



Volume XXIX, Issue 1  
October 2009

**News and Views of the Austin Chapter of ARMA International**



## President's Message

By Jannette Goodall

As many of you may remember, we won Chapter of the Year for 2006-2007 and Honorable Mention for Chapter of the Year for 2007-2008. Being the self-assured Chapter that we are, we submitted nominations for Chapter of the Year and Newsletter of the Year for 2008-2009. A few of us were able to attend the Chapter Awards Luncheon at the Conference this year. I am proud to announce that we WON – Chapter of the Year for 2008-2009 in the Large Chapter category. I would like everyone to give yourself a pat on the back and a round of applause, you DESERVE IT! Our Chapter rocks because of our members. The Southwest Region was a strong show at the Awards Luncheon with Dallas winning "Special Project of the Year" and Houston winning Chapter of the Year for the Very Large Category.

Our achievements are the direct result of some of the most creative, strong, intelligent, and dedicated records management professionals in the world. I am proud to be associated with each of you. The goal of the board is to continue to provide high quality educational and networking opportunities to keep each of our members active and engaged throughout the year. Who knows what the year may bring?

To recap the other "stuff" from conference since it was not all about winning awards; attendance seemed to be lower this year (naturally). However, the conference offered many wonderful educational sessions ranging from disaster recovery to Wikis and Blogs. The Expo Hall offered opportunities to meet with vendors and learn about the new and exciting things they are working on. The networking events provided time for fun, socializing, and getting to see your colleagues in a more "relaxed state of mind." If any one is looking for dance instructions, I recommend talk-

ing with Doug Allen. Doug demonstrated a number of smooth moves on the dance floor. A number of Austin members also toured the City Cemetery in Orlando. The tour was arranged by Tad Howington (need I say more) and provided a fun but historical look at Orlando's past. Overall, the conference was a great success and provided many educational, networking, and fun events. I hope the economy starts to bounce back and many more of you have the chance to attend the Conference in San Francisco.

Again, thank you for all you do for the Chapter and keep up the good work.

○

### New Members:

- Stephanie Jones
- Beth Cole
- Joanne Mirelez
- Dorca Zaragoza-Stone

### Inside this issue:

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I have always known what a fabulous Chapter Austin is but it is nice when our colleagues recognize our achievements.

## Treasurer's Report

ARMA Austin Balance Sheet As of October 5, 2009

### ASSETS

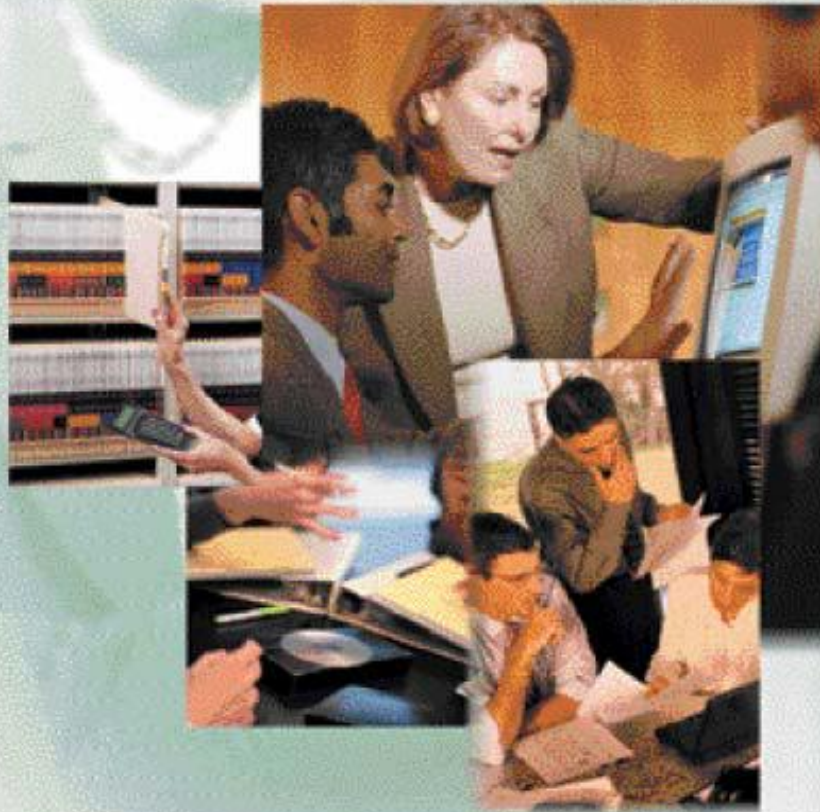
<b>Total Checking/Savings</b>	5,606.45
<b>Total Other Current Assets</b>	1,080.00
<b>TOTAL ASSETS</b>	<b>6,686.45</b>

