

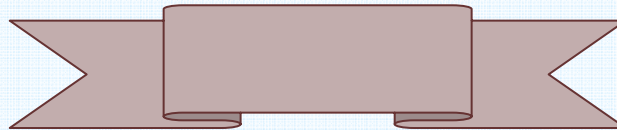


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## The Calgary Chapter presents for the month of July...

### THE RECOGNITION EDITION



### CHAPTER MEETINGS

The Calgary Chapter of ARMA usually meets on the 2nd Wednesday of each month from 11:00am to 1:30pm except for July and August, please see the events Calendar for details.

<http://www.armacalgary.org/education-events-sessions.php>

### Advertisers

Page 5 - Calgary Archives  
Page 10 - West Canadian

### Another Perk of Membership...

Free On-Demand Web Seminars recorded from the MER Conference

*For Details See Page 3*

### ARMA Canada Recognition

Find out more about the Sense of the Goose  
*On Page 4*

### ARMA Canada Conference 27th Annual - 2011

See the pictures submitted by Ken LaPointe, Chapter Archivist  
*On Page 8*

### Letter from the Editor:

*As the ARMA Calgary Chapter Newsletter Editor for the past two years, I have found it to be a very rewarding and often challenging effort! Yet, I have signed on for another year. After completing this particular edition of For The Record, I am extremely proud to be involved with such an excellent association and team of board members. Barb Bellamy has really brought it to the next level this year with her extra effort to making individuals feel appreciated. If you are ever hesitant about becoming more involved with the Calgary Chapter, just remember that it is additional work but it's very rewarding in the end to have a sense of accomplishment and pride in what you have completed.*

*I hope that you enjoy this special edition!*

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*If you have any questions, comments or concerns, please contact me at [newsletter@armacalgary.org](mailto:newsletter@armacalgary.org)*



## President's Message: Barbara Bellamy, CRM

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Our 2010-2011 Chapter Year has come to a close and I would like to take this opportunity to thank the Board; both appointed and elected positions, Membership, Sponsors, Speakers, the Chamber of Commerce and Associations Plus. You have all made this a truly great year. We had eight excellent luncheon sessions and two fabulous seminars. None of this is possible without all of the above folks.

Every year I meet more members and guests as well as getting reacquainted with others. It is the best part of my "Job". It is and always has been a pleasure serving all of you.

We will continue to grow the Chapter through excellent education and networking opportunities in the up coming year. As always, if you have an interesting topic, would like to sponsor a lunch or just want to provide feedback, talk to me or anyone on the Board and share this. It is your Chapter and should reflect your wants and wishes.

Sincerely submitted by Barbara Bellamy,  
CRM



**Do we have an aspiring author in the Chapter or someone who would like to practice their writing skills?**

**Practice makes perfect.**

Create an article on Records Management principles, Compliance, IT, Legal or Management and Leadership styles. You can write up a critique on an ARMA Luncheon or Seminar. Your article can be on anything you think the Chapter may be interested in reading. And then simply send to [president@armacalgary.org](mailto:president@armacalgary.org) and we will see that is gets published in our Newsletter for free\*.

Happy writing.

*\*Remember, if it is an advertisement for a company, product or service, regular fees apply.*



### ARMA Luncheon Reviews

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We are also looking for write up regarding our Luncheons. Please feel free to write about the luncheons you attend. What did you learn? Did you enjoy the meeting portion? What was the food like? This is something the Board does at each Board meeting but we would really enjoy hearing what you have to say and so would our other Members.



# RIM On-Demand

From the MER Conference



## ANOTHER PERK OF MEMBERSHIP....

Dear Chapter Member,

We hope that you are enjoying your benefits of membership in the Calgary chapter and that we are assisting in your professional success! There are many benefits to being an ARMA International member, and we are always striving to offer more value and resources for your professional development.



Recently, ARMA International has developed a partnership with RIM On-Demand to offer online education that is recorded from the MER conference to individuals at a small cost. The monthly sessions are provided to you FREE, in addition to our current in-person monthly programming as an extended benefit of your chapter membership.

