

ARMA HOUSTON
2003-2004 CHAPTER OF THE YEAR SUBMISSION

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Each year, the ARMA Houston Chapter selects a theme by which the leadership team will work together with Chapter members to achieve its goals and objectives. This year, our theme was *"Achieving Excellence Through Teamwork"*. We selected this theme to reinforce our commitment to maintaining proactive communication and working in collaboration with our Chapter members by doing the following:

- ARMA Houston held two Chapter leadership workshops. An average of fifty members attended each workshop.
- Designed a chapter theme T-shirt.
- Published five ARMAdilla Newsletters that were made available to our membership via the Chapter website.
- Showcased the Annual Spring Conference featuring two keynote speakers, five tracks of basic and advanced educational sessions, top-quality speakers, and vendor exhibits. Over 250 registrants, exhibitors, speakers, and guests packed the Stafford Centre.
- Raised RIM awareness by sending RIM-month packets to fourteen government entities, and we received four RIM-month proclamations in return.
- Partnered with ARMA International ISG group to provide an energy track at Conference.
- Held CRM study group sessions.
- Provided seven workshops on applied disciplines of RIM.
- Maintained a virtual RIM Lending Library with a list of materials available on the Chapter website.
- Created an investment committee to advantageously manage accounts in the stock market.
- Sent seven delegates to the Southwest Region Conference.
- Participated in "All School Day" at an extension campus of North Texas State University.
- Helped in the development of a potential new chapter in the country of Trinidad.
- Adopted a special RIM project assisting the staff of the Texana Museum in Jackson County with preserving their large collection of historical records.
- Hosted seven community service projects and special events throughout the year.
- Hosted a Houston Chapter Hospitality Suite at the ARMA International 2003 Conference in Boston.
- Held a holiday charity event benefiting the Alice L. Haltom Educational Fund and the ARMA International Education Foundation.
- Participated in an exciting Super Bowl XXXVIII Concession Stand Fundraiser event.
- Held our first annual fundraising golf tournament event.
- To highlight our successful year and commemorate "45 Years of Chapter Excellence", the Houston Chapter hosted a very memorable 45-year anniversary celebration.

Looking back, there is no doubt that the ARMA Houston Chapter is *"alive and well"*, and that members actively embrace our theme, *"Achieving Excellence Through Teamwork"*. Through our members' leadership, professionalism, teamwork, and strong commitment to excellence in support of Houston Chapter activities, they demonstrate what it means to be a member of ARMA International and the Records and Information Management (RIM) profession. We salute them!

ARMA Houston Chapter

ARMA Houston is managed by a 12-member Board of Directors. The Board includes the offices of President, Executive Vice President, Secretary, Treasurer, and 6 Vice Presidents that direct the 23 committee managers associated with Chapter Conference, Chapter Meetings, Communication, Education and Outreach, Marketing, and Membership. The Immediate Past President and previous Past President are also members of the board, and are responsible for the Awards, Nominations, and Teller Committees functions. The Chapter also has a financial advisor to assist in the financial matters of Chapter business.

As of May 2004, ARMA Houston has a total of 392 members. The Greater Houston Area covers 8,778 square miles and is called the Consolidated Metropolitan Statistical Area (CMSA). The CMSA is slightly smaller than the state of Massachusetts, but larger than New Jersey.

Since driving is a way of life in Houston, it is not unusual for many members to commute up to 80 miles round trip to attend monthly Chapter meetings and events. ARMA's monthly meetings are held in an easily accessible Galleria location just off the 610 Loop, and include a speaker luncheon, workshop, CRM study group, and time for member networking on the fourth Wednesday of every month.

The Fortune 500 list includes 22 companies that are headquartered in Houston. These and other area companies support ARMA Houston's member activities by paying membership dues and by sending their records and information managers to educational functions held by the Chapter.

Our membership is comprised of records professionals from a diverse business community including companies specializing in law, oil and gas, healthcare, chemicals, federal and local government, and consultants. ARMA Houston has received vendor support throughout the year with conferences, sponsorships, and participation in team-building events. Additional vendor support has helped the Chapter provide quality educational and team-building events on a consistent basis.

Being a Chapter serving the City of Houston has many challenges, but members truly embrace our Chapter's theme and work hard to achieve our clearly defined goals and objectives. We take great pride in what the ARMA Houston Chapter is able to offer its membership, ARMA International, and the Greater Houston Area community.

As a team, ARMA Houston excelled and truly demonstrated what "*Achieving Excellence Through Teamwork*" is all about. There is no looking back as we establish the momentum that will carry us into the future of endless opportunities.

Executive Summary

As we strive to provide support for the widely divergent business needs of our membership, the ARMA Houston Chapter has been working hard to make the latest in RIM resources and information available to its members. With Houston still retaining its title of 'Energy Capital', the Houston Chapter membership continues to reflect this focus of our business community. More than 30% of our membership yields from an energy-related business with the legal community and healthcare industry representing other major factors of the Houston area economy. To meet the needs of the records professional in our community, the ARMA Houston Chapter strives to provide continuing educational opportunities, ISG specific connections and networking opportunities, CRM certification support, and materials for personal development.

ARMA Houston Spring Conference

ARMA Houston enjoyed a successful Spring Conference April 27-29, 2004 based on the theme, "*Achieving Excellence Through Teamwork*". Building on the successes of several decades of annual spring events, plus the 2002 and 2003 e-Records Conferences, the Chapter hosted the Conference at a new venue, The Stafford Centre.

There were five individual Chapter Committees responsible for the Conference this year, each working under the Vice President of Chapter Conference. Those committees were Arrangements, Brochure/Publicity, Exhibits, Program, and Registration. With a total of 15 regular participants and 4 special advisors, everyone took to heart the Chapter theme from Chapter President Nancy Ramirez. From the first meeting in June 2003 through the final clean-up and reporting meetings, committee managers, members, officers, and ad hoc advisors all pitched in and worked as a committee-of-the-whole. Monthly meetings from June 2003 through January 2004 involved all committees with individual work sessions and planning meetings for specific committees in between times. Starting in February 2004, meetings were bi-weekly, then increasing to weekly meetings just before the conference event at the end of April.