### LIABILITIES & EQUITY

<b>Opening Bal Equity</b>	8,361.63
<b>Retained Earnings</b>	-686.23
<b>Net Income</b>	-988.95
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,686.45</b>

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## Member Spotlight: Lori McCaleb

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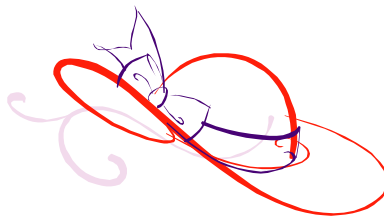
Current and Past Board Positions:  
 Programs Co-Chair – Austin ARMA Chapter 2009-2010  
 Membership Chair – Boise Valley Chapter of ARMA 2005-2006  
 Treasurer – Boise Valley Chapter of ARMA 2004-2005

Job Title: Records Management Officer

Company: Capital Metropolitan Transportation Authority

Email Address:  
[lori.mccaleb@capmetro.org](mailto:lori.mccaleb@capmetro.org)

Software Experience or Area of RIM Expertise:  
 EMC's Documentum and now eDOCs Hummingbird. I worked for more than 20 years as an IT professional and have spent the past 5 years in Records management. My specialty has been electronic records management but my current



position has given me a lot of paper records management experience!

Pets: 8 yr old Dalmation named Mosley and a 15 yr old Siamese cat named Sassy.

Hobbies:  
 Scrap booking, crafting and now I am learning how to quilt.

Favorite Book: Anything Nora Roberts writes

Other Facts/Experiences:

I am a transplant Texan who moved to Texas at the age of 2. At 21 I married and moved around due to my husband's military service. We lived in Hawaii, Calif, & New Mexico, then he retired and started following me around to places like Idaho and back to Texas.

I also belong to the Red Hat Society and have enjoyed meeting interesting women in Idaho and now with my new group in Austin.

○

## Taming the Beast: Managing E-Discovery Costs in a Down Economy

By Julie Grantham

In today's economic environment, corporations have less to spend and more needs for efficient resources. When it comes to eDiscovery, current economic factors demand solutions that are both innovative and specific to maximize corporate expenditures.

How does outside counsel, with shrinking budgets and smaller litigation support teams, manage the often enormous volume of documents produced in eDiscovery? Through targeted strategies and innovative use of available resources, common eDiscovery budget-busters can be tamed to manageable and appropriate levels. Additionally, an ability to converse knowledgeably about new eDiscovery trends and technologies demonstrates to your corporate client your sense of understanding and your commitment to a lean bottom line.

Targeted Strategies: Early Case Assessment and Budgeting

It is common knowledge that eDiscovery costs can be greatly reduced by identifying at the outset the types of documents that need to be collected from a

corporate client so that only potentially relevant documents are gathered and processed for review. The initial identification process is a key component to early case assessment and inevitably results in significant cost savings. Working smarter during the identification process means defining the data universe by employing the following targeted strategies:

- Identifying appropriate date restrictions and relevant key terms prior to initiating the collection phase
  - Prioritizing a tiered custodian list with collection focused on primary custodians first
  - Identifying storage locations from which to collect
- Sampling results of data collected to determine accuracy and relevance

Employing these techniques will narrow the scope and volume of information collected, resulting in a more efficient process which will reflect cost savings. In addition, early case assessment provides critical insight needed to value a case and determine the appropriate strategies moving forward, whether in a meet-and-confer setting or with the corporate client in terms of defense

strategies or settlement.

