminars that you might have missed.

**ARMA International Conference:**  
<http://www.arma.org/conference/index.cfm>

**Pacific Region Leadership Conference: Gold Rush to Leadership 2005:**  
<http://www.armacpacific.org/leadership.html>



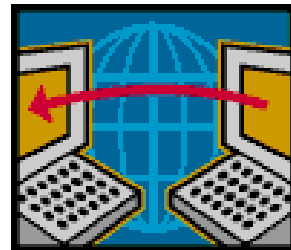
## ARMA Information

[Compliance/Risk Management](#)  
[Electronic Records](#)  
[Legal/Regulatory Issues](#)  
[Privacy](#)  
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New Online Courses: Issues and Approaches in Archiving Electronic Records. ARMA's new online course will introduce you to the unique issues inherent to archiving electronic records. Learn about the strengths and weaknesses of various approaches to electronic records archiving, as well as recommendations for electronic archival processes and systems. Now available in the [ARMA Learning Center](#).

## Useful Links



## ARMA International Links

[What is RIM?](#)

[ARMA Membership](#)

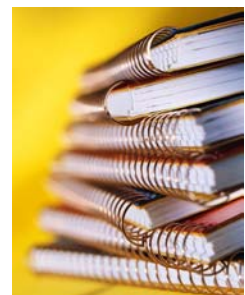
[ARMA Directories](#)

[ARMA Chapters and Regions](#)

[ARMA International Press Room](#)

[Educational Foundation](#)

[Calendar of Upcoming Events](#)



# MEMBERSHIP



## Membership Corner

By Linda Maczko

**W**elcome From the Membership Corner – “ENERGIZE – Plug Into the Source!”  
San Diego ARMA continues to grow and prosper.

Over the past 2004-05 year our membership has grown to 93 members. We now have five new members counting towards chapter rewards. Once we get a 10% increase in membership we will have one new ARMA membership to give away.

### NEW MEMBER - WELCOME

I would like to welcome our five new members for April:

<b>Tina Gonzalez</b>	<b>San Diego County Water Authority</b>
<b>Jaime Lopez</b>	<b>Sullivan Hill Lewin Rez &amp; Engel</b>
<b>James MacPherson</b>	<b>ARCStorage</b>
<b>Kimberly Peterson</b>	<b>Wilson Petty Kosmo&amp; Turner</b>
<b>Angela M. Ward</b>	<b>Amylin Pharmaceuticals</b>



### MEMBERSHIP RECOGNITION - LENGTH OF SERVICE

In addition to our new members, it is that time of year to recognize members with 5, 10, 15, 20 + years of membership.

This year we want to acknowledge and say thank you to the following members:

Members with 5 years of Membership joining ARMA in 2000.

<b>Tanya Bjork</b>	<b>City of Carlsbad</b>
<b>John R. Kramer</b>	<b>Gray Cary Ware &amp; Freidenrich LLP</b>
<b>Michael J. Nolan</b>	<b>Port of San Diego</b>
<b>Tracee Hughs</b>	<b>Ross Dixon &amp; Bell</b>



Members with 10 years of Membership joining ARMA in 1995.

<b>Susan Roberts</b>	<b>Corovan Records Storage</b>
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We will be recognizing these individuals at the June meeting and presenting them with service pins. We hope you will join us.

There are no members still with the chapter with a join date in 1990 or 1985.

Thanks to all of you! **Every member** makes a contribution. Remember when you refer a friend or colleague ask them to list you as a referring member to participate individually in the energize campaign. For more information on the Energize campaign, please go to:

<http://www.arma.org/energize/incentives.cfm>

If I missed anybody or if you have questions about membership, please send your comments, questions, suggestions to myself at [lmaczko@ucsd.edu](mailto:lmaczko@ucsd.edu) or Tracee Hughs at [thughs@rdblaw.com](mailto:thughs@rdblaw.com).



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Vice President/ Education	Benay Berl	Olivenhain Water District bberl@olivenhain.com	760-753-2459 x127	760-753-5640
Secretary	Candace Sanchez	Iron Mountain candace.sanchez@ironmountain.com	858-404-1612	858-455-7125
Treasurer	Alex Fazekas-Paul	Sempra Energy Research afazekas@semprageneration.com	619-696-2949	619-696-2119
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ISG/Membership Co-Chair	Tracee Hughs	Ross, Dixon & Bell, LLP thughs@rdblaw.com	619-557-4351	619-231-2561
Membership Co- Chair	Linda Maczko	UCSD lmaczko@ucsd.edu	858-534-3395	858-534-6523
Hospitality	Andrea Nozykowski	Iron Mountain andrea.nozykowski@ironmountain.com	858-404-1611	858-455-7125
Hospitality	Jennifer Camilleri	Iron Mountain jennifer.camilleri@ironmountain.com	858-404-1602	858-455-7125

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