



Meeting: Wednesday, November 17, 2004, 11:30 to 1:30  
 Location: Holiday Inn—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)

## THE LIFECYCLE MANAGEMENT OF RECORDS

# Off the Record

Volume 42, Issue 2

November 17, 2004



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In pursuit of improved compliance and risk mitigation, many companies find effective records and information management an ideal starting point. The demand for records management is being driven across all industries by factors such as costly litigation, increased merger and acquisition activity, greater focus on security and privacy, and efforts to improve corporate governance and compliance. In today's business climate, it is clear organizations must do a better job of managing their most critical business assets—corporate records and critical business information.

### The Lifecycle Management of Records

The November Chapter meeting will feature the lifecycle management of records, from creation, maintenance and use, to retention and disposition. The lifecycle of records is often depicted graphically as a circle, but they actually have a beginning and an end. Records do not regenerate at the end of their cycle, though they often seem to take on a life of their own. The presentation will discuss the features, benefits and methodologies of lifecycle management.

The program will discuss how to:

- ✓ Establish fully compliant document and record retention and destruction policies.
- ✓ Meet strict records retention and disposition regulations, including U.S. DoD 5015.2 certification.
- ✓ Identify, classify, track and manage all forms of hard copy and electronic fixed documents.
- ✓ Organize and retain documents and other information assets for legally required lengths of time.

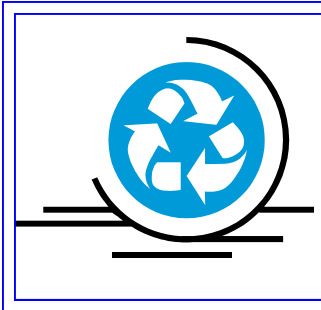
#### Our Featured Speaker:

Charmaine M. Brooks, CRM Candidate  
 Stellent, Inc.  
 Manager, Administrative Services

Ms. Brook's extensive background encompasses the full range of administrative and records management experience. Prior to joining Stellent, Ms. Brooks gained a broad base of business experiences as the Records Supervisor

for Micron Technology, Inc., a leading worldwide provider of semiconductor memory solutions, and Records and Information Management Coordinator at the Idaho National Engineering Laboratory. Prior to relocating to Idaho, Ms. Brooks held various financial and administrative management positions for firms in the San Diego area. Ms. Brooks attended San Diego Community College and Boise State University, majoring in business and finance.

Charmaine has been an active member of ARMA for over 11 years and is the current Vice President of the Boise Valley ARMA Chapter. Previously she had served as a Board Member for four consecutive years.



### MEETING AGENDA

- 11:30 - 12:00 Registration and Networking
- 12:00 - 12:15 Chapter Meeting
- 12:15 - 1:30 Lunch and Keynote Session

Mark your calendars for November 17th at 11:30am at the Holiday Inn – Mission Valley.

*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)

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## 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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*Package Deal:* 1/2 page ad in all the year's Issues of *Off the Record*, one vendor table at one of the San Diego ARMA meetings, and a membership in San Diego ARMA - all for \$495.

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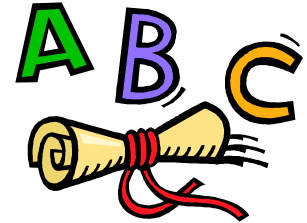
Check out the lower prices!!

# What I Learned at ARMA International



President's Message  
By Susan Roberts

H<sup>ello</sup> all,



There was so much to learn the Long Beach Conference..... classes to assist people in their career etc.

Here is information I learned at the conference – hope it helps YOU!!!

A DISCONNECT is having the information but there is a connection lost between the business process and the technology owners.

Can YOU deliver what your company needs???.....Today we have “big sticks”....there are new legal mandates – regulatory scrutiny and accountability that is tied to records and information.

How to avoid your company being fossilized – watch.....the law – the environment and your methodology

You are important to your company but do you have the “right stuff” to succeed?  
- have you learned any new skills? ...do you have needs for your company?...do you know technology your company can use?...do you have skills to deal with e-business?...and lastly – ARE YOU GOING FORWARD???

Are YOU adaptable??...Change is happening everyday – you can evolve – grow – or wither on the vine.....so with these facts in mind – What should YOU be doing?....enhancing your skills – making new relationships and improving your technical skills.

How can You bolster your business skills?...make the business case for your job...communicate your good work...build a department or make your economically valuable...understand and use business goals...see your job as a profit center for your company...become and information builder for your company.

EVERYDAY – address 1 problem at a time....make real victories happen...build a team that understands your values and demonstrate you are an essential team member...seize the moment before it is lost...take responsibility for change and GO FORWARD!!!

LEARN!!....it's all about ...BETTERMENT.....Yourself and your company.....and in the end .....,we can STAND and DELIVER!!!

# Equal-Access Computing

**I**n 1990, Congress passed the Americans with Disabilities Act “to establish a clear and comprehensive prohibition of discrimination on the basis of disability”. Over the past decade, courts have sought to interpret the legislation’s requirements, often — though not always—clarifying what is or isn’t a disability, and what does or doesn’t constitute the sort of reasonable accommodation Congress had on its collective mind.

One thing not in doubt is which companies must comply with the act: If your organization employs 15 or more people, ADA applies to you. Although some states, notably California, have their own statutes, rules and regulations concerning employees with disabilities, ADA provides plenty of incentive for IT to work with employees who fall within the legal definitions of “disabled.”

