



Volume XXIX, Issue 4
April 2010

News and Views of the Austin Chapter of ARMA International



Jannette Goodall, Chapter President

President's Message

By Jannette Goodall

Wow, what a great Spring Seminar, we had 90 attendees. The sessions were great and both speakers (Patrick Cunningham and Doug Allen) were fabulous. One attendee summarized the seminar better than I could "I am more energized and excited about Records Management than I have been in a long time."

In addition, we held our 2nd Annual Vendor Trade Show. We had 12 vendors registered for the Chapter meet and greet with over 30 Chapter members in attendance. Thank you all who participated and or attended. It is a wonderful way to network with our many vendor sponsors, learn about their products and services, and just have fun. If you missed it, well there is next year.

While March was a busy month, April will be even more fun. Shred Day 2010 will be Saturday, April 17, 2010 at the Austin High School Parking lot located at Cesar Chavez and Mopac. Mark your calendars for Shred Day. To volunteer please e-mail me at:

Jannette.goodall@ci.austin.tx.us.

April 21 is the Chapter meeting, which will include a tour of the Goodwill Computer Museum as well as an opportunity to learn about the services and mission of Goodwill. PLEASE ATTEND!!!! The Goodwill Organization is an important community service group for the Austin Area and needs our support. It is our best opportunity to say THANK YOU to Goodwill for allowing us to use their wonderful facility free. Our Chapter meeting will be competing with the E-Records Forum, so if you are not attending the Conference, please attend the Chapter meeting. Please bring donations for Goodwill; members who bring donations to the April meeting will receive an extra point for each item they donate.

You will also be receiving your Chapter Election Ballot in April. Please take the time to vote. ○

New Members:

- Joe Jaeger
- Karen Ballinger
- Tim Nolan
- Eric Stene
- Ursula Talley
- Nicole Kepler
- John Burns
- Andrea Gilbert
- Ciaran Trace

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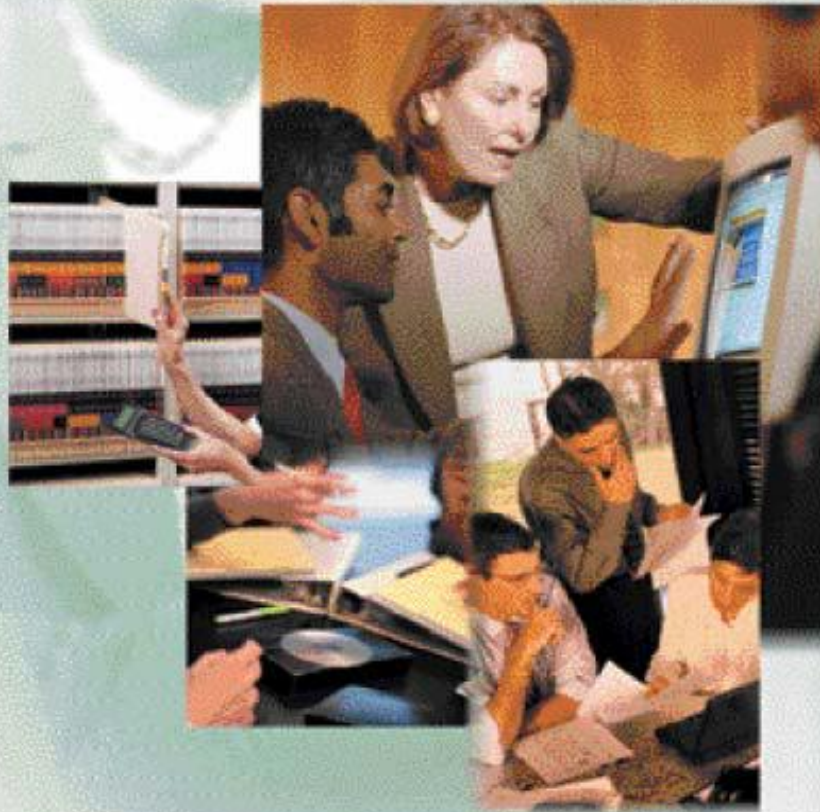
Treasurer's Report

ARMA Austin Balance Sheet

Beginning Balance (January 29):	8,429.54
Ending Balance (March 31):	11,812.93

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Policies and Procedures for RIM Programs

By Sharon A. MacDonald, CRM, COA

One way to make a RIM Program stronger is to ensure that there are RIM policies and procedures in place. It doesn't matter if the RIM Program is being developed or has been in place for years, the implementation of policies and procedures will improve the RIM Program's performance.

