



Information Management Professionals

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May 29, 2008

Linda J. Phillips, CRM
McKesson Corporation
1220 Senlac Drive
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RE: ARMA Houston Chapter of the Year Submission

Dear Linda,

In accordance with the Administrative Letter AL 710, I have enclosed the 2007 - 2008 Chapter of the Year submission. The chapter has chosen to submit via electronic submission. This has been a banner year for our chapter and I trust by reading this submittal you will see that we practiced what we preached as we endeavored to "Be Prepared To Be Successful!"

Please feel free to contact me at any time if further clarity is needed.

Kind regards,

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ARMA Houston Chapter
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ARMA HOUSTON
2007-2008 CHAPTER OF THE YEAR SUBMISSION

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ARMA Houston Chapter selected the theme ***“Be Prepared To Be Successful!”*** That’s exactly what the Houston Chapter did. The commitment of the Chapter was fully engaged as we took a strategic leap forward to execute, plan and secure our Chapter’s success.

- Concluded the collection and enactment of a skills set survey which delineate the responsibilities and time requirement for Committee Managers.
- Began the Houston Symphony Orchestra’s Document Restoration Program
- Sent 12 delegates to the Southwest Region Leadership Conference - Seminar at Sea aboard a Carnival Cruise Ship.
- Re-enforced a mentorship program for our new members.
- Approved the Chapter bylaws revisions that reflect International’s convention standards.
- Enhanced the ARMA Adilla Newsletter to respond to member comments.
- Held the Annual Houston Spring Conference with two keynote speakers, and 44 educational sessions in a multi-track format in conjunction with the SW Region CRM Conference.
- Held a two-day “Shred Days” for the community.
- Raised RIM awareness, received proclamations from five government entities.
- Held 12 monthly meetings totaling over 1300 members in attendance.
- In 2007, the chapter concluded the final 3 workshops on RIM Basics Series featuring the topics of Active Records management, Inactive Records Management, and Records Creation and Control. In 2008, the workshop topics began with a membership orientation that was attended by over 125 members and board members. The second workshop of the year featured “So you want to be a CRM?” The next 3 workshops feature the first 3 of a seven part series called “Records Around the Business World,” that address the topics of Payroll and Personnel Records, Oil and Gas Records and Accounting Records. Average attendance at workshops is 45 members.
- Held periodic Industry Specific Group meetings in 3 areas of concentration.
- Initiated the founding of a new Industry Specific Group for the Health Care Community.
- Held Community Assistance Drives in 3 areas of concern
- Sponsored a 2-day seminar with Dr. Mark Langemo for our members.
- Maintained membership in excess of 451 chapter members.
- Anticipated Donation* of \$15,000 to ARMA Houston’s own Alice Haltom Scholarship program.
- Anticipated Donation* of \$2,000 to the RL Stevenson Elementary School as a result of the chapter’s continuing program known as “Highlighting Literacy for Kids.”

(*The exact amounts of donations will not be voted upon until the June Board Meeting)

ARMA Houston proved that we have what it takes for ***“Be Prepared To Be Successful!”*** by taking a step forward by intently listening to our members, responding in giving back to our membership, and working together to exceed our expectations in educational and social responsibilities to our community and fundraising events which contributes to the Records Management profession.

Chapter Characteristics

The ARMA Houston Chapter membership continues to reflect its image as one mirroring our business community. Our chapter is comprised of over 450 members from all the major employment elements of the Houston area economy.