In addition to the Conference planners, there were many volunteers and supporters, who worked very hard before and during the event, to help make the Conference a huge success.

The ARMA Houston Spring Conference was significantly successful. We had 2 keynote presentations and 45 breakout sessions. Vicki Shapiro of USAA and Karen Strong of Clarity, Inc. provided well-received keynotes. Vicki described the plans and activities of USAA in moving their production-imaging environment into the electronic records era, and Karen highlighted some of the things that modern records managers need to be doing to survive, as the "big picture" keeps getting bigger.

Well-known national speakers, such as Dean McKinney and John Isaza, provided unique perspectives on their corners of the records management arena. Several attendees commented that the quality and coverage of the ARMA Houston Conference exceeded that of many national conferences and seminars that they had attended, and for this reason the ARMA Houston Chapter is very proud of our event's results.

Two new components of the Conference included:

- ARMA Day on Thursday, April 29th for conference attendees to invite their bosses to the Conference for morning sessions, Chapter luncheon, and keynote speaker.
- The ISG Track was jointly sponsored by the ARMA International Industry Specific Group Energy Sector and ARMA Houston. There were a total of eight ISG Track sessions including a business meeting and various networking sessions.

The following details reflect the success of the event:

- Conference Registrations: 196 plus 48 speakers
- Exhibitors: 39 in 42 booths
- First-time Exhibitors: 15
- ARMA Day Guests: 30+
- RIM Month Proclamations: 4 including: City of Stafford
City of Houston
Harris County
State of Texas

More than 1,200 meals were served this year including 3 days of continental breakfasts, 2 buffet lunches, and the formal Chapter luncheon on Thursday. Many of these meals were served by The Company Kitchen, a catering company operated by SEARCH (www.searchproject.org), a Houston-based organization helping homeless people. Joseph Benson, a former client of SEARCH, shared his personal story with luncheon attendees on Thursday.

The Conference afforded opportunities for various companies to support the Chapter through sponsorships involving financial and in-kind contributions. The 2004 Conference sponsors were:

- Platinum – Documentum
- Gold – Stellant, Inc.
- Corporate – ExxonMobil Exploration Co. and EOG Resources
- Lanyards – Recall
- Expansion Folders – Kruysman Redweld
- Conference Bags – Access Sciences Corp.
- Breakfast/Breaks – Iron Mountain Secure Shredding and Hummingbird, USA

The increased size of exhibit hall space provided opportunities for many vendors to meet with conference attendees. The 39 conference exhibitors represented all aspects of RIM-support services including the latest electronic technology and application software, imaging, shredding, paper filing solutions, contractor services, and box storage options. This was a very cost and time-effective venue for our members to get information about new products and services from RM professionals.

Conference planners distributed forms to attendees for evaluating individual session speakers and the conference event as a whole. A show evaluation form was also distributed to exhibitors to solicit their feedback. To assist the Chapter planners for next year's 2005 Spring Conference, lessons learned were compiled and all evaluation forms were analyzed. Recruitment for 2005 volunteers has already begun, and a number of vendors have already committed to return next year.

Industry Specific Groups (ISG) Support

To provide support for the widely diverse business needs of its membership, the ARMA Houston Chapter has been addressing the concerns of its ISG members. Energy, healthcare, legal, and contracting are the prime areas of interest for our membership. For our three-day Chapter Conference in April, the Houston Conference Committee partnered with the ARMA International Energy ISG Group to provide an energy track. (Energy ISG members comprise approximately one-third of the Chapter membership.) Several board members worked closely with William Perry, ARMA International Energy ISG leader, to recruit speakers to present sessions addressing the special interests of Houston area energy industry RIM professionals. This was a very successful program and plans are now underway to continue that relationship for future conferences and to possibly expand the program to include one or two more ISG tracks.

ICRM Study Groups

ARMA Houston continues to develop leaders in the records management profession. In the 2003-2004 fiscal year, one member received his CRM credential, four others have taken various parts of the examination, and eight have filed applications for examination. To help our members attain the goal of CRM, the Chapter has been conducting regular CRM exam study sessions. These group sessions were very successful when initiated last year and continue to benefit our members to date.

Led by a cadre of local Chapter CRMs, these sessions have held monthly to review a different section of the exam at each meeting. The study group attendees include non-candidates, new candidates, and those who have already taken some parts of the examination process. The study group stressed the expectation for full participation by all group attendees including the completion of regularly assigned homework. All study sessions were well attended. A selective bibliography (provided below) was developed specifically for this study group; the group's members chose a book from the list as the "official" text to use in their sessions. Application assistance was given to any study group member that requested it.

Articles included in the Chapter newsletter, the ARMAdilla, generated interest in ICRM by including information about the study group, the CRM exam, and its processes. Several Chapter members have shown an interest in becoming a CRM and have filed applications to sit for this year's November exam.

CRM Exam Study Group Bibliography

- ARMA International Standards Filing Systems Task Force. Alphabetic Filing Rules, 2nd ed. (ANSI/ARMA). ARMA International, Prairie Village, Kansas.
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- Langemo, Mark, Winning Strategies for Successful Management Programs. Information Requirements Clearinghouse.
- Robek, Mary F., Brown, Gerald F. and Stephens, David O., Information and Records Management, 4th ed. Glencoe/McGraw-Hill, Hightstown, NJ.
- Preparing for the CRM Examination: A Handbook. Institute of Certified Records Managers.
- Penn, Ira A., Pennix, Gail B., and Couson, Jim, Records Management Handbook. Ashgate Publishing Co., Brookfield, Vermont.
- Ricks, Betty R., Swafford, Ann J. and Gow, Kay E., Information and Image Management. South-Western Publishing Co., Cincinnati, 1992.
- Saffady, Wm., Managing Electronic Records 3rd ed., ARMA International, Prairie Village, Kansas.
- Skupsky, Donald S., Recordkeeping Requirements. Information Requirements Clearinghouse.
- Vital Records Programs: Identifying, Managing & Recovering Business Critical Records. ARMA International, Prairie Village, Kansas.