Background

When developing a RIM program, an organization takes into consideration the purpose, needs, and practices that will be part of the program. Policies are put in place that outline high level dedication to providing record and information management for the organization. The RIM program provides the services that are needed and the organization runs smoothly and efficiently while growing. As the RIM program grows in size and complexity the owners and the users begin to lose sight of the policies that originally drove the RIM program. At the same time communication deficiencies and lack of consistent training create gaps in how and when RIM program activities are performed. At this point the RIM program is in danger of becoming a liability rather than an asset to the organization. The RIM Program Manager realizes that while policies are in place stating the what (dedication to providing record and information management for the organization) is in place without any support. Each individual does their best to meet the expectations of the policy. Even so, the RIM Program is failing.

Policies vs. SOPs

Policies and procedures are sometimes used interchangeably and incorrectly. A Policy sets high level goals for the organization. Policies are written as commands that can include explanations, examples, and goals. Policies can be one page (framed and displayed on the wall) or can consist of multiple pages (published as a booklet). Policies do not give specific instructions on how to carry out an activity. Example of policies are:

"Generic Corporation Magic Flyer is hand crafted for easy assembly by the user."
 "Generic Corporation RIM Department is committed to providing RIM services to the organization in an efficient and timely manner that ensures all regulatory requirements are met."

In both examples there is a statement of a goal with no instructions on how to attain the goal. In the case of the Magic Flyer, there could be assembly instructions provided. When it comes to the RIM department, the stated goals need to be communicated, supported, and met. This is where procedures (also known as standard operating procedures or SOPs) can be employed. An SOP is defined as a set of steps that when performed in the indicated order produce a specified outcome. An SOP has a starting point, a goal, and action / decision steps. Examples of an SOP are:
 Recipe for baking a cake
 Instructions for preparing paper records for off-site storage by a third party
 When used correctly, Policies and SOPs form a strong alliance providing framework and instructions to keep a RIM program at its best.

Creating and Using SOPs

A RIM program can be outlined using process mapping, flow charting, or task analysis. The individual activities (components) in the RIM program can be related to the requirements of the RIM policy. Complex activities can be sub-divided. The process maps, flow charts, or task analyses can be used to determine what SOPs need to be written. When RIM Policies are in place, some tasks are simple enough that the policy alone is sufficient. SOPs can be written to support all or part of the RIM Policy. SOPs usually supply the who, what, when, where, and how. Tasks that have a starting point, a goal, and require actions or decisions are candidates for SOPs to ensure that a RIM task is performed correctly, consistently, and completely by anyone. An SOP can include training requirements, background information, or references to other useful documents. The following Example illustrates the contribution SOPs can make to a RIM Program.

Example:

Generic Corporation has a policy in place that all records received during a shift are filed during that shift. Now, there are two Generic Corporation RIM professionals performing the same task on different shifts. The RIM professional on shift 1 receives completed records and files them all alphabetically before the end of the shift. The RIM professional on shift 2 receives com-

pleted records and files them numerically by the date and time received. Both RIM professionals have adhered to the Generic Corporation's policy yet the RIM manager has a difficult time finding records even though the RIM professionals are clearly adhering to the Generic Corporation policy and filing all records received during their shift. After a frustrating day with unfulfilled requests from the CEO to view records, the RIM manager decides to shadow the shift 1 and shift 2 RIM Professionals to learn more about the filing process. The RIM manager finds that the two RIM Professionals are filing the records using different criteria. The RIM Manager identifies the need for an SOP describing one required filing technique to insure that all records are filed in the same way to allow more efficient retrieval of records. Training on the new SOP is required for all RIM Professionals filing records at Generic Corporation.

Writing Strong SOPs

SOPs are a form of technical writing. In school, creative writing was taught. Most members of an organization know how to write good compositions and essays. Flowery text and effusive language are the norm. In technical writing, many of the lessons learned in school must be put aside. It is important to be clear, concise, and to the point when writing an SOP. This list contains some things to remember when writing an SOP.