Why focus on ADA now? For one thing, nearly 15 years of court decisions have provided enough case law to guide IT. Second, a preoccupation with homeland security, GLBA (the Gramm-Leach-Bliley Act), HIPAA (the Health Insurance Portability and Accountability Act) and SOX (the Sarbanes-Oxley Act of 2002) has relegated ADA to the back burner for the past couple of years. That means most ADA compliance has been on a reactive basis—hardly a recipe for cost efficiency and technology standardization. Finally, forward-thinking companies are looking to beat the numbers: As the working population ages and baby boomers get ready to retire in droves, some experts predict profound implications for the U. S. workforce (see “By the Numbers,” page xx).

More than ever, companies need the flexibility to hire the best-qualified people. Your role is to incorporate ADA compliance into basic implementation and deployment decisions so modifications for legally disabled employees don’t compromise security or functionality. For example, it wouldn’t be a good idea to let any employees, disabled or otherwise, work from home before a suitable remote-access framework is in place. Nor would it be prudent to install hardware that circumvents specific authentication methods—for instance, a keyboard lacking a token reader, or a predictive-typing system that stores and completes passwords.

## ADA in a Nutshell

Here’s what you need to know about the law:

- \* Individuals qualify as disabled under ADA if they have a physical or mental impairment substantially limiting one or more major life activities, have a record of such an impairment or are regarded as having such an impairment. Major life activities include

walking, seeing, hearing, speaking, breathing, learning, working, sitting, lifting, standing, reaching and caring for oneself.

- \* Protection from discrimination requires the removal of those barriers presented by the disability. Simply put, ADA attempts to level the playing field for people with disabilities—nothing more and nothing less. Like most state and local laws, ADA does not provide for affirmative action.
- \* In general, an entity covered by the act must make reasonable accommodations for an employee’s disabilities, so long as the employee can perform the “essential functions” of the job. Typically, essential functions are those tasks that must be accomplished for the job to be useful to the employer. The focus is on the end result, not the physical means of accomplishing the task.
- \* An employer needn’t provide accommodations that would cause it undue hardship.

## Executive Summary

# Accessibility

For many organizations, the need to plan for adaptive technologies and Web site accessibility has been lost in the shuffle of post-0/11 security, GLBA (the Gramm-Leach-Bliley Act), HIPAA (the Health Insurance Portability and Accountability Act) and SOX (the Sarbanes-Oxley Act of 2002). Meanwhile, the body of case law to support ADA (the Americans With Disabilities Act) has been growing; and standards have been put in place to support Section 508 of the Workforce Rehabilitation Act of 1973, which requires that Web sites and other information technology developed by vendors that deal with the federal government be accessible to people with disabilities.

While most large organizations have legal and HR personnel trained to ensure compliance with federal regulations, IT has a vital role to play, especially as accessibility technologies become more advanced. The time to plan how you’ll enable a disabled or aging employee to contribute to the business is *before* an HR rep comes knocking frantically on your door. We discuss ADA requirements and examine technologies that

\* The employer’s duty to undertake an analysis of possible accommodations is triggered once it has notice of an employee’s disability.

- \* The employer must engage in ongoing dialogue with the employee to ensure that the accommodation remains effective. This “interactive process” is usually handled by HR, but if IT doesn’t participate, the process might overlook many potential accommodations. In the IT context, reasonable accommodations usually address accessibility to computer systems. Many such accommodations can be made using facilities built into common OSs or applications, or through minor changes in standard-issue monitors or keyboards. Other changes, however, require

significant modifications to applications or infrastructure. (For a list of products designed to accommodate employees’ special needs, see “Products for Accommodation,” page xx.)

Under ADA, the employer will almost certainly have to provide some computing modifications. With the advent of inexpensive—sometimes even free—applications for voice recognition, text reading and screen magnification, it’s difficult to imagine how a business can successfully argue that these accommodations amount to an undue burden or hardship.

On the other hand, disabled IT employees won’t neces-

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# Equal-Access Computing

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sarily get everything they want. For example, in *Ceglarek vs. John Crane Inc.*, the U. S. Court of Appeals for the Seventh Circuit held that text-enlarging Zoomtext software, together with a copier capable of enlarging documents, constituted a reasonable accommodation for an employee's visual impairment, even though the company had failed to honor the employee's request for a Visu-  
altek machine that captures and enlarges images on-screen.

## Section 508

ADA isn't the only federal legislation that makes demands on IT. A 1998 amendment to the Workforce Rehabil-

itation Act of 1973, known as Section 508, guarantees disabled individuals equal access to information technology the federal government has developed or bought directly. Even if your organization isn't bound by its provisions, Section 508 can better acquaint you with accessibility issues.

To help covered organizations comply with Section 508, the Electronic and Information Technology Access Advisory Committee proposed a set of accessibility standards covering a broad range of technologies, including Web pages, operating systems and adaptive-input products. The proposal became a final rule on Dec. 21, 2000 (see [sss.access-board.gov/news/508/final.htm](http://sss.access-board.gov/news/508/final.htm)).

## Choices, Choices

Many accessibility features are built into operating systems. In Windows XP Pro, for example, there are facilities for maintaining the effect of shift, alternate and control keys; expanding the size of screen text; and modifying the shape, size and input speed of the cursor. Microsoft has also provided speech-to-text capabilities in the OS, though these haven't entirely eliminated the need for manually editing the entered text.