Professional Development

Members can satisfy their needs for in-depth investigative topics by attending continuing education workshops, networking luncheon meetings with specific topic speaker presentations, and CRM training classes for the highest-level training and education experience. The Chapter offers a full four and one-half hours of quality RIM educational opportunities each month. Our speakers have covered topics as diverse as identity theft, personal organizational skills, E-mail and electronic records policies, file system design, and RM program cost analysis.

Section I Educational/Professional Development

<u>MONTH</u>	<u>EVENT</u>	<u>TOPIC</u>
JUL 2003	Luncheon: Chris Vandivere	Reducing the Cost of Document and Data Capture
AUG 2003	Luncheon: Bill Fisher	
SEP 2003	Workshop: Donna Rose, CRM	Filing System Design & Maintenance
	Luncheon: Lee Pendergraft, CRM	E-Mail and Electronic Records Policy
	Workshop: Diane Walker, CRM	Active Files Management
OCT 2003	Luncheon: Adele Carboni, CRM	Records Management By The Numbers
	Workshop: Ernestine Baucham	Records Retention Program Steps in Program Development
NOV 2003	Luncheon: Diane Walker, CRM	Everything You Wanted to Know About Records Management but Were Afraid to Ask!
	Workshop: Teresa Matlock	Inactive Records Management
JAN 2004	Luncheon: Larry Fulkerson	Who's Next? - Identity Theft Awareness
	Workshop: Lee Pendergraft, CRM	Understanding the Scope e-mail Policy
FEB 2004	Luncheon: Ruben Gonzalez	Get Ready to be Inspired to "Go For the Gold"
	Workshop: Everis Mollen	New Member Workshop
MAR 2004	Luncheon: Donna Rose, CRM	Impress Your Boss with the Value of Records Management
	Workshop: Jim Dixon	Living in the Electronically Connected Society – Benefits and Risk
MAY 2004	Luncheon: Holly Uverity	Organizational Rules – How to Keep Your Desk Organized
	Workshop: Doris Hughes Teresa Matlock	Personal Records Protection

We drew from the expertise of our members to provide quality education to our Chapter members. This has provided an opportunity for the speakers to sharpen their presentation skills, accrue hours for the ICRM requirement, and share their professional knowledge while gaining confidence in public speaking.

As we continue to look at creative ways to reach our membership and provide a more continuous flow of information, the Chapter initiated a new way to get that information to our members. It was ascertained that 96% of our chapter membership were "on-line". To help our members get "more bang for their buck" from Chapter dues and to help with the increasing problem of getting time away from the office, we added a "Professional Development" page to our Chapter website. On this page, we have posted speaker presentations from each monthly meeting, CRM study materials, and a career goal resource page.

ARMA Houston Chapter Virtual Library

Realizing that members may have a hard time getting RIM-information resources, the Houston Chapter is helping its membership stay current by offering access to the latest resources. A RIM Lending Library with a list of available materials is accessible on the Chapter website under the "Publications" heading. On that page, items listed may be 'checked-out' by sending a request via e-mail.

Recent additions to the Library include:

Winning Strategies for Successful Records Management Programs, Mark Langemo
Managing Electronic Records, 3rd ed., 2002, William Saffady
Effective Approaches for Managing Electronic Records and Archives, 2002, Bruce W. Dearstyne
E-Mail Rules: A Business Guide to Managing Policies, Security and Legal Issues, 2003,
Nancy Flynn & Randolph Kahn
Records and Information Management: An Overview, 2002, William Benedon

Southwest Region Conference

Seven ARMA Houston Chapter Board of Directors and Chapter members attended the 2003 Southwest Regional Leadership Conference. This year, the Chapter elected to pay all expenses for the incoming Chapter President, the immediate Past President, and all new officers. Considering the conference is an excellent leadership training resource as well as the best place to meet and network with all Southwest Region Chapter officers and members, it was well worth the investment.

The incoming Houston Chapter President, Nancy Ramirez, CRM took copious notes during the 3-day conference and came back to Houston ready to get started on a very successful year. As she later said, "I listened attentively, observed, and made notes of everything that I possibly could. I then shared what I knew with others and came back to Houston ready to take on my responsibilities to the Chapter. If I had not attended the Conference, I would have been lost the first few months. It was a wonderful opportunity and I highly encourage every Chapter's participation in the future!"

The Conference kicked off with a Chapter President's meeting to review Region and Chapter activities, new ARMA International activities (e.g., LINC Program to provide funding for new international members) as well as Southwest Region activities (e.g., Grant Committee to assist small Chapters with getting started). It was very informative and offered a great opportunity to meet SW Region officers and the incoming Chapter Presidents.

The Officer Training sessions presented by various speakers from ARMA International and the Regional Leadership Team offered an excellent source of information for new Chapter officers. Everything we ever wanted to know about educational opportunities, professional development, upcoming seminars, on-line courses, conferences, publication resources and speaker databases available, award submittal deadlines, financial reporting responsibilities, organizational structure (e.g., ARMA Int'l, ISG) and our specific roles/responsibilities as Chapter officers were strategically lined out for us. In addition, new officers were encouraged to call on their Region Coordinators or Region Manager if they required assistance with Chapter matters. It was truly a welcomed relief to know that there was so much support available to us.

Last, but not least, Chapter officers were allowed time to discuss their plans for the coming year. Past presidents shared their activities and new presidents shared their ideas. The outcome was a very nice dialogue between all SW Region Chapter officers which generated a lot of great ideas and enthusiasm for what could be accomplished in the new fiscal year.