Budgeting may seem implausible due to the speculative nature of litigation; however, an eDiscovery budget should always be initiated, even if it is later revised. Budgeting the lion's share of expenses incurred in eDiscovery (document review) will allow outside counsel and the corporate client to make important strategic decisions regarding the scope of collection in comparison to the value of a case.

When creating a budget, it's not necessary to re-invent the wheel, but rather, rely on sources in the industry that have developed metrics and corresponding costs for each step of the eDiscovery process, specifically, collection, processing, review, analysis, and production. The more you know about the nature of data you are working with, the more precise the information that you gather from industry sources on metrics for volume and cost will be. For example, when electronically stored information was first being included in discovery requests, it was mainly limited to emails, backup tapes, and hard drives. In today's realm of eDiscovery, it has ex-

panded to text messages, VOIP and instant messaging services. Different cost points exist for collection and processing of these various types of data. Therefore, knowing what you are working with up front is invaluable in creating an accurate budget.

Innovative Use of Available Resources: The Right Technology and Attorney Review

New culling and review technologies abound in today's eDiscovery market and determining the right fit for each case can be daunting. Maximizing the potential of a particular technology hinges first on the volume and types of documents collected. Often times, a particular product is an excellent initial culling device, but a different review platform is more appropriate for the review team. Assuring that products work well together, and a seamless transfer of data from one tool to another exists throughout the process, is essential to cost savings. Again, consulting industry experts during the early case assessment phase can bypass the cost and headache of heading too far down a road with a product that is not conducive to a cost-efficient culling or review of the information at hand. Items to consider when

## Taming the Beast (continued)

vetting products for culling and review include:

- The product's ability to handle data in various formats
  - The type and scope of searching capabilities (linear versus conceptual)
  - The time necessary for culling and review of the volume of information
  - The level of expertise and location(s) of the review team
  - Training on and support of the product
- The budget established during early case assessment

Important items to address throughout the culling and review phases of the process are documentation and communication. Simply choosing the 'right technology' for a particular eDiscovery project does not, in and of itself, demonstrate 'good faith' to a court. Corporate

counsel and outside counsel must both document the steps of the procedure as well as the communication between the two in order to avoid criticism of conduct and potential sanctions for spoliation. Attorneys should always be prepared to validate culling and review protocol and, in order to do so, must have a clear understanding of the process and documentation of the same.

The most expensive component of any eDiscovery project is human review, which is heavily influenced by the volume of data to be reviewed, the level of expertise of the review team using the chosen review platform, and the hourly rate. During the early assessment phase, the attorney(s) most knowledgeable about the issues in the case should give thoughtful consideration to how the human review of the result-

ing, culled data set will be handled.

Most often, outsourcing the first phase of review – privilege review – will prove the most cost-effective approach. Scalable teams of contract attorneys are able to quickly review the culled data set for privileged information and code documents as such. To ensure accuracy and consistency, random, test batches of reviewed data should be evaluated periodically through the first phase of review. While many attorneys' recoil at the notion of outsourcing this phase of review for fear that this lowers their billable hours for a case, this first reaction is inaccurate: an attorney familiar with and in charge of a case is now able to efficiently spend 100 percent of his or her time on the potentially relevant documents, rather than spending the majority of his time weeding out privileged docu-

ments. Therefore, the value of this attorney's review is exponentially greater. Efficiency is the core of any value proposition, especially in a down economy.

Historically, economic downturns bring about a spike in litigation activity. Many corporations attempt, through litigation or mediation, to salvage what they can in a suffering economy. But the rising costs of litigation, particularly eDiscovery, are at the forefront of every businessperson's mind when contemplating litigation. Taming the most significant cost-drivers in the discovery phase of litigation is not only possible, but necessary. Following the steps outlined above will demonstrate to any corporate client that outside counsel is knowledgeable about available cost-saving measures and

## ICRM Corner: The Current CRM Exam Cycle

See "Taming the Beast" on Page 7...

By Margaret Hermesmeier, CRM

When planning your application process for the CRM Exam, remember to allow at least eight weeks prior to exam registration dates for the ICRM to evaluate your application and determine eligibility to sit for the exam.