On the other side of the data question are products like Freed Scientific's Jaws, Dolphin's Hal and GW Micro's WindowEyes, which can take a text or word processing document and synthesize a voice stream to "read" it to the user. Those with limited vision and facility with Braille can take advantage of consistently refreshable Braille displays from vendors such as Alva Access and Freedom Scientific.

Some users require text documents or books to be scanned and displayed in a large font size or read to them through a voice synthesizer. Freedom Scientific's OpenBook Software offers OCT capabilities. For mobile users, Freedom Scientific's Braille Note Taker is well worth considering, as are Pulse Data's Braille Note and VoiceNote.

For those unable to manipulate standard keyboards and pointing devices, alternate entry systems include voice recognition, sip-puff switches and cameras that track eye movement. While installations often must be highly customized to fit users' special needs, application and hardware-integration

frameworks, such as QualiWorld from EVAS, offer a single programming interface with which to build controls for personal computers, home control systems and mobility devices.

As employees age, IT departments will likely encounter more workers with hearing problems. Accommodations may include amplified phones, ringer-alternate signaling devices,

and even voice alternatives like TTY devices and voice carry-over phones, in which the user speaks but the caller's voice is converted to screen text.

There are also adaptive products for employees with learning disabilities. Among these are devices that read typed text back to the user through

voice synthesis so typing mistakes can be recognized, predictive typing tools and contextual-assistance systems that provide specific help for individual disabilities.

## The Cost of Accommodation

The price of implementing accessibility technology is difficult to pin down. The average cost of accommodating a disabled worker is \$500, the U. S. Department of Education reported in March. Copies of ScanSoft's Dragon Naturally Speaking software can be found on the Web for as little as \$15 per copy; IBM's ViaVoice voice-recognition software lists for \$179.95 per user.

In addition to the cost of licenses for specific accessibility applications, organization often will incur expenses to redesign or retrofit existing Web sites and/or infrastructure with accessibility features. Many government agencies, for example, are simplifying their sites to reduce visual confusion, adding audio or closed-captioning options to their content, and redesigning pages to reduce keystrokes. The cost of these efforts varies, depending on the extent of the changes and the accessibility-readiness of the original site design.

"Given the costs of accommodating the new homeland-security guidelines, a lot of the government agencies that are dealing with Section 508 compliance are stressed," says Sara Basson, director of accessibility services for IBM Global Services, which assists organizations in implementing accessibility technology. "But they also see that the benefits are strong, and that once you've designed for accessibility, it's better for the whole organization—not just users, but IT as well."

## The Cost of Noncompliance

Organizations must take ADA and other antidiscrimination laws seriously. System of litigation usually required even if your in defending suit, it could more in attor-



because under our tion, the defendant is to pay its own way. So business is successful against an ADA law-easily owe \$50,000 or ney's fees. And IT

**FYI** The Job Accommodation Network ([www.jan.wvu.edu](http://www.jan.wvu.edu)) is a free consulting program sponsored by the U.S. Department of Labor's Office of Disability Employment Policy. Its goal is to improve the employability of individuals with disabilities. Services include personal consultations about workplace-accommodation plans and technical assistance regarding the ADA and other legisla-

(Continued on page 5)

# Equal-Access Computing

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## PRODUCTS FOR ACCOMMODATION

Here are some examples of the products that can provide access to those with disabilities