Proudly displaying our theme for the year on our specially designed baby blue T-shirts, we knew that the ARMA Houston Chapter would have a very prosperous and successful year--- "*Achieving Excellence Through Teamwork*". After all, that is exactly what attending this conference did for us.

Outreach Program

ARMA Houston has had the unique opportunity to help the development of a new chapter in the country of Trinidad. One Houston Chapter member was made aware of a group of records management professionals whom are meeting in the city of Port of Spain and wish to form a new chapter of ARMA International. Houston Chapter members have voted to gift one (1) individual membership in ARMA International and to help in the development of monthly meetings for that new chapter. As we continue to work with this fledging group, we will provide video presentations for some of their monthly meetings and other types of support as their needs are identified.

Chapter Membership Drive

ARMA Houston has the largest membership of all ARMA-affiliated chapters, and we actively seek and recruit new members each month. ARMA Houston members actively worked to make the "Power of One" membership campaign a success.

Every event, monthly program, meeting, etc., the membership committee took the opportunity to encourage members to actively share the benefits of ARMA with their colleagues. Membership applications and *Power of One* brochures were made available at every event. The membership committee assisted Chapter members with the completion of applications, answers to questions, and additional information regarding the organization each month

At monthly luncheons, visitors and guests were asked to drop their business card in a box for a drawing after the luncheon program. The membership committee then used this information to send a "thank you for attending letter". This letter explained the different ways to become a member of ARMA Houston Chapter. Also, a door prize was rewarded to the member that brought the most guests to our business meeting. Our goal was for everyone to feel a sense of belonging to an organization that encourages professional development and new ideas. We then encouraged them to share this experience with others.

This strategy worked well because our membership soared to 413 members during the 2003-2004 fiscal year.

The Houston Chapter of ARMA is committed to supporting our members, new and existing, in becoming actively involved by, “Achieving Excellence through Teamwork”.

Executive Summary

ARMA Houston embraces the responsibility of making positive contributions to the community in which we live. We are a dynamic organization whose ethnic and economic composition mirrors that of the Houston metropolitan area. The dedication and commitment of our members are our most valuable resources. We have committed these resources and many skills to coordinate seven social services and records management projects that have enriched our lives and the lives of the people we've touched. The impact of the following projects extends further than the individuals or the agencies that have been helped. ARMA Houston's efforts have been magnified by leveraging the resources of other groups, made possible in part through the discipleship of our members.

Texana Museum – Historical Document Preservation

The Texana Museum of Edna is located in Jackson County, Texas, approximately 70 miles southwest of Houston. This small county museum collection contains obituaries, undertaker ledgers, centennial scrapbooks, photo albums, cemetery headstone records, historical books, and the Possum Shelby historical collection. Most of these documents were compiled as a life long project of M.C. "Possum" Shelby. The community knew of Possum's endeavor and supplied him with historical articles and oral history concerning all aspects of the community. He accumulated over 3,500 pages of Texana history, all contained in 108 volumes. M.C. "Possum" Shelby died in 1995 leaving his vast historical treatise to the Texana Museum.

How could we resist donating our skills as records managers to save these invaluable genealogical records that are now brittle and would soon be lost forever? We could not; we completed a detailed inventory of the 108 volumes and submitted a project action plan to the Jackson County judge. This collection contains potentially valuable historical currency, postcards, and stamp collections. ARMA Houston recommended that a certified appraiser be contacted for a monetary appraisal of these documents. The collection also contains potential state and county government records. We will coordinate the preservation of these records with the Texas State Libraries once the Museum Board approves ARMA's proposed project action plan.

ARMA Houston members have enthusiastically supported this project by completing the records inventory and defining the records series. Vendors have volunteered to perform the scanning, and other members have volunteered to create the database. Our Board has approved the purchase of a project computer combined with appropriate training for use at the museum. The Jackson County judge and museum board didn't know that ARMA existed several months ago, but now they are thrilled with being selected as a recipient of our expertise and support.

Women's Shelter Food Drive

The Houston Area Women's Center (HAWC) provides crisis assistance to victims of domestic violence and sexual assault. Organized in 1977, the Center's many services include shelter and support services to survivors of domestic and sexual violence; legal and housing advocacy services; children and youth counseling; emergency residential services; education; and access to a resale shop. The agency has an extensive counseling service for children and provides a snack to children clients during counseling sessions. We provided so many cases of drinks and other snack foods to support this youth services program that storage was an initial problem. The amount supplied by ARMA Houston will support the entire youth services program for a long time. In addition to donations of beverages and snack foods, members made generous financial donations to the Center.

DePelchin Home Easter Basket Drive

The DePelchin Children's Center, organized in January 1893, provides housing and support services at multiple locations for homeless, abused, neglected, and orphaned children of all ages, including pregnant teenagers. DePelchin has expanded its services to at least nine locations including a mental health facility. Services are always directed toward the needs of the least fortunate of all races in honor of the orphanage's namesake Kezia DePelchin, who dedicated her life to nursing and teaching to the poorest of Houston's residents. The ARMA Easter Bunny visited the DePelchin Children's Center this year and delighted 405 children with Easter baskets. Baskets were especially designed with items to delight children of all ages. In addition to ARMA Houston member donations, employees of several City of Houston departments, ExxonMobil, and Girl Scout troops participated in this project.

Highlighting Literacy for Kids

"Reading is Fundamental" is the campaign's leading focus for the future academia and personal success of our children. For children attending Robert Louis Stevenson Elementary School, there are additional challenges than learning to read. Stevenson is an urban inner city school with a 98% disadvantaged population, 65% of whom have language issues. ARMA Houston has helped build literacy and artistic skills by coordinating weekly reading sessions with students and supplying highlighter marker pens in specific colors to use in language skill development. This year the committee also recruited a professional artist with teaching experience, to work with the students in the fourth and fifth grades. In addition to the 100 hours of individual attention given to the students, ARMA members and friends made generous financial donations to purchase art and reading supplies during the school year. ARMA Houston also supported the Highlighting Literacy for Kids by donating \$1,000 this year.