Are you interested in applying for the CRM Exam? Are you already a CRM Candidate and you are preparing to take the exam? Whatever stage you are in, you are invited to join your fellow Records Managers in the Austin ARMA Chapter's CRM Study Group. This study group has three focuses:

- The CRM Application group is focusing on the application process for the exam.
- The Part 1-5 CRM Study Group is focused on taking the first five sections of the exam.


- The Part 6 CRM Study Group is focused on taking Part 6 of the exam.

The support the Austin Chapter provides for the examination process is invaluable. I encourage everyone interested in the CRM designation to join the study group. If you are thinking about applying to become a CRM Candidate I would be more than happy to discuss the process with you and assist in developing a plan for your application process. You are not alone on the road to obtaining your CRM and the Austin Chapter is here to support your efforts. Please contact me if you would like to be included in any of the CRM Study Groups and/or if you would like assistance with the application process. ○


The Fall 2009 through Summer 2010 CRM Exam Cycle is as follows:

Fall 2009 Exam Cycle	
Fall Exam Registration	August 19, 2009 - October 29, 2009
Parts 1-5, Part 6,	November 2 - 6, 2009 November 5, 2009
Winter 2010 Exam Cycle	
Winter Exam Registration	November 18, 2009 - January 28, 2010
Parts 1-5, Part 6,	February 1-5, 2010 February 4, 2010
Spring 2010 Exam Cycle	
Spring Exam Registration	February 17, 2010 - April 29, 2010
Parts 1-5, Part 6,	May 3-7, 2010 May 6, 2010
Summer 2010 Exam Cycle	
Summer Exam Registration	May 19, 2010 - July 29, 2010
Parts 1-5, Part 6,	August 2-6, 2010 August 5, 2010

# October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				<b>1</b>	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b> <i>ARMA Web Seminar begins</i>	<b>6</b> <i>Board Meeting</i>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<i>ARMA's 54th International Conference, Orlando, Florida</i>						
<b>18</b>	<b>19</b>	<b>20</b> <i>Chapter Meeting</i>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<i>ARMA Conference</i>						
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> 

# November 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>1</b>	<b>2</b>	<b>3</b> <i>Board Meeting</i>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b> <i>Chapter Meeting</i>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b> 	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					

*Schedule of Events*

- |   |  |  |  |
|---|--|--|--|
| <ul style="list-style-type: none"> <li>• 10-6-2009—ARMA Austin Board of Directors' Meeting. Members are welcome to attend.</li> <li>• 10-13-2009—ARMA Monthly Chapter Meeting. This month our speaker is</li> </ul> | <ul style="list-style-type: none"> <li>• Anna Stratton from Southwest Solutions.</li> <li>• 11-3-2009—ARMA Austin Board of Directors' Meeting. Members are welcome to attend.</li> <li>• 11-10-2009—ARMA Monthly Chapter Meeting. This month our speaker is</li> </ul> | <ul style="list-style-type: none"> <li>• Doug Landoll, President of ISSA-Austin.</li> <li>• See the ARMA website <a href="http://www.arma.org">www.arma.org</a> for more webinar information.</li> </ul> | <p>Boulevard 78753), unless otherwise stated. ○</p> <p>All events are held at Goodwill Industries (1015 Norwood Park</p> |
|---|--|--|--|

## Speaker Biographies

October:

**Anna Stratton** is the Director of Information Management Solutions at Southwest Solutions Group headquartered in Dallas, Texas. Anna specializes in records management and business process protocols, policy design, and information retention policies and process. Customers include Dunkin Brands, Timberland, Wyeth Pharmaceuticals, The Boston Symphony Orchestra, Dart-



mouth University, United States Court of Appeals, and Shriners Hospital, for whom she has conducted records management assessments and risk analysis, deployed technologies for electronic document management, and designed document retention architectures. When not evangelizing the benefits of Southwest Solutions Group Information Management Solutions, she spends time with organizations to identify key

elements of information management that impact corporate function on both a departmental and enterprise level. Anna has over 17 years of professional business management experience and provides advice nationwide through the SYSTEC Group's "Ask the Expert" column.