Limitation and Product Type	Purpose	Links
<b>Limited vision</b> Screen Magnifier	Magnifies screen text size for enhanced recognition	<a href="http://www.magnifiers.org/">http://www.magnifiers.org/</a>
Document magnifier; closed-circuit TV magnifier	Scans printed material; then enlarges text for enhanced recognition	<a href="http://www.afb.org/section.asp?Documentid=221">http://www.afb.org/section.asp?Documentid=221</a>
Text-to-Speech	Converts text to audio output	<a href="http://www.conestogac.on.ca/spneeds/atools.htm">http://www.conestogac.on.ca/spneeds/atools.htm</a>
<b>Blindness</b> Text-to-Braille	Converts standard computer text to Braille output	<a href="http://www.dotlessbraille.org/transcribing.htm">http://www.dotlessbraille.org/transcribing.htm</a>
Braille printers	Creates Braille document output	<a href="http://www.dancingdots.com/assistivetechologies.htm">http://www.dancingdots.com/assistivetechologies.htm</a>
<b>Hearing-impaired</b> TTY	Provides text communication from special text devices	<a href="http://www.zak.co.il/deaf-info/old/tty_faq.html">http://www.zak.co.il/deaf-info/old/tty_faq.html</a> <a href="http://wally.rit.edu/depts/ref/research/deaf/ttyuse.html">http://wally.rit.edu/depts/ref/research/deaf/ttyuse.html</a>
Voice carry-over	Converts incoming voice to text while retaining outgoing voice communications	<a href="http://www.contactassist.com/vcovoiccarov.htm">http://www.contactassist.com/vcovoiccarov.htm</a>
Telephone amplifier	Raises volume level of incoming call	<a href="http://www.teltexinc.com/xcart/catalog/">http://www.teltexinc.com/xcart/catalog/</a>
Signaling device	Alternative signal for arriving calls. Also a safety measure, such as alert to fire alarms	<a href="http://azhearing.com/signalers/Default.htm">http://azhearing.com/signalers/Default.htm</a>
<b>Mobility and coordination impairment</b> Virtual keyboard	Places keyboard on screen for activation through pointing device	<a href="http://www.abilityhub.com/keyboard/onscreen.htm">http://www.abilityhub.com/keyboard/onscreen.htm</a> <a href="http://www.microsoft.com/enable/training/windowsxp/usingkeyboard.aspx">http://www.microsoft.com/enable/training/windowsxp/usingkeyboard.aspx</a>
Head/eye tracking	Lets eye or head movement control pointing device	<a href="http://www.abilityhub.com/keyboard/eyegaze.htm">http://www.abilityhub.com/keyboard/eyegaze.htm</a> <a href="http://www.synapseadaptive.com/pointing/headtracker.htm">http://www.synapseadaptive.com/pointing/headtracker.htm</a>
Sip/puff switch	Lets breath control activate mouse or key clicks	<a href="http://www.abilityhub.com/switch/switch.htm">http://www.abilityhub.com/switch/switch.htm</a>
Hand/arm supports	Provides physical support for hands or arms above keyboard or pointing devices	<a href="http://www.synapseadaptive.com/ergonomic.htm">http://www.synapseadaptive.com/ergonomic.htm</a>
<b>Learning Disabilities</b> Predictive typing	Completes words or phrases from initial typing	<a href="http://ability.enablemart.com/productGroupDetail.aspx?store=10&amp;dept=20&amp;group=51">http://ability.enablemart.com/productGroupDetail.aspx?store=10&amp;dept=20&amp;group=51</a>
Speech synthesis	Reads entered information for content verification	<a href="http://www.abilityhub.com/read/software-tts.htm">http://www.abilityhub.com/read/software-tts.htm</a> <a href="http://tcts.fpms.ac.be/synthesis/introtts.html">http://tcts.fpms.ac.be/synthesis/introtts.html</a>
Grammatical support tools	Convert received documents to audio output	<a href="http://www.utoronto.ca/atrc/reference/tech/grammar.html">http://www.utoronto.ca/atrc/reference/tech/grammar.html</a>

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# Equal-Access Computing

## GUIDELINES FOR ACCESSIBLE WEBSITES

The World Wide Web Consortium (W3C) has issued Web Content Accessibility Guidelines (<http://www.w3.org/TR/WCAG10/>) to help Web designers make their pages accessible to users with hearing or visual impairments. Here are some highlights:

1. **Provide equivalent alternatives to auditory and visual content.** In practice, this involves providing text alternatives to graphical or rich-media content. The flip side is providing nontext alternatives—illustrations, for example—for those who have reading difficulties.
2. **Don't rely on color alone.** It's amazing how many people suffer from some sort of color blindness. Make sure that your pages can be understood without seeing words in different colors.
3. **Use markup and style sheets, and do so properly.** Accessibility software depends on markup and style sheet standards and conventions. Use them.
4. **Clarify natural language usage.** By properly identifying the natural language of the site (and then that language changes), developers assist text-to-speech engines.
5. **Create tables that transform gracefully.** Use tables for tabular information—not overall page layout. This is important for many screen-reader packages.
6. **Be sure that pages featuring new technologies transform effectively.** Understand what happens when someone visits our page using an older or less common browser.
7. **Provide user control of time-sensitive content changes.** If something scrolls, blinks or moves, make sure a user can stop or pause the motion.
8. **Ensure direct accessibility of embedded user interfaces.** If an embedded object has its own interface, it must comply with device-independent standards.
9. **Design for device-independence.** Is a mouse click the only way to trigger an event? That may be difficult for someone using a keyboard or keyboard/voice synthesize interface.
10. **Use interim tools.** It may take time for adaptive products to catch up with the latest Web interface developments—make sure your site works with the older technologies.
11. **Use W3C technologies and guidelines.** Adaptive software and hardware developers build to the standards, and so should you.
12. **Provide context and orientation information.** Grouping items by context can be of huge assistance to those with cognitive difficulties—and frankly, to the rest of us, too.
13. **Provide clear navigation mechanisms.** Keep these mechanisms obvious and consistent.
14. **Ensure that documents are clear and simple.** Just because you *can* build a Web page that's stylish, doesn't

must take notice because you're likely to be on the hot seat producing documents, answering written questions, preparing for deposition and trial testimony, and otherwise being unproductive in the job the business hired you to do.

## BY THE NUMBERS

From 1946 to 1964, 76 million Americans were born. As these baby boomers age, IT must be on the forefront of enabling them to contribute to the bottom line. And once they retire, accessibility initiatives will broaden the pool of available replacements.

**38.7**

Median age of the labor force in 1998

**40.7**

Median age of the labor force in 2008

**19 MILLION**

Number of people who left the labor force from 1988 to 1998

**25 MILLION**

Number of people projected by the Bureau of Labor Statistics to leave the labor force from 1998 to 2008

If your business loses its case, it will be responsible not only for its own legal fees, but also for those of the complainant. In addition, it will have to pay the cost of the accommodation. Depending on the particular case, it may even have to ante up for lost wages, emotional distress damages and/or a punitive award. In most instances, the cost of providing the accommodation up front is much less than the cost and bad publicity associated with a disability discrimination case.