Star of Hope

We really have a big heart for the needy in our city! Many of Houston's corporations reduced their charitable spending this year, which directly affected the programs offered by the Star of Hope Mission. The Star of Hope began from a vision of missionaries in July 1907 to be a refuge for Houston's lost community of never recovered alcoholics, and helpless and hopeless men. The Mission assists Houston's homeless men and families by supplying necessities such as food, shelter, and clothing. Having expanded and grown to several locations in downtown Houston, the Mission now includes program centers, too, which target healthcare, childcare, education, employment, substance abuse recovery, and life-skills management. More importantly, the Mission assists them with learning how to be self-supporting. Generous donations of food, clothing, and money were collected from ARMA members and delivered to the Mission locations. One of our members solicited a local church to donate a vanload of clothing for the ARMA Houston Chapter's Star of Hope Mission drive.

Chapter Cookbook

The aroma of a home cooked meal brings to mind pleasurable times shared with family and friends for everyone. A cookbook designed to showcase our recipes and share the special stories surrounding these good times was developed. The cookbook project was designed as a fundraiser to support the Chapter's other activities such as funding educational programs, assisting charity organizations in need, and supporting community projects. Copies of the cookbook were ready to use as gifts during the holiday season and were also sold during the local conference. The "Big Texas Tastes and Tall Tales" ARMA Houston Cookbook is now in its second printing. As an immediate result of cookbook sales and other Chapter fundraisers, generous donations were made this year to support records management scholarships.

Holiday Charity Event

In December, the Houston Chapter hosted a holiday party at Birraporetti's benefiting the Mount Batton Retirement Home "Adopt-a-Grandparent" campaign. The Chapter members purchased gifts based on a wish list provided by the home's residents. The joy of giving spread widely through the Chapter members; evidenced by the two sleighs full of gifts.

A live and silent auction was held to benefit the Alice L. Haltom Education Fund (ALHEF) and ARMA International Education Fund (AIEF).

Executive Summary

In this year of ever increasing work loads and commuting drive times, our public relations efforts embraced the use of technology as the means to reach and inform our members of Chapter events and educational opportunities. E-mail was used for time sensitive announcements and the Internet has become the first resource of choice for Chapter members looking for contact numbers, educational articles, or vendor ads from our newsletter. However, the increased use of electronic communication was not used as a substitute for person-to-person contact within the Chapter and with the Houston community, as evidenced by the many fundraising and charitable events in which the membership actively participated.

ARMAdilla: The Houston Chapter Newsletter

The ARMAdilla was published exclusively in electronic format for the first time during the 2003-2004 year with each of the five issues posted on or before the promised delivery date. A concerted effort was made to include articles by both experienced authors and novice writers. Regular columns included the President's Message, Computer Tool Box, Member Spotlight, Meeting Notices, and Welcome New Members. Column space in each issue was also devoted to the Alice L. Haltom Educational Fund (ALHEF), Chapter philanthropic activities, and to ICRM News. As part of a networking initiative, the ARMAdilla also served as a liaison with the local archivist organization chapter through the "Ask an Archivist" column that was written by two different presidents of the Archivists of the Houston Area organization. The use of colorful, sharp graphics, and vendor ads enhanced the content and made for an easy transition to the electronic age for the newsletter.

To view the May 2004 issue of the ARMAdilla Newsletter, please click on the following link <http://www.armahouston.org/publications/dilla/2004/05-2004.pdf>.

University of North Texas – All-School Day Presentation

ARMA Houston has promoted the organization with pride and during the 2003-2004 fiscal year the University of North Texas, School of Library and Information Sciences (UNT SLIS) presented a unique opportunity for the Chapter. Each year the UNT SLIS offers an "All School Day" event for the students. The focus of the event is to introduce the students to professional organizations that offer educational resources and networking opportunities to their membership. The event was held at the remote campus location for UNT SLIS at the University of Houston on October 11, 2003. Presentations were made by representatives of information associations that included the American Library Association (ALA), Special Library Association (SLA), and the Information Security and Processing Association (ISPA).

Donna G. Rose, CRM presented the educational advantages of ARMA membership by providing a brief overview of the ARMA organization and a breakdown of the educational and networking opportunities available to members.

The presentations were followed by networking opportunities with the presenters during lunch. All of the chairs at the ARMA table quickly filled with interested and prospective members. Nancy Ramirez, CRM, ARMA Houston's President, and Donna spent time visiting with each person, discussing the impacts of information management in the business world. The information exchange allowed the group to learn more about information management as a science and as an art.

The speaking opportunity was deemed a success because two students that learned about ARMA Houston at the UNT SLIS event attended the ARMA Houston Conference in 2004. We were happy to welcome the students and introduce them to ARMA Houston members.

Records & Information Management Month (RIMM)

Because the focus of this committee's work was to increase awareness of our valued profession in our communities and workplace, it was decided early in the year that upon receipt of the RIMM Media Kit from ARMA HQ, public service announcements would go forth to the media outlets in the Houston area.

RIMM Awareness packets that requested each city office proclaim April 2004 as Records and Information Management Month were sent to the governmental units in the cities of Houston, Galveston, Stafford, Missouri City, Bellaire, Baytown, Pasadena, Katy, and Sugar Land; county offices of Harris, Galveston, Fort Bend, and Jefferson counties; and to the Texas Governor, Rick Perry.

At the ARMA Houston Spring Conference in April 2004, the RIMM Committee presented to the attendees the Proclamation of RIMM from Texas Governor Perry, Harris County Judge Echols, Houston Mayor White, and Stafford Mayor Scarcelli; each office proclaiming observance of RIMM.