The following is July's upcoming session that you can look forward to:

**July 2011: TOWN HALL – the future of RIM as we know it**

**August 2011: The revolutionary implications of search processes on Electronic Records Management**

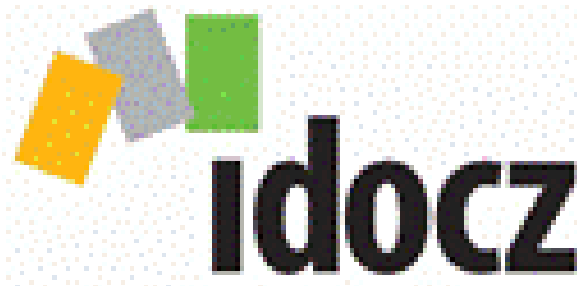
To view full sessions, please visit:

<https://www.arma.org/eweb/DynamicPage.aspx?webcode=ARMAISeminarArchive>

Log into your "My ARMA" account and click on the link located next to your chapter membership. Then begin enjoying the session. As a reminder, these sessions are only available during the month that they are selected. To view them outside of these date ranges purchase will be required.

We hope that you find these online sessions to be of value. If you have any ideas for future topics for chapter programs, please contact Barbara Bellamy by email [president@armacalgary.org](mailto:president@armacalgary.org). Thank you for your continued membership and support of the Calgary Chapter.

*Thank you to idocz for  
sponsoring the dessert at  
the June Luncheon!*





**Congratulations Christine Othitis from our very own Calgary Chapter!**



## **Sense of the Goose Team Work**

*Next fall when you see geese heading south for the winter, flying along in \_V\_ formation, you might consider what science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in \_V\_ formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own.*

*People who share common direction and sense of community can get where they are going more quickly and easily, because they are traveling on the thrust of one another.*

*When a goose falls out of formation it suddenly feels the drag and resistance of trying to do it alone and quickly gets back into formation to take advantage of the lifting power of the bird in front.*

*If we have as much sense as a goose, we will stay in formation with those people who are headed in the same direction as we are.*

*When a goose gets tired, it rotates back in the wing and another goose flies point. It is sensible to take turns doing demanding jobs, whether with people or geese flying south.*

*Geese honk from behind to encourage those up front to keep up their speed. What message do we give when we honk from behind?*

*Finally - and this is important - when a goose gets sick or is wounded by gunshot and falls out of formation, two other geese fall out with that goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly or until it dies, and only then do they launch out on their own, or with another formation to catch up with their group.*

*If we have the sense of a goose, we will stand by each other like that.*

<http://www.armancr.ca/content/sense-geese>



# Opportunities to Volunteer



## Want to Volunteer?

Would you like to learn new skills and volunteer for the ARMA Calgary Chapter? Christine Othitis, the chapter web administrator, is looking for a few good folks to help with the social media plan. Right now the chapter does not blog, tweet or Facebook! Having social media in place would help our chapter advertise and reach more RIM professionals as well as communicate with the membership. We need to research how other chapters are using social media before we come up with our plan...so if research, branding, tagging interests you just as much as blogging, tweeting and Facebooking, please contact Christine at:

[webadmin@armacalgary.org](mailto:webadmin@armacalgary.org)

## Want to Submit an Article?

The ARMA Calgary Chapter is looking for Original content for the newsletter. Now is the time to sharpen your pencils and sharpen your mind. We are looking for articles from our Members with real life lessons learned, case studies, etc. We would like an area in our newsletter where you can share real life experiences with your fellow members.

ARMA is all about education and networking, this is an effective way to share what you know and perhaps get to know your fellow Members more.



Advertisement



# CALGARY ARCHIVES

MEMBER OF THE INNOVATIVE RECORD SYSTEMS GROUP



## ***Effective Communication for Records and Information Management***

It came as a surprise to me that I would have to write my own communication pieces to support a records and information management program when I just started as a records management specialist. It was difficult at first but now I believe that ability of a records management professional to develop and maintain a robust communication program to promote records and information management in general or any particular aspect of it can prove to be vital. It is especially important to invest time and effort in the development and sustainment of such program if the majority of records and information management principles are new to an organization and its employees. A significant change in business processes, regulatory requirements or technologies is also likely to trigger strong demand for a well-designed and extensive communication.

### *Collaboration with Communication Team*

One of the most important steps is to establish a good relationship with representatives of your communication team. Professional communicators are able to provide invaluable assistance in reaching out to a wide audience including those who may be hesitant or opposed to change. Moreover, they will provide guidance in regards to the organizational standards of communication. This will be viable to ensuring that your communication program is successful.