Investing in accessibility technology is smart, even for organizations that don't do much government business. To begin with, the population of potentially affected end users is huge. The National Organization on Disability estimates there are 54 million disabled people in the United States—roughly 20 percent of the country's employable population. With numbers like these, it's inevitable that most organizations—and their IT departments—will need to accommodate disabled workers to hire the best people.

For companies that interact with customers online, accessibility represent a business opportunity as well. According to the President's Committee on Employment of People with Disabilities, the disabled population of the United States has a

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disposable income of more than \$176 billion—more than twice that of teenagers.

"If you're doing business on the Web, accessibility goes beyond government regulations or even just doing the right thing," says IBM Global Services' Basson. "It's just good business."

Even more important, the definition of the "disabled" market is changing. In the past, IT accessibility initiatives have focused on accommodating users with profound disabilities, such as the blind, the deaf and those without use of one or more limbs. Today, IT organizations, and the vendors that support them, are discovering an even more common problem: an aging user population that suddenly finds itself squinting at the screen, maxing out the volume controls and fighting against wrist and hand pain brought on by too much time at the keyboard. Roughly 25 percent of computer users have some sort of visual impairment, either mild or severe, that affects their ability to see or process information viewed on-screen. Nearly as many have dexterity problems that affect keyboard operation, and about 20 percent have a hearing impairment, according to Forrester Research.

All told, some 57 percent of computer users in the Forrester survey characterized themselves as "likely" or "very likely" to benefit from the use of accessibility technology. And as the population ages, the wave will continue to crest: By 2020, 20 percent of U. S. workers will be older than 55, up 7 percent from 2000. And as a growing number of employees work past the traditional retirement age of 65, IT departments will be supporting a larger group of users with impairments.

With the benefits becoming increasingly obvious, the question for many IT professionals is not whether to implement accessibility technology, but which to implement first. While that decision will often be based on the needs of individual employees, building accessibility into information systems from the get-go will put IT pros ahead of the accessibility technology curve.



## WebLinks

- > **Text of the ADA,**  
[www.dol.gov/sa/regs/statues/offcp/ada.htm](http://www.dol.gov/sa/regs/statues/offcp/ada.htm)
- > **A course on writing a 508-compliant Web site,**  
[www.jimthatcher.com/webcourse1.htm](http://www.jimthatcher.com/webcourse1.htm)
- > **Web content accessibility guidelines,**  
[www.w3.org/TR/WCAG10/](http://www.w3.org/TR/WCAG10/)
- > **Department of Justice ADA page,**  
[www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm)
- > **Online resource for disabilities,**  
[www.disabilityinfo.gov](http://www.disabilityinfo.gov)
- > **Advocates for Individuals with Disabilities,**  
[www.halftheplanet.org/](http://www.halftheplanet.org/)
- > **International Center for Disability Resources on the Internet,**  
[www.icdri.org/](http://www.icdri.org/)

**Hazel Viagedor has left the ARMA Board. We're sorry to see her go and will miss her!**



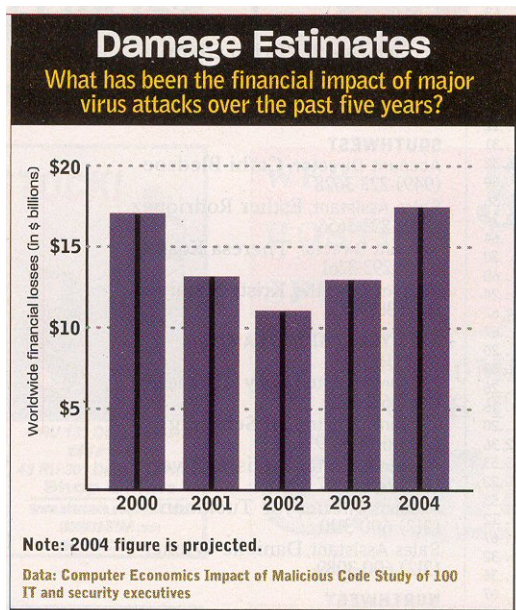
**She will still attend some of the meetings and is still an ARMA member but she's not able to volunteer her time like before. Thanks!! Hazel for your help these past two years.**

**Andrea Nozykowski, also from Iron Mountain, is taking Hazel's place on the Board. Her information is on the last page of the newsletter. Please make an effort to say, "Hi" to Andrea at our next meeting. Welcome, Andrea!!**

This article appeared in *Network Computing Magazine*, August 5, 2004. It was written by: Curtis Franklin, Jr. a senior technology editor for *Network Computing* and *Secure Enterprise*. Write to him at [cfrank@nwc.com](mailto:cfrank@nwc.com). Tim Wilson, editor/business technology for *Network Computing*. Write to him at [twilson@nwc.com](mailto:twilson@nwc.com). Post a comment or question on this story at [www.nwc.com/go/ask.html](http://www.nwc.com/go/ask.html). Martin S. Ebel, a partner at Boston law firm Lawson & Weitzen, specializes in employment and public-accommodation lawsuit defense.

## Behind the Lines —Losses from Viruses Reach 5-Year High

This year's spate of successful virus and worm attacks likely will spur investment in security products and services. Companies such as Cisco Systems, Juniper Networks, McAfee, Sana Security, and TippingPoint, which sell host- and network-based intrusion-prevention systems, should profit as businesses seek technologies that do more than network firewalls and antivirus software, which just don't provide the level of protection most companies need (See "Get Your Shields Up!" Oct. 11, p.48; [informationweek.com/1009/antivirus.htm](http://informationweek.com/1009/antivirus.htm)).