November:

**Doug Landoll** is dynamic speaker and information security expert, who always brings a unique mix of business strategy, keen insight, and technical

know-how to current information security topics. In his 20+ years in the industry he has performed in roles as a secure coder and product evaluator for the NSA; assessed vulnerabilities in systems for the CIA, FBI, and NATO; built security programs for corporations large and small; guided information security compliance initiatives for regulated industries; and instructed over 1500 CISSP and CISA candidates.

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## Special Announcements

### Calling All Austin Area CRMs



The Austin Chapter is proud to have so many CRM's within our Chapter membership. More importantly we are excited that we have nine members who are preparing for Parts 1-5, and three that are preparing for Part 6, with an additional six that have applied as of today. Margaret Hermesmeier, CRM, is preparing to host multiple study groups this year to support our members as they endeavor towards their goal.

We are interested in putting together a local list of CRM's who would be interested in serving as a mentor if needed. A mentor would work with those candidates preparing for part 6 including providing advice and potentially proofing case studies for them. We may also receive requests from those who are still working on parts 1-5 who are interested in getting a little additional support as they work through each exam.

If you are interested in either working with a part 6 candidate or serving as a longer term mentor for someone just starting, please let either Margaret or Jannette know. Margaret's contact information is: [Margaret.Hermesmeier@oag.state.tx.us](mailto:Margaret.Hermesmeier@oag.state.tx.us) or 463-2154. Jannette's contact information is: [jannette.goodall@ci.austin.tx.us](mailto:jannette.goodall@ci.austin.tx.us) or 974-9045.

### Two-Pay Plan Available From ARMA

With the current economic conditions and many employers no longer paying individual membership dues for their employees, we are implementing an optional two-pay plan for members. At this time, this option is only available for renewing members, not for new members.

The way it works is as follows:

1. 30 days prior to the member's normal membership suspension date, the usual final e-mail reminder will be sent to the member. Along with this e-mail will be their dues invoice, AND a form to complete if the member would like to pay their dues in two equal payments.
2. The two-pay plan requires the dues be paid with a credit or debit card with the Visa or Mastercard logo.
3. The agreement will require the member to provide their card information and signature.
4. The agreement signed will be that half of their dues will be processed upon our receipt of the form, and the other half will be processed six-months later.
5. A reminder notice to those participating will be sent approximately one-month prior to the processing of the second part of their dues.
6. The chapter dues will also be paid in half, with your escrow payments reflecting this 50% payment accordingly. Example: You will receive your chapter escrow payment as it is paid to us, 50% now and 50% in six-months if a member opts for the two-pay plan.
7. A \$5.00 processing fee will be added to each payment.
8. We cannot accept checks with this plan, as the credit card information on-file somewhat guarantees that the second payment will be made, vs. waiting for a check to be sent from the member for the second payment.
9. We will need to have the agreement form on file with us in order to take advantage of this plan.

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### Taming the Beast (continued)

committed to delivering efficiency and value. ○

This article is provided compliments of Julie Grantham, General Counsel, Scarab Consulting.

More about Julie Grantham  
Grantham is responsible for all of Scarab's legal and corporate litigation matters and provides leadership for a team of consultants on process and legal review. Additionally, Grantham consults with many of Scarab's corporate and legal clients directly on matters involving eDiscovery, data mapping, IT infrastructure, and litigation preparedness. Previously, Grantham

opened the London office for a US-based litigation support technology company, and served as Director of that office for two years. She was also an Associate at two Houston based law firms: Sheinfeld, Maley & Kay; and Floyd, Isgur, Rios & Wahrlich. At these firms she practiced corporate bankruptcy, financial reorganizations and complex business litigation. Grantham is an Adjunct Professor at the University of Texas Law School teaching eDiscovery and technology law. On behalf of Scarab Consulting, Grantham employs her dynamic speaking skills to offer CLEs nationally on eDiscovery, forensic, and data collection.