Template: Within the organization develop a specific template for SOPs. The template should have, at a minimum, a Header and a body divided into standardized sections and sub-sections. Assign titles to the main sections of the SOP and never change section name or delete a section. If a section is not needed, state that it is not needed for this SOP. This will assist the SOP users in locating information.

TOC: A Table of Contents can be useful, especially in SOPs describing complicated tasks. If using a Table of Contents, it should always be present either at the beginning of the SOP or at the beginning of the section describing the task. There is no wrong way as long as the template requirements are met and the placement is consistent.

Continued on page 4...

Repetition: Be repetitive. If the item being filed is called a "record" in the first section of the SOP, keep using "record". Don't suddenly start calling it a "file" or a "document". The change in name can confuse the person using the SOP as a guide when completing a task.

Word Use: Keep it simple. Use words that almost everyone understands. Avoid using words that may have ambiguous meaning. Keep the sentences short.

Flow: Start at the beginning. Let the SOP flow through the steps of the task in chronological order. Don't skip around.

Readability: Break the sections into sub-sections rather than letting them become one big block of words. Each action or in-

struction should be a separate section or sub-section. The user can better follow the process when it is broken into smaller pieces.

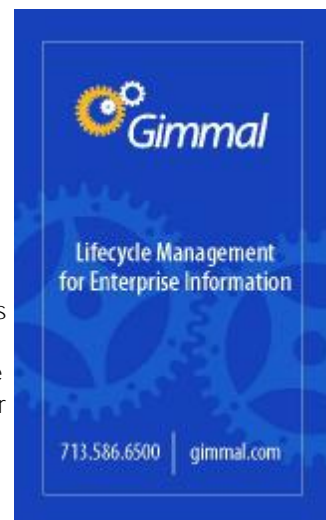
Graphics: Include flow charts, graphs, illustrations, and photographs whenever their use enhances the SOP. If the graphics do not add value, leave them out.

Control: In order to ensure the SOP in use is the correct one, SOPs need to be controlled documents. Revisions need to be versioned. Changes to SOPs need to be made using a documented process (an SOP about SOPs).

The Future

The Generic Corporation's RIM Program is now stronger than ever with SOPs in place to support the RIM Program Policy. The RIM

Program Manager ensures that the RIM Professionals are trained on the tasks that are part of the RIM Program. All of the RIM Professionals perform tasks as described in the SOPs. Now when the CEO asks to review a record, there is no delay or uncertainty.



ICRM Corner: New CRMs in the Austin Chapter!!

By Margaret Hermesmeier, MLIS, CRM, ERMs

We would like to offer our sincere congratulations to the new CRMs in our Chapter:

Robert J. Guz, CDIA, CRM
Senior Business Systems Analyst
City of Austin

Eric A. Stene, CRM
Corporate Records Analyst
City of Austin

Are you interested in pursuing a CRM Certification? We hope so! To gain a better understanding of the ICRM, please see the ICRM Mission Statement provided below. Please contact me if you would like to be included in the CRM Study Group. My contact information is provided at the end of this article.

ICRM Mission Statement

- Develop and administer a certification program for professional records and information managers.
- Program includes examination development, administration and certification maintenance.
- Assist professional records managers in attaining recognition of their competencies.
- Identify current RIM body of knowledge necessary to ensure certification has value.
- Establish eligibility standards for those RIM professionals wishing to attain certification.

The Spring 2010 through Fall 2010 CRM Exam Cycle is as follows:

Spring 2010 Exam Cycle	
Spring Exam Registration	February 17, 2010 - April 29, 2010
Parts 1-5,	May 3-7, 2010
Part 6,	May 6, 2010
Summer 2010 Exam Cycle	
Summer Exam Registration	May 19, 2010 - July 29, 2010
Parts 1-5,	August 2-6, 2010
Part 6,	August 5, 2010
Fall 2010 Exam Cycle	
Fall Exam Registration	August 20, 2010 - October 28, 2010
Parts 1-5,	November 1-5, 2010
Part 6,	November 4, 2010

- Promote the value of certification to the private sector and government.
- Develop and maintain outreach programs to ensure the Institute remains viable and is meeting the ever-changing needs of the profession, the Institute, and its members.

A New Look For the ICRM

The ICRM unveiled the new ICRM logo at the December ARMA Conference in Orlando.