City of Houston Super Bowl Party

The ARMA Houston Chapter was a proud participant in Super Bowl XXXVIII, one of the most memorable and exciting events hosted by the Houston community this past year. Approximately 50 Chapter members, spouses, family members, and friends abandoned their jobs and volunteered their time to roll up their sleeves and perform concession stand duty during the 4-day event in the heart of downtown Houston.

The Super Bowl XXXVIII Fundraiser was a big success and raised over \$2,400 in commission and tips for our Chapter. There was no doubt that our theme this year, "Achieving Excellence Through Teamwork", was alive and well as everyone pitched in on what seemed to be very long 4-hour shifts of hard concession stand duty. From grilling burgers, boiling franks, cooking-up French fries, and shouting out orders to collecting the monies from "happy" Super Bowl fans, everyone had their share of laughs and stories to tell for several months after the event. Despite the hard work, it was a wonderful opportunity to get better acquainted with members and their families outside of the typical office environment.

This event demonstrated the hard work and commitment that ARMA members are always willing to give to help our Chapter continue to provide the highest quality educational workshops and programs for our membership and annual monetary donations to charities such as the Alice L. Haltom Educational Fund (ALHEF), ARMA International Educational Foundation (AIEF), and our Highlighting Literacy For Kids annual campaign.

ARMA Golf Tournament

The ARMA Houston Chapter hosted its First Annual Golf Tournament this year. The primary objectives of the golf tournament were to raise funds, promote networking opportunities for Chapter members and vendor guests, and to build on the camaraderie demonstrated by members at all Chapter functions.

The event was very successful with an active involvement by a very hard-working Golf Tournament Committee, Chapter members, and sponsors from the vendor community, as well as major corporations. A total of 92 participants registered for the tournament, which included various activities and contests enjoyed by both novice and experienced golfers.

Overall, the ARMA Houston Golf Tournament raised over \$15,000 with a net profit of over \$10,000 benefiting the ARMA Houston Chapter. The funds raised will be used by the Chapter to provide the highest quality educational programs we can offer our membership and to continue to support charity organizations such as ALHEF and AIEF.

Most importantly, this event brought people with common interests together to have fun and create new and exciting relationships within the Houston Chapter!

Executive Summary

ARMA Houston's teamwork theme was put to work throughout the organization in order to care for the members, provide educational value, celebrate the Chapter accomplishments, and recruit new members and encourage their involvement in ARMA Houston.

Strategic Planning

Strategic planning utilized the leadership to move the organization forward by taking steps to protect the Chapter's financial assets, plan and approve the 2004-2005 budget that will increase effective Board transition, and plan monthly meeting program selection, so the board can have input to the quality of speakers and topics.

Strategic training is a standard offering for all ARMA Houston leadership positions and committee members. Strategic training has opened communication lines among the leaders and created an open environment for ideas to flow throughout the organization.

Financial Planning

ARMA Houston's focus on teamwork provided opportunities to improve the solid financial foundation of the Chapter by actively managing Chapter assets. The Treasurer assisted the Board in defining the investment objectives for the ARMA Houston brokerage account. Skip proposed the creation of an Investment Committee, consisting of signatories on the account and the Chapter Financial Administrator, to advantageously manage the account in the financial market. The active management of investments will improve the potential for future asset growth and allow the committee to take action when necessary to maintain the assets at the stated balance goal.

ARMA Houston took action to plan and approve the 2004-2005 Chapter budget at the June Board of Director's meeting. The budget approval process will provide a swift and orderly transition to new Board members in July, and minimize the time spent on transitional accounting and budget definition.

Meeting Planning

ARMA Houston plans luncheon meeting and workshop topics and speakers six months in advance. The Vice President of Chapter Meetings meets with the committees to develop the educational focus and offerings. The Board reviews the proposed program semi-annually and has final approval for speaker and topic selection.

ARMA Houston provided two strategic planning events in 2003-2004 that were attended by the Board of Directors, committee managers, and committee members. The focus of these meetings is to bring Chapter leadership together to exchange information, learn about committee projects, and plan the activities for the next 6 to 12 months.

Leadership Training

Focusing on teamwork brought a cohesive theme to the strategic planning program and the fun activities for the group. Several teams were created and participated in an ARMA scavenger hunt to locate and attain various items including the November 2003 issue of The President's Letter, a receipt from an ARMA International web seminar, and a list of Past Presidents of ARMA Houston. The first place prize was a large gift certificate to a fine dining restaurant.

Revisions to Bylaws and Procedures

Revisions to the Bylaws included the establishment of the ARMA Houston Brokerage Account Committee. The committee began meeting during the fiscal year; a review of investment options will be brought to the Board of Directors on a quarterly basis.

Leadership procedures were improved for the treasurer---a financial responsibility and guidance clause was added to every procedure. The financial clause provides guidance regarding monies received from ARMA Houston events.

Monthly Meeting Statistics

ARMA Houston is a very active chapter with over 25% of the membership attending monthly meetings. That averages out to almost 100 members per meeting. Our lowest monthly attendance this year was 64 members.