Although the costs associated with virus and worm attacks against business-technology systems have declined or stabilized for several years, they're now going

up. If cost projections from research firm Computer Economics are on target, worldwide losses due to virus attacks this year will reach \$17.5 billion. That's a bid increase from \$13 billion last year and tops the previous record-breaking year of 2000, which saw \$17.1 billion in damages. That was largely attributable to the Love-Bug attack, which struck in spring 2000.

None of the attacks in 2004 top the \$8.8 billion LoveBug price tag. However, this year's series of attacks come at a time when companies admit that their antivirus defenses haven't been improved in the past year. Computer Economics' Impact of Malicious Code study, which surveyed 100 IT and security executives in midsize to large businesses, also found that less than half believe that their companies are better prepared to defend themselves against virus attacks.

The 2004 CSI-BFI Computer Crime and Security Survey also finds that preparedness is lacking. Only 45% of companies surveyed use intrusion-prevention systems. Instead, most use tools that work after attacks are already under way, such as intrusion-detection systems, firewalls, and antivirus software. The study also supports Computer Economics' finding that the cost of malicious code attacks spiked this year.

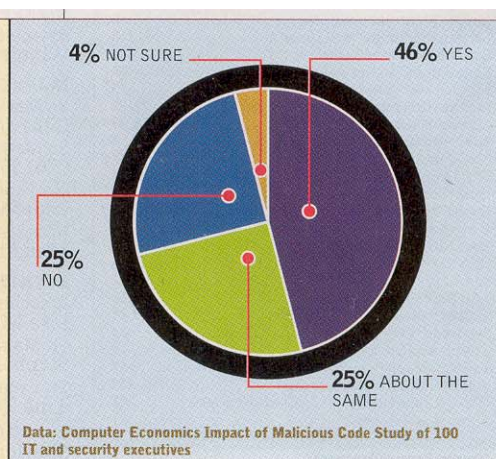
How does your company plan to protect itself from malicious code attacks? We'd like to hear about the strategies that you'll be using.

This article appeared in *Network Computing*, October 25, 2004, and was written by George V. Hulme, Senior Editor, Security ([ghulme@cmp.com](mailto:ghulme@cmp.com)).

### BETTER DEFENSES?

Is your company better prepared to protect against malware attacks in 2004 than 2003?

Between February and May 2004, variants of MyDoom, Netsky, Bagle, and Sasser caused more than \$11 billion in damages worldwide. However, of the 100 sites Computer Economics surveyed, a quarter report that they're no better prepared for attacks this year than last, while another quarter are less prepared, and 4% aren't sure. Forty-six percent report that they're better prepared.



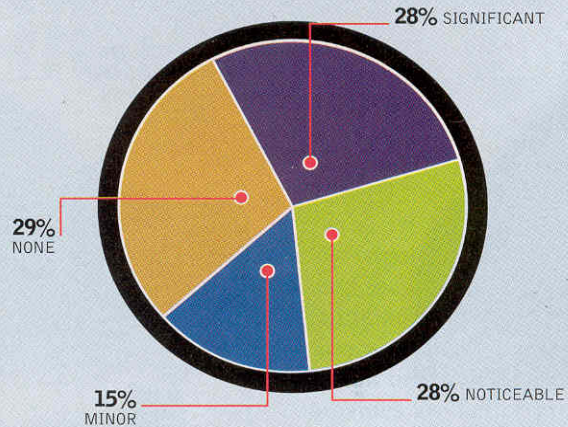


# Behind the Lines —Losses from Viruses Reach 5-Year High

## AUGUST EXPERIENCES

What effect did the August 2003 worm attacks have on your network or computing infrastructure?

August 2003 was one of the worst months for worm attacks. How unprepared companies were for this series of high-profile assaults is alarming. Twenty-eight percent report that the attacks had a significant effect on computing operations, another 28% say the impact was noticeable, and only 29% of sites interviewed by Computer Economics report no impact compared with 15% that experienced minor issues.

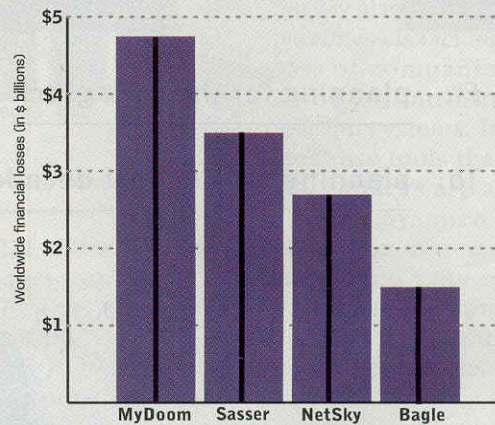


Data: Computer Economics Impact of Malicious Code Study of 100 IT and security executives

## TOP ATTACKS

What was the financial impact of the major malware attacks in 2004?

None of the attacks this year top the dollar losses attributed to the LoveBug attack four years ago, according to Computer Economics. But the four largest attacks of the year have proven a wicked and costly combination. Damages worldwide attributed to MyDoom are estimated at \$4.75 billion; Sasser, \$3.5 billion; NetSky, \$2.7 billion; and Bagle, \$1.5 billion. Total combined losses are estimated at \$12.45 billion.