Updates about the implementation of the new logo are found in the current ICRM newsletter on page 15. Here is a link to the newsletter: <http://www.icrm.org/newsletter/2010Winter.pdf>

CRM Application & Study Group

The study group meets on the 3rd Thursday of the month from 6:00PM to 7:00PM at the Yarbrough Branch Library located at 2200

Hancock Dr., 78756. <http://www.austinlibrary.com/aplocations.cfm?acronym=ayb>

The Austin Chapter provides invaluable support for the examination process. 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 the CRM Study Groups and/or if you would like assistance with the application process. I may be contacted by email at marga-ret.hermesmeier@oag.state.tx.us, or by phone at (512) 463-2154. ○

April 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
		<i>Board Meeting</i>				
11	12	13	14	15	16	17 <i>Shred Day</i>
	<i>ARMA Web Seminar Begins</i>					
18	19	20	21	22	23	24
	<i>ARMA Web Seminar Begins</i>		<i>Chapter Meeting</i>			
		<i>NARA Southwest E-Records Forum</i>				
25	26	27	28	29	30	
		<i>Houston Spring Seminar</i>				

May 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
		<i>Board Meeting</i>				
9	10	11	12	13	14	15
<i>Mother's Day</i>						
16	17	18	19	20	21	22
			<i>Chapter Meeting</i>			
23	24	25	26	27	28	29
			<i>Advanced Workshop</i>			
30	31					

Schedule of Events

- 4-6-2010—ARMA Austin Board of Directors' Meeting. Members are welcome to attend.
- 4-17-2010—Shred Day at Austin High School, 8:00am to 1:30 pm.
- 4-21-2010—ARMA Monthly Chapter Meeting. We will be touring the Goodwill Computer Museum.
- 5-4-2010—ARMA Austin Board of Directors' Meeting. Members are welcome

to attend.

- 5-19-2010—ARMA Monthly Chapter Meeting. Speakers are Bob Guz, from City of Austin and Barbara Denton, from Tokyo Electron.
- 5-26-2010—Advanced Workshop: "Bridging the Gap Between Retention and Retrieval". Speakers are Susan Cisco and Jonathan Brandenburg from Gimmel Group.
- See the ARMA website www.arma.org for more webinar information.

- See page 9 of this newsletter for further information on other events. All events are held at Goodwill Industries (1015 Norwood Park Boulevard 78753), unless otherwise stated. ○

Speaker Biographies

April:

No Speaker this month due to the Goodwill Computer Museum Tour.

May:

Bob Guz, CRM

Bob is Senior Business Systems Analyst at the City of Austin and is a lead for the Open-Text eDOCS (formerly Hummingbird) implementation there. He serves as an internal solutions consultant on document management and records management for City departments. He has previously worked as a records and information management professional for Iron Mountain, First Consulting, SEMATECH, Texas Instruments, and NASA.

Barbara Denton

Barbara is Website Service Manager for Tokyo Electron, a semiconductor equipment manufacturing company based in Japan. She is responsible for the SharePoint intranet, the Livelink document management system, and the customer and supplier extranets. She has previously worked as a records and information management professional for SEMATECH, Humana, and Texas County & District Retirement System. Her current focus is extending TEL's use of SharePoint beyond its current role as an intranet portal. ○



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ARMA Austin Board Positions



ARMA AUSTIN
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Are you interested in becoming more involved in the Chapter? Now is your chance. The Chapter Board is looking for creative, talented and willing members to serve on the Board for the 2010-2011 Year.

If you are interested in any of the Board positions please let Jannette Goodall (Jannette.goodall@ci.austin.tx.us) or Cindy VonGonten (Cindy_VonGonten@ironmountain.com) know by February 26, 2010.

Following are descriptions of the various positions:

- A. President. The President shall serve as the Chief Executive Officer (CEO) of the Chapter and shall:
- Exercise general supervision over the affairs of the Chapter.
 - Be responsible for the enforcement of the Bylaws, the Articles of Incorporation, and all directives of the Board of Directors.
 - Preside at all meetings of the Chapter and of the Board of Directors.
 - Set the goals and agenda for the Chapter during his/her term.
 - Appoint, with the approval of a majority vote of the Board of Directors, all standing Committee Chairpersons, unless provided otherwise in this Constitution and Bylaws and if necessary, appoint members of all Committees or at his discretion authorize the Board of Directors to make such appointments.
 - Serve as ex-officio member of all standing committees except the nominating committee.
 - Keep the Board of Directors fully informed of the activities of the Chapter.
 - Deliver to his/her successor in office all books, papers, records and other property of the Chapter for which he/she is or may become responsible.
 - Perform all other duties normally incident to this office.
- B. Executive Vice President. The Executive Vice-President shall:
- Assist the President with his/her duties.
 - Assume all the duties of the President during his/her absence or disability.
 - Serve as an ex-officio member of and be responsible for coordination of the activities of all special committees.
 - Perform such other duties as may be assigned by the President and/or the Board of Directors.
- C. Secretary. The Secretary shall serve as the Records Management Officer (RMO) of the Chapter and shall:
- Keep a written record of all meetings of the Board of Directors and distribute copies to the Board members and to others as requested.
 - Be responsible for the administration and maintenance of the Chapter records retention schedule.
 - Handle correspondence as directed by the President and/or the Board of Directors.
 - Perform other duties as may be assigned by the President and/or the Board of Directors.
- D. Treasurer. The Treasurer shall serve as the Chief Financial Officer (CFO) of the Chapter and shall:
- Serve as custodian of all funds of the Chapter.
 - Receive all funds such as membership dues, fees for seminars and meeting meals, and other payments to which the Chapter is entitled.
 - Disburse funds of the Chapter only as approved by the Board of Directors.
 - Deposit all funds in the name of the Chapter in depositories approved by the Board of Directors.
 - Provide budgets and statements of the financial condition of the Chapter at the close of each fiscal year and at each meeting of the Board or at such other reasonable times as the Board of Directors may require.
 - Submit reports as required by the Board of Directors and ARMA International.
 - Perform other duties as may be assigned by the President and/or the Board of Directors.
- E. Program Chair. The Program Chair:
- Will feature programs consistent with the objectives and in the best interest of the association.
 - With the assistance of the Board, be responsible for planning and execution of all monthly Chapter meetings including making arrangements for speakers, facilities, announcements, and other such

Continued on Page 8

F. Seminar Chair. The Seminar Chair shall:

- With the assistance of the Board, be responsible for planning and execution of the Chapter's annual educational Seminar including making arrangements for speakers, facilities, announcements, and other such details as are required.
- Recruit and coordinate any such volunteers as are necessary to perform the above duties.
- Serve as chairperson of the Seminar Committee.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

G. Membership Chair. The Membership Chair shall:

- Be responsible for recruiting new Chapter members and retaining Chapter current members.
- Serve as a point of contact for individuals interested in joining ARMA.
- Follow-up with non-members who attend Chapter meetings as visitors.
- Be responsible for the maintenance and upkeep of the Chapter's mailing and membership lists.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

H. Publicity/Newsletter Chair. The Publicity/Newsletter Chair shall:

- Be responsible for publicizing Chapter events and activities.
- Serve as the point of contact for submissions to the Chapter's newsletter and be responsible for coordinating the production of the newsletter with the Newsletter Editor appointed by the Board.
- Be responsible for the timely production and distribution of the Chapter's newsletter each month.
- Be responsible for the timely production and distribution of other announcements and mailings as directed by the Board.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

I. Educational Liaison. The Educational Liaison shall:

- Act as Chapter Liaison to the Educational Development Committee of ARMA International.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

J. ICRM Liaison. The ICRM Liaison shall:

- Be a member in good standing of the ICRM.
- Serve as a point of contact for Chapter members interested in earning the CRM designation.
- Act as Chapter liaison to the ICRM.
- Be responsible for tracking current ICRM developments such as testing requirements and dates, and distribute this information to interested candidates.
- Coordinate training sessions for those planning to test.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

K. Immediate Past President. The Immediate Past President shall:

- Provide advice to the President and the Board of Directors.
- Serve as Chair of the Nominating Committee.
- Serve as Chair of the Awards Committee.
- Perform other duties as may be assigned by the President and/or the Board of Directors.