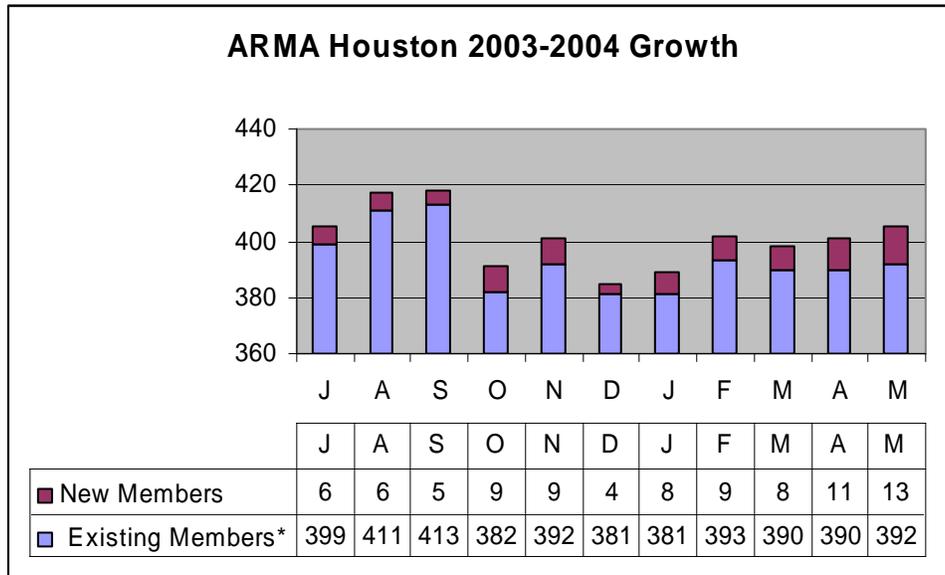
Our Chapter attendance stayed high during the year because of the quality workshops and speakers provided to our members.

Active Member Statistics

The ARMA Houston management team works very hard to retain members throughout the year. The 2003–2004 fiscal year retained 76% of its members. The organization feels strongly about membership retention, that a standing committee is dedicated to contacting members that do not immediately renew.

New member recruitment also plays a strong roll in every ARMA Houston meeting. The membership competed heavily to retain the distinction of recruiting the most new members during the *Power of One* competition.

Monthly statistics are listed below:



Houston Chapter Board Minutes

ARMA Houston Board of Directors receives a draft of the previous month's board meeting minutes via e-mail one week prior to board meeting. Corrections are sent directly to the Secretary. The Secretary makes the necessary corrections and brings the final copy of the minutes to the meeting. This process improves the accuracy and timeliness of the minutes being approved at the monthly board meeting.

The requested copy of meeting minutes is attached as Exhibit A.

Chapter Awards Committee

The Chapter Awards Committee honored each standing committee manager with a Certificate of Appreciation for outstanding service, and also acknowledged the following members for services above and beyond expectations:

Ambassador	Teresa Matlock	
Award of Distinguished Service	Vassie Cook Beverly McMahan	Donna Rose, CRM Diane Walker, CRM
Award of Excellence	Judy Sitton	
Chapter Member-of-the-Year	Nancy Ramirez, CRM	
Chapter New Member-of-the-Year	Mary Gutierrez	
Presidential Award	George Ramirez	

45th Anniversary Celebration

ARMA Houston celebrated the Chapter's 45th anniversary in grand style by holding an evening celebration at the Preet Pavilion in Stafford, Texas. The event was subsidized by ARMA Houston, which made this event's ticket price the same as monthly meeting tickets.

The program provided a historical look at ARMA Houston from 1959 to 2004. A continuous slide show provided the historical photo history of ARMA Houston, while the event's publication provided listings of ARMA Houston award winners, presidents, and Chapter accomplishments listed by decade.

The 87 attendees of the event danced the night away to the "Oldies and Goldie's" music of "The Basics", a local Houston Band.

T-shirt Design

This year, the ARMA Houston Chapter designed the T-shirts worn by all Board of Director members at the 2003 SW Regional Leadership Conference focusing on the spirit of the Chapter's theme, "Achieving Excellence Through Teamwork". The baby blue T-shirts proudly displayed a symbol of our united leadership team working in collaboration with our Chapter members to achieve our key goals and objectives.

ARMA HOUSTON
"Achieving Excellence Through Teamwork"



2003-2004

The T-shirts were also awarded at monthly meetings to new Chapter members who were recognized for immediately "stepping up to the plate" to work on a standing committee or to chair a special ad hoc committee. Chapter members proudly wore their T-shirts at ARMA Houston Chapter functions throughout the year, thus demonstrating their dedication to achieving our goals through teamwork, camaraderie, and fun!

Houston Chapter Hospitality Suite

The Houston Chapter hosted a hospitality suite at the ARMA International Conference held in Boston. The Chapter provided a gathering place for its members and guests to relax and network with other members. Prizes were raffled each night to benefit the Alice L. Haltom Education Fund (ALHEF).

Logo Contest

It was proposed that the ARMA Houston Chapter consider updating its current logo. A committee was formed to solicit artwork and ideas from Chapter members. The committee narrowed down the voting choices to only three logos. These three were submitted to the membership for a vote. By popular demand, the current logo was also included in the running.

The vote, conducted via e-mail, had two nominations that were too close to determine a winner. A run-off vote conducted again by e-mail included a Houston skyline and the current Armadillo logo. This vote's outcome delivered the skyline logo as the winner.

Before these results were announced, the committee researched the image presented to the membership. One of our committee members located the original artist and artwork. The artist wanted to be generously compensated by the Chapter to use his artwork in the logo. The artist's asking price was presented to the Board with an alternative solution of using a line drawing of the Houston skyline presented, too. The artwork cost was not budgeted and the alternative was rejected. It was decided that ARMA Houston would stay with the current Armadillo logo.

On-line Access

Many enhancements were made this year to streamline the process of bringing information to the Chapter. For the first time, members were able to vote on-line in the election of officers. Other firsts included on-line registration for the Spring Conference with links to a conference database containing up-to-the-minute information on sessions, a conference brochure distributed electronically, and on-line registration for a fundraiser golf tournament.

Mass e-mails were also introduced this year as a means of providing an immediate, efficient method of communicating time sensitive information to members. For easy reference, the Chapter's website provided a history of the four or five most recent e-mails via a rolling menu on the home page.

Administrative functions for our monthly meetings and the maintenance of our membership directory were made easier by the new, quick Excel exports of membership information from the membership database. Also, to make posting job openings easier for employers, an on-line form was developed to gather and post information in a more consistent manner. Job postings are available on the website for 30 days, after which they are automatically removed.

Membership awareness of educational sessions improved by making workshop presentation materials and a CRM study guide and notes available on our website. Combining the Chapter's meeting schedule with information regarding upcoming topics and speakers on-line made it easy for members to plan and attend monthly meetings.