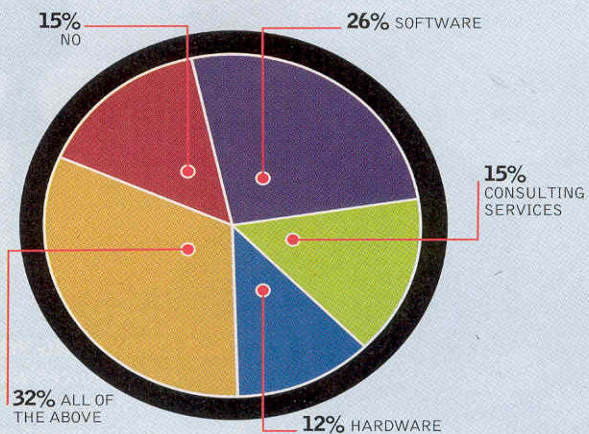


Data: Computer Economics Impact of Malicious Code Study of 100 IT and security executives

## SPENDING REACTION

Is your company acquiring new products or services as a result of recent malware attacks?

Companies are learning from their security shortcomings and taking steps to limit future losses and downtime. To beef up infrastructures against virus and worm attacks, businesses are acquiring additional hardware and software. Some are even hiring security consultants to shore up IT and business operations. On average, Computer Economics estimates that 3.2% of business-technology budgets go to information security.



Data: Computer Economics Impact of Malicious Code Study of 100 IT and security executives

## ***Interview with Brad Buchanan***

### **Interview with Brad Buchanan at Cooley Godward LLP in San Diego, California**

By Tracee Hughs

#### **What is your title?**

Records Manager

#### **How many long have you been a records manager at Cooley Godward LLP?**

Two years.

#### **Have you been a records manager anywhere other than Cooley Godward LLP and for how long?**

Just with Cooley.

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

I used to work as Cooley's User Support Manager out of our San Francisco and Peninsula offices, but transferred into Records when I moved to San Diego.

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

Rolling out electronic Records

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

Continued incorporation of technology. Scanning, electronic filing, connections to Litigation Support Applications.

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

I've just begun my relationship with ARMA, but so far it's been a good resource for information and support.

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

FileSurf 7.3 by MDY.

#### **Do you think that law offices will ever be "paperless"?**

I don't think they will ever be truly paperless. We are becoming less paperless, but attorneys require some amount of paper it seems.

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

Enlarge our central records room, hire another person to help with projects, start scanning paper into virtual files.

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

Now that's something you can only ask someone in Records. I'd have to say a large bucket file is easiest and most popular.



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

I like being responsible for key documents the Firm relies on. The nature of the work fits my personality. If I wasn't a Records Manager, I guess I would teach PE.



## Distance Learning



### Education Corner by Benay Berl

Recently a question was posed on the records management listserv, regarding college degree's offered in the field of records management. Although there are a few undergraduate degrees or certificates programs offered by universities in the US and Canada, the pickens are slim at best.

That set me to thinking; If I were to put together a degree or certificate program in records management, what would I include in the course work. I posed that question to the listserv and have listed the responses below. If you would like to add to the suggested courses, email your choices to me at [bberl@olivenhain.com](mailto:bberl@olivenhain.com).

Here is another thought - When you hire records management personnel, what type of course work would you like that person to have completed. Keep in mind that you may be looking for a clerk or a manager. Send your suggestions to me at [bberl@olivenhain.com](mailto:bberl@olivenhain.com)

I will let you know the suggestions and thoughts sent to me in the next newsletter issue.

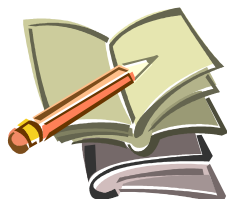
#### **LIST OF POSSIBLE COURSE WORK FOR A DEGREE IN RECORDS MANAGEMENT**

Litigation Support Strategies  
Policy/procedure manuals  
The business case – top mgt support  
Archival program laws retention destruction preservation  
Database design  
File plan  
Retention schedules  
Program management – how to advocate for your program, submit and defend budget request, start up and complete your project

Benay Berl  
Education Chair  
San Diego ARMA Chapter

*The next best thing to knowing something is knowing where to find it*

*-Samuel Johnson*



## ISG



### ISG by Tracee Hughs



San Diego ARMA is proud to announce it's first Industry Specific Group—LEGAL

#### **What is ISG?**

ISG stands for Industry Specific Group. Each ISG addresses the needs of a specific industry.

#### **Who is ISG for?**

Anyone who is interested in establishing a network of professionals working in similar industries facing similar needs.

#### **Why would you want to participate in an ISG?**

An ISG is a group formed to focus on the specific needs of a particular industry (i.e., Legal Services, Government, Utilities, Pharmaceutical, to name a few). The ISG program provides a forum to exchange the information for the benefit of all.

#### **How do you find out more about ISG?**

Contact the ISG coordinator, Tracee Hughs, [thughs@rdbl.com](mailto:thughs@rdbl.com) or visit the Education and ISG table at the next ARMA meeting.

#### **When does the ISG—Legal meet?**

ISG Legal will meet at 11AM on normal meeting dates at the Education / ISG table outside the meeting room.