### *Scope, Audience and Channels*

Other important steps include identifying the purpose of communication, its scope and target audiences. For example, communication of enterprise policies and standards is extremely important and require company-wide circulation. This type of communication is likely to entail broad distribution through one or more approved means including but not limited to portals, bulletin boards, newsletters, heads up, etc. Communication geared to new hires, engineers or any other group where targeting a very specific audience or topic is required is likely to focus on specific issues and be delivered through channels considered more effective for such audiences. Keeping content simple will help your audience understand fundamental ideas and requirements. As such, refraining from using a professional lexicon and jargon is the best way to go. As the program matures, there will be numerous opportunities to introduce and instill appropriate terminology.

### *Structure and Authority*

The structure of a communication piece and the authority under which it is gaining support will also impact the success of any communication. In order to give each recipient a comprehensive picture of the matter, key messages should be clear and concise, importance and benefits should be outlined, information as to further assistance should be included. Furthermore, a reference to the issuing authority should be made preferably as part of an introductory statement. Since some of the recipients may be inclined to disregard the message or underestimate its importance, it may be a good idea, especially in case of communication to a specific group, to include a reference to not only sponsoring authority but also the relevant group sponsor. Of course, to achieve this objective, support from different levels of management will be required but it is assumed that the executive commitment to support the records and information program is secured/expressed prior to a communication program being initiated.

### *Timing*

Taking into account, whenever possible, any other projects, initiatives, events or even vacations, will help to develop an effective communication program. For instance, it is likely that a message sent during the Calgary Stampede or between Christmas and New Years may be overlooked by a significant number of recipients. As such, prior to establishing any distribution dates, it is practical to consult a representative from your communication team in regards to known "communication blackouts".

Even though it may seem to be very challenging at first, effective communication is something that every records management professional can and should learn. Obtaining advice, following basic rules and common sense will produce great results in reasonable time. Learning those rules will expand horizons and assist with personal and professional development. The records and information management communication program itself will benefit everyone involved in records and information management processes. Conveniently, the former can also be modified as required to serve data governance, information management and knowledge transfer programs, the areas where records management expertise is likely to be sought as well.

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*Ganna Tetyurenko holds a Bachelor's Degree in Records Management and Computer Science and has completed her diploma as a legal assistant. She has been employed with TransAlta Corporation for over 5 years in various roles including Corporate Paralegal and most recently Records Management Specialist. Ganna is currently working on her CRM designation.*



## Thank-you Notes



### From Christine Othitis, Web Administrator



I would like to thank the board and the membership for their patience, feedback and questions as we learn the ins and outs of GiftTool. GiftTool will save the chapter thousands of dollars in the months ahead as we undertake event registration ourselves. It has been a real learning experience as we note all the things we took for granted when Associations Plus took care of registration. Look forward to registering groups in the fall!

### From Uta Fox, Past President

I have many people to thank who have been hugely helpful during this past year and without their support would have made this job much more difficult. First of all I'd like to thank the following past presidents: Pat Hirsche, Brenda Vandermercy and Sue Rock.

Pat continues to assist with the Nominations Committee and with her resources and determination she has been instrumental in ensuring our Board continues to secure talented and dedicated Board members. Brenda Vandermercy has also contributed to ensuring that our Board maintains a full slate of candidates. And Sue Rock initiated the structure and heart of the Chapter's bylaws and thanks to the framework she established, the Chapter was able to finally have its bylaws accepted by Alberta Corporate Registries.

There were also many Board members who have been most helpful and deserve a round of thanks from me: our secretary Janice Danyluk for her patience with my rendition of the content management system and our past Secretary Debby Hooke for all her assistance and eye for meeting deadlines with the bylaws completion. And last but not least, Christine Othitis, our webmaster. Christine is the go-to person to get a job done well and quickly. We completed the COTY presentation in record time thanks to Christine's focus on the job at hand and gift of language.

And hopefully I have not forgotten anyone? The entire Board has been a delight to work with and the membership a pleasure to serve.

Have a fabulous summer!

### From Wayne Hoff, Membership Director

Thank you to Anna Grodecki for her help in getting me going as Membership Director; thank you to the family of Barb Bellamy for a ton of envelope stuffing and preparation; and thank you to Jacquie McGowan for huge help with tenure pins. A big thank you to this last year's board, as well - a group of energetic, imminently competent professionals who made the work rewarding and enjoyable.