Executive Summary

ARMA Houston Chapter members are dedicated to ARMA, and work diligently to help accomplish the local chapter's goals, as well as, the educational goals of ARMA International.

Alice L. Haltom Education Fund (ALHEF)

ARMA Houston is very active in supporting the Alice L. Haltom Education Fund (ALHEF), created in honor of one of the founding chapter members. The fund provides scholarships to applicants that are seeking degrees in information management related fields. The fund also provides scholarships to those who qualify to attend information management conferences and seminars. ARMA Houston donated \$8,000 to ALHEF this year.

ARMA Houston members serving on ALHEF Board of Directors for the fiscal year 2003-2004 are:

Teresa Matlock	President
Guy Thomas	Treasurer
Pat Vice, CRM, FAI	Chair Scholarship Committee Chairperson
Denise Heppler-Balkum, CRM	Public Relations Committee Chairperson
Linda Mercer	Financial Develop Committee Chairperson
Mark Lagodinski, CRM	Bylaws & Procedures Chairperson
Gayle Page	Archives Committee Chairperson
Mavis Eppes, FAI	Web Committee Chairperson
Alan Heath, CRM	Audit Committee Chairperson
Janice K. Taylor, CRM	Operating Committee Chairperson

ALHEF supported the Chapter Spring Conference by offering three scholarships to interested parties. The scholarship program opportunity was presented at monthly meetings, published in the ARMAdilla Newsletter, and posted on the ALHEF website. There were six applications for the Alice L. Haltom Educational Fund's ARMA Houston Conference Sponsorship. The Trustees selected three candidates: Abel Ramon, Melanie Ransom, and Steven Binns.

Members Holding Regional and International Offices

ARMA Houston has members that serve on ARMA International committees and investigative taskforces. These members have given their time and effort to assist ARMA at all levels of involvement.

Pat Vice, CRM, FAI serves as Vice President and Trustee on the ARMA International Educational Foundation. Pat served as the Regional Coordinator of ARMA International for the Houston, San Antonio, and Corpus Christi ARMA Chapters.

Donna Rose, CRM served as ISG Assistant Chair of Education during the 2003–2004 fiscal year.

Janice Anderson serves as the Content Manager of the Contracting Sector for the ISG (Industry Specific Groups).

John Peden represents the commercial storage area and serves on the Advisory Group for the Contracting Sector for the ISG. John also serves as a member on the ARMA Records Storage Guidelines Taskforce.

Members Speaking Engagements

Several Houston Chapter members were busy making records management presentations and representing the Chapter by working with other organizations and foundations this year. A sampling includes:

Mike Alsup made two presentations at Managing Electronic Records (MER) Conference on "Enterprise Content Management" in May 2004. He also made a presentation at Rice University on "The Status of Electronic Content Management" to the school's Jones School Board of Partners. In Cambridge, Massachusetts, Mike spoke at the MIT (Massachusetts Institute of Technology) Forum on "50 Years of Document Automation".

Judy Sitton presented, "Organize Your Office for Small Business Owners", to the Executive Forum of Houston.

Sandy Miller spoke to the American Productivity & Quality Center's Corporate Research Community Group on the topic, "Taxonomy Development".

Lee Pendergraft, CRM spoke to the Consultants ISG at the 2003 ARMA Conference in Boston on the status of the Records Storage Guidelines Taskforce and has invested over 300 hours in the taskforce. He also spoke on, "E-mail Policy", to the Midland, Texas ARMA Chapter, the Austin, Texas ARMA Chapter, as well as the ARMA Houston Chapter.

Janice Anderson spoke to the ARMA Cincinnati Chapter on, "Bridging the Gap: Manual Filing to Electronic Document Management".

Pat Vice, CRM, FAI had several speaking engagements throughout the year. Pat presented the following presentations, "Networking in ARMA" to the Corpus Christi ARMA Chapter; "Financial Responsibilities" at the Regional Leadership Conference for the Southwest Region of ARMA International; "Mitigating Risk Seminar" at Recall Corporation in Houston; "Records Retention Scheduling" to the Houston Treasurer's Association; and "Enron and Sarbanes Oxley" to the Boise Valley, Idaho ARMA Chapter. Pat spoke in Corpus Christi and San Antonio to install incoming officers in both ARMA Chapters.

Denise Heppler-Balkum made the presentation, "Long and Winding Road", on career development in records management to the Houston Chapter Conference.

Donna Rose, CRM made a presentation titled, "Tip, Trick, and Technology for Records Managers", at the Houston Organization of Division Order Analysts in August 2003, and she also made a joint presentation with David Davis, PE on "Managing Technical Information Exchange during Mega Acquisitions" at the chapter spring conference. Additionally, Donna presented a workshop and a monthly meeting presentation for ARMA Houston.

ARMA Houston reached out to other professional organizations and the business community to provide education about records and information management. Exposure to the public venues has helped ARMA Houston build membership and gain a reputation for providing quality information and assistance on RIM topics.

Members of Other Professional Organizations

ARMA Houston is fortunate to have several members that are active in professional organizations outside of ARMA. Our Chapter has benefited from information and networking exchanges with other organizations by increasing interaction to help us provide conference and monthly meeting topics and speakers as well as attract new vendor support.

Janice Anderson represents ARMA as a member of Special Libraries Association (SLA), American Association of Information and Image Management (AIIM), American Libraries Association (ALA), Houston Association of Law Librarians (HALL), and Libraries and Information Technology (LITA).

Mike Alsup also represented ARMA as a member of AIIM, Houston Technology Center, Greater Houston Partnership, Technology Executives Club of Houston, and the MIT Forum.

David Culbertson, Past President of NAID, continues to be an active member and participated in the NAID Spring Conference.

John Peden represented ARMA as a member of the Greater Houston Partnership and the Houston Rotary.