More about Scarab Consulting  
Scarab Consulting provides technology driven solutions for litigation and eDiscovery. The company has multiple offices nationwide to serve its robust client list which includes Am Law 200 law firms as well as Fortune 1000 companies. Scarab has established a strong reputation for its technical agility, its client centric approach and for its ability to reduce litigation and corporate compliance costs. For more information about Scarab Consulting, please visit our web site at [www.consultscarab.com](http://www.consultscarab.com). ○

## ARMA International News and Information

### Volunteers Needed—New Project to Develop a RIM Standard

The ARMA International Standards Development Program is recruiting volunteers to work on an exciting new project to develop an American National Standard entitled "Implications of Web-Based Technologies in Records Management". This publication will provide guidance to RIM professionals and foster adherence to generally accepted recordkeeping principles. Examples of Web-based technologies will be discussed and will include wikis, blogs, miniblogs, mashups, classification sites, and social networking sites. This publication will ad-

dress policies, procedures, change management, training, technology, and metadata as related to RIM best practices and the use of Web-based technologies.

To learn more and to submit your application, visit <http://www.arma.org/standards/development/standardsprogress.cfm>

then use the drop-down menu to select the project by title.

If you have questions about the Standards Development Pro-

gram or any of its projects, you may email [standards@armaintl.org](mailto:standards@armaintl.org).

CALL FOR NEWSLETTER ARTICLES AND INFORMATION The ICRM newsletter provides for a primary communication tool between the Board of Regents, its standing committees and the membership and as a source for information relevant to its core mission, vision, values.

If you would like to submit a professional article, recommen-

dation or have additional information that you feel would be appropriate for the Newsletter, please contact me at [re-cordspro@comcast.net](mailto:recordspro@comcast.net), [lbuss@usbr.gov](mailto:lbuss@usbr.gov), or by phone at (303) 579-8065.

Deadline to submit articles is October 31, 2009 for the fall issue. ○

### Conference Education Call for Proposals—Now Open

ARMA International has created quite the buzz in the records and information management community, and for the 2010 Conference & Expo, we want to shake things up and take your learning and networking experience to a higher level! This is where you can make a difference.

Attendees of this conference are looking for new and better ways of doing things in their professional lives. Feedback from previous conferences shows that attendees expect to walk out of each session with key takeaways that are new and can be immediately implemented when they return to their offices.

This is where we need your help! We're looking for proposals for education programs in all areas of records management that will build core skills, share best practices and innovations, and lead the way in industry trends. This conference is a real sharing of ideas.

- Do you have new tech-

niques for e-mail management?

- What are your successful e-discovery strategies?
- Do you have an innovative way to manage shared drives?
- Do you have a fresh look on a leadership topic?
- Do you have new ideas for managing the cloud?
- Do you exceed at information security and privacy?
- Other ideas?

[Submit your great ideas](#) by October 30, 2009.

There will be approximately 80 sessions, each 90 minutes in length. With two general sessions, networking opportunities, and career coaching available, this conference will be jam-packed with great opportunities to learn from one another.

To ensure your proposal meets all criteria, review the instructions and requested topics before submitting your proposal.

In addition, please bookmark the Facilitator's Resource page.

This page provides access to your submitted proposals, as well as updated information and resources needed to assist you in the development of your education program.

*2010 ARMA International Conference & Expo  
San Francisco, Calif., November 7 – 10, 2010  
Pre-Conference Seminars: November 5 - 6, 2010*

For questions about the Call for Proposals or other Education programs, contact [Jacki Conn](#), Sr. Manager, Education.

The 2010 ARMA International Conference & Expo provides a wide variety of promotional opportunities outside of the Conference Education Program.

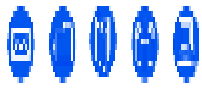
To learn more about exhibiting or other sponsorship programs, please contact [Elizabeth Zlitni](#) or call 888.279.7378. ○

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*For the Record* is published five times a year by the Austin Chapter of ARMA International for its members and the records and information management community at large.

We welcome your comments, knowledge, and especially your contributions! If you'd like to submit an article, book review, or Chapter meeting re-cap, please contact Debra Korty at: [debra.korty@ci.austin.tx.us](mailto:debra.korty@ci.austin.tx.us)

ARMA International is a not-for-profit professional association and the authority on managing records and information—paper and electronic. There are over 10,000 members worldwide.

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