### From Dierdre Bradshaw, Mountain Pacific Coordinator

AIEF Silent Auction Organizer - 2011

I wanted to say a big "THANK YOU" to you and your chapter for helping out with this years AIEF silent auction held in PEI. The entire auction with its almost 40 items raised a record-breaking \$2,536.00 for the AIEF. Your 2 items helped by raising \$190 towards that total. Thanks again!!!



# ARMA Canada Conference Pictures

Submitted by: Ken LaPointe



# ARMA Calgary: Newsletter Submission Guidelines

## Submission Guidelines and Editorial Policy

### Submitting an Article

**Educational and Informative:** To be considered for publication all articles must be educational and informative rather than promotional. A company may be mentioned and its services described as a background for more general information of value to our readers. Infomercials will not be accepted.

**Length of Article:** Newsletter articles generally average 500 to 1000 words in length. Longer or shorter pieces will be accepted if they meet the goals and standards of the newsletter.

**Descriptive Information:** Please include a title, name for the byline and a short author biography of 50 words or less. Contact details should also be provided.

**Style and format:** Keep formatting simple as the text will be formatted according to the requirements of the newsletter of the day. All clipart included with will be reviewed as appropriate and may not be included unless it is integral to the article. Please submit in either a text document or Microsoft Word.

**Submission Deadlines:** All submissions must be delivered on or before the 15th of each month for publications on the 20th of that month.

**Editorial Policy:** The newsletter editor will check spelling, grammar, accuracy of information, and may reject articles if they do not meet the guidelines described above. All newsletters are checked and authorized by the board before publication.

### Submitting an Advertisement

**Relevant Content:** To be considered for publication all advertisements must be related to the goals of the record and information industry.

**Format Information:** All submissions should be provided to the editor preferably in digital format. The preferred format are high resolution jpegs or tiffs.

**Submission Deadlines:** All submissions must be delivered on or before the last Thursday of the month for publication in the first week of every month.

**Advertising Rates:** Advertising rates are provided below.

## For The Record Advertising Rates



Published 10 Times A Year

Business Card	1/4 page	1/2 page	Full Page
\$25.00 member \$40.00 non-member	\$50.00 member \$75.00 non-member	\$75.00 member \$100.00 non-member	\$100.00 member \$150.00 non-member

10% discount for 10 adverts (1 year) paid in advance. GST extra

To advertise please contact the newsletter editor at (403) 515-3451 or e-mail [newsletter@armacalgary.org](mailto:newsletter@armacalgary.org)

# ARMA Calgary: The 2010-11 Board of Directors

## Members of the 2010-11 ARMA Calgary Board of Directors

### Elected Positions

**President:**

[president@armacalgary.org](mailto:president@armacalgary.org)

**Vice President:**

[vp@armacalgary.org](mailto:vp@armacalgary.org)

**Past President:**

[pastpres@armacalgary.org](mailto:pastpres@armacalgary.org)

**Treasurer:**

[treasurer@armacalgary.org](mailto:treasurer@armacalgary.org)

**Secretary:**

[secretary@armacalgary.org](mailto:secretary@armacalgary.org)

**Programs:**

[programs@armacalgary.org](mailto:programs@armacalgary.org)

**Education:**

[education@armacalgary.org](mailto:education@armacalgary.org)

**Membership:**

[membership@armacalgary.org](mailto:membership@armacalgary.org)

**PR & Marketing:**

[pr@armacalgary.org](mailto:pr@armacalgary.org)

Barb Bellamy CRM

Jessica Arts

Uta FOX CRM

Margaret Russell  
CRM

Janice Danyluk

Joane MacQueen

Liz Springer

Wayne Hoff CRM

Miara Vinkle

### Appointed Positions

**Chapter Archivist:**

[archivist@armacalgary.org](mailto:archivist@armacalgary.org)

**ICRM Representative:**

[icrmrep@armacalgary.org](mailto:icrmrep@armacalgary.org)

**Newsletter Editor:**

[newsletter@armacalgary.org](mailto:newsletter@armacalgary.org)

**Web Administrator:**

[webadmin@armacalgary.org](mailto:webadmin@armacalgary.org)

**Web Master:**

[webmaster@armacalgary.org](mailto:webmaster@armacalgary.org)

**Southern Alberta Liaison:** Carla Hemsing

[c.hemsing@lethbridgecollege.ca](mailto:c.hemsing@lethbridgecollege.ca)

Ken LaPointe

Margaret Russell  
CRM

Jennifer Gale, BMus

Christine Othitis

Annie Agustin



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