Additional volunteers are needed in the following Committees:

Web-Master
Vendor Liaison
Support

Upcoming Educational Opportunities and ARMA SW Region Events

April 20-21, 2010 - NARA Southwest Region E-Records Forum

To register contact the NARA Southwest Region at 817-831-5919 or e-mail: ftworth.workshop@nara.gov. Ask for the "National Archives and Records Administration E-Records Forum" and let them know if you are in the Government block (\$115) or Non Government block (\$169). Call 800-321-2211 or go online to Marriott.com and use the Group Rate code "NAR" for the \$115 or "NAT" for the \$169. For more information you can view the program at: <http://www.archives.gov/southwest/>

April 27-28, 2010 – ARMA Houston Conference – ARMA GOLD (Growth, Opportunity, Leadership & Dedication.)

For more information: <http://conf.armahouston.org/>

May 26, 2010—ARMA Austin Advanced Workshop

How can 9,532 unique types of records created or acquired by an organization with 15,000 employees be classified accurately for both retention and retrieval?

It would be easier and less expensive to design one classification structure to meet both purposes, but Gimmel knew that the "one size fits all" approach would be impractical based on the large volumes of physical and electronic records at this organization. The purpose of this session is to explain how the gap was bridged between the classification structures for the enterprise retention schedule and the enterprise retrieval taxonomy and how both will be leveraged in digital and physical record-keeping environments such as SharePoint, Documentum, Open Text, and OmniRIM.

Presenters:

SUSAN CISCO, Ph.D., CRM, FAI

Director, Enterprise Content Management Team

Gimmel Group

JONATHAN BRANDENBURG, PMP

Technical Director

Gimmel Group

Join Us For A Workshop And Explore the Following:

1. Understanding the difference between classification for retention in a retention schedule and classification for retrieval in a taxonomy/file plan.
2. Learning principles for developing classifications structures for retention and retrieval.
3. Identifying approaches for leveraging classification structures in digital and physical recordkeeping environments.

Date: May 26, 2010

Time: 8:30 am Registration / Check or cash only at the door.

\$25 for Members; \$40 for Non-members

9:00 am to 11:00 am workshop

Location: Goodwill Community Center

1015 Norwood Park Blvd.

Austin, TX 78753

Please RSVP if planning to attend. No need to respond if not planning to attend.

Please RSVP to Margaret Hermesmeier by email at: margaret.hermesmeier@oag.state.tx.us

Or by phone at (512) 463-2154

Donations for Goodwill are strongly encouraged.

ARMA-Austin Vendor Directory



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Troy Menchhofer
600 Round Rock West Drive, Suite 604
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Neil Brien
Business Development Director
24 Greenway Plaza, Suite 1000
Houston, TX 77046
Phone: (512) 461-1673
Neil.brien@gimmel.com
<http://www.gimmel.com>



Robin Thompson
504 Lavaca, Ste 910
Austin, TX 78701
512-448-3005
rthompson@*consultscarab.com



Craig Folkman
Phone: (512) 451-0198
cfolkman@tab.com
www.tab.com



ARMA Austin
PO Box 27435
Austin, TX 78731

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

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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2009-2010 Board of Directors:

Jannette Goodall, President	974-9045
Jannette.goodall@ci.austin.tx.us	
Kevin Waldrup, Vice President	728-9670
Kevin_waldrup@dell.com	
Cindy VonGonten, Past President	848-8603
Cindy.vongonten@ironmountain.com	
Karen Prinz, Secretary	834-9317 x305
kprinz@tcadcentral.org	
Eric Stene, Programs	974-1388
Eric.stene@ci.austin.tx.us	
Lori McCaleb, Programs	389-7467
Lori.McCaleb@Capmetro.org	
Cindy VonGonten, Treasurer	848-8603
Cindy.vongonten@ironmountain.com	
Karen Ullrich, Publicity	460-6819
Karen.ullrich@cs.oag.state.tx.us	
Mary Hilliard, Membership	602-4702
Mary.hilliard@amd.com	
Vicki King, Membership	424-1945
vicki.king@us.tel.com	
Jessica Chavez, Seminar	990-4363
jessicac@cityofpflugerville.com	
Karen Thompson, Seminar	990-6110
karent@cityofpflugerville.com	
Margaret Hermesmeier, ICRM Liaison	463-2154
Margaret.hermesmeyer@oag.state.tx.us	
Debra Korty, Newsletter Editor	974-6427
debra.korty@ci.austin.tx.us	
Tammy Russo, Webmaster	723-1959
Tammy_russo@dell.com	
Robin Thompson, Vendor Liaison	713-547-4425
rthompson@consultscarab.com	
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