Records Storage

Data Protection

Secure Shredding

Vital Records Protection

24/7 Access

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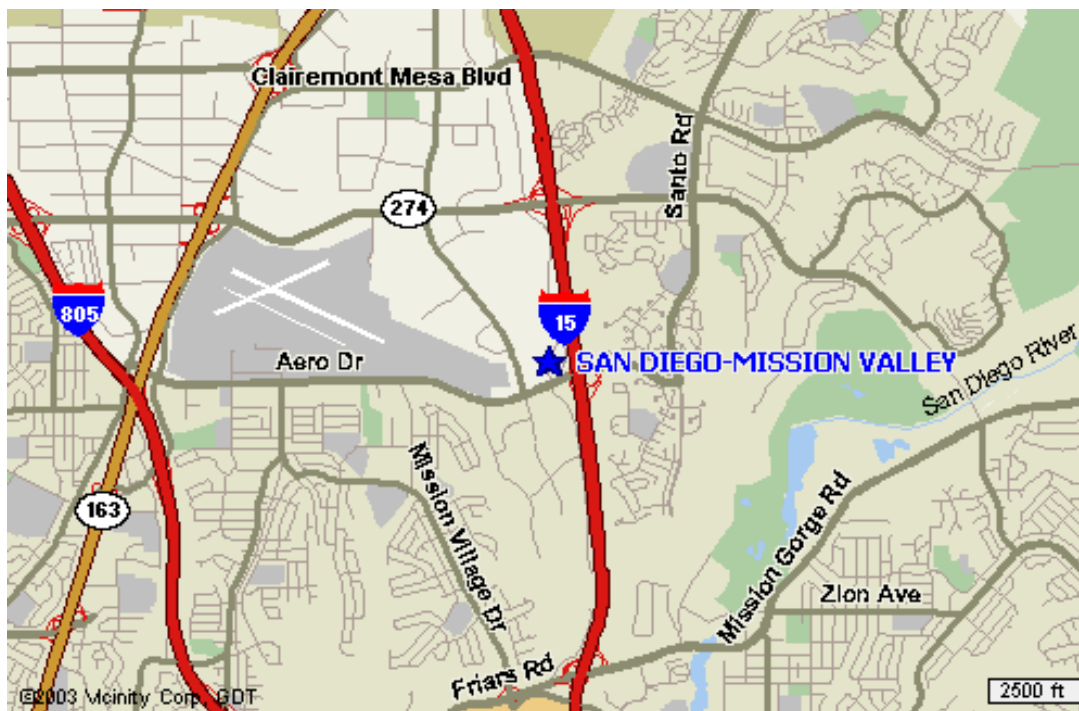
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# November Registration Form

(Continued from page 1)

**Holiday Inn**  
3805 Murphy Canyon Road  
San Diego, CA 92123  
858-277-1199



To Register: FAX this form to [Linda Maczko at \(858\) 534-6523](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, November 12, 2004.** 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.*

Lunch (please circle)	Member \$25.00	Non-Member \$30.00
-----------------------	-------------------	-----------------------

Name: \_\_\_\_\_

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

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

# FYI

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!!

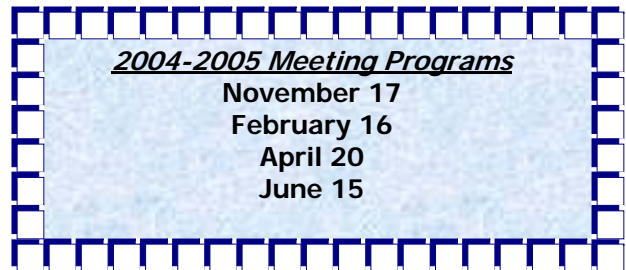
Centers for Education and Technology (CET), a part of the San Diego Community College District, is offering free training classes in a wide range of topics. Their Business courses include offerings in HTML, XML, JavaScript, Linux, Visio, MS Office and several others. These courses are offered at several 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 Information

[Compliance/Risk Management](#)  
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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



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# MEMBERSHIP



## Membership Corner

By Linda Maczko

**W**elcome From the Membership Corner – “ENERGIZE – Plug Into the Source!” This year’s new membership campaign is all about “Energizing” our San Diego ARMA Chapter. Our September meeting was all about discovering the benefits of ARMA International. By “Plugging into the Source” we can utilize and promote what ARMA has to offer you and other Records and Information Management professionals. New members enhance our Chapter’s ability to offer opportunities for education, networking, and support.

Every new member you bring in can earn you rewards. Just have your new member write your name in the designated area of the application. Awards are given for new members and for members whose membership has been expired for more than 90 days.

What do you get when you “Energize”:

- 1 Member ARMA Platinum Pen and CORE Club Lapel Pin
- 4 Members \$50 gift certificate to selected restaurants and stores\*
- 7 Members \$100 gift certificate to selected restaurants and stores\*
- 10 Members Hotel accommodations in Chicago, IL for the the 50<sup>th</sup> Annual ARMA Conference & Expo, Sept 18-21, 2005
- 12 Members Free registration for the 50<sup>th</sup> Annual ARMA Conference in Chicago, IL, Sept. 18-21, 2005 **AND** \$100 gift certificate to the ARMA Bookstore
- 13 or More Members Free One-Year ARMA membership

\*Go to: <http://www.arma.org/energize/incentives.cfm> for a list of restaurants and stores

If you know someone who is interested in joining or if you would like more information on the membership campaign, please contact either Tracee Hughs or myself!



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