As the 4th largest city in the nation, Houston is situated in the midst of one of our world's major energy sectors and hosts many of the "giants" of the international petroleum industry. The metropolitan region leads the nation in petrochemical manufacturing and refining, and consequently ranks first in the manufacture of agricultural chemicals, fertilizers, and pesticides. Houston is the world's primary producer of oil-field equipment. In addition to the energy related industries, Houston manufacturing firm's ship equipment to North Sea sites, and, in limited amounts, to the Persian Gulf. Companies based in Houston have traditionally supplied technology and expertise to the petroleum companies of the Middle East and have made similar connections to governments involved in exploration and drilling in Southeast Asia. Other important manufacturers in Houston include paper products, electrical and electronic machinery, and iron and steel. Houston also has mills for rice grown in the surrounding area. Houston's specialized education and training facilities provide an extraordinary economic resource. The city's centers of research and technology include the Texas Medical Center, which is world-renowned for its pioneering work in organ transplants. The center comprises 13 hospitals and two medical schools. The Johnson Space Center is administered by the National Aeronautics and Space Administration (NASA); Houston Advanced Research Center, an organization funded by grants, which links technology to commercial uses; and the nearby Texas A&M University at Galveston, which along with the university's main campus in College Station, has carried out important work in marine biology, oceanography, and other marine-related sciences. The service and trade sectors account for the largest percentages of total employment, while government ranks third. The Port of Houston is among the nations busiest for total exports and foreign trade, with petroleum, petrochemicals, and organic chemicals leading the list of exports. The Houston Ship Channel, which runs a length of 84 km (52 miles), connects the city to the primary shipping lanes of the world through the Bay of Galveston, the Gulf portion of the Intracoastal Waterway, and the Gulf of Mexico. The North American Free Trade Agreement (NAFTA), which took effect in 1994 and eliminates most tariffs on trade between the United States, Mexico, and Canada, is expected to enhance the port's importance.

The diversity that exists in our market place offers great opportunities and challenges for ARMA Houston to be flexible enough to represent our entire community as well as to recognize that other professional organizations exist that service, for example, the medical and health related records professionals in a more succinct manner than does ARMA. Networking with these other associations has been a target that this year's chapter has addressed. Our members are represented in these organizations and work for a collaboration of effort to best support our companies so that we can do everything possible in ***"Be Prepared To Be Successful!"*** to meet the needs of the records professionals in our entire, diverse community

Executive Summary

The ARMA Houston Chapter was dedicated to excellence in the area of professional development. Careful attention to planning in collaboration with member requests provided a strong educational foundation which incorporated all levels of professional development within the records management profession.

As we strove to provide support for the widely divergent business needs of our membership, the ARMA Houston Chapter worked diligently to make the latest in RIM resources and information available to its members. To accomplish this goal, the chapter hosted numerous educational events and sponsored a sister chapter.

1. Regional Leadership Conference Attendance and Presentations
2. Eleven Monthly Chapter Functions
3. Seven Monthly Workshops
4. Spring Conference, Expo and CRM Conference
5. ICRM Activities
6. ISG Meeting in 3 sectors
7. Microsoft Seminar -SharePoint as a RIM Feature
8. Dr. Langemo 2 day RIM Seminar
9. Trinidad/Tobago Sister Chapter is Chartered

Regional Leadership

The ARMA Houston Chapter sent twelve attendees to the Southwest Regional Leadership conference. Many of the Houston Board members were on the program as presenters.

Monthly Educational Opportunities

The Program and Social and Hospitality Committees provided the membership with an educationally informative and intellectually stimulating year. Average attendance at Monthly Meetings was 112. In December, a holiday event was held as an alternative to the monthly meeting and the April meeting was combined with the Houston Annual Conference. Monthly Meeting programs included the following:

- July 2007 - Gail Ann McCreary, Mississippi Power & Light, presented a Case Study: "A Power Company's Experience with Document Retrieval - Post-Hurricane Katrina Disaster."
- August 2007 - Peter Vogel, Esq. presented "Litigation Readiness and Document Retention: What You Don't Know Can Hurt You."
- September 2007 - David Chaumette, Esq., Shook, Hardy & Bacon, presented "Litigation Readiness for Records Managers."
- October 2007 - Sami Rahman, e-Direct Impact presented "The New Horizon: Understanding Conceptual Search Tools."
- November 2007 - Vendor Appreciation Luncheon and Networking opportunities.
- January 2008 - Judge Ron Hedges presented "A Yearly Update on the Revision to the Federal Rules of Civil Practice."

- February 2008 - Judy Sitton, CRM presented “When the Right to Know and the Right to Privacy Collide.”
- March 2008 - Adele Carboni, CRM & Mimi Dionne, CRM presented “Electronic Records Management: Turning Records Into Motion.”
- April 2008 - Renowned Author and Speaker, Jan Hargrave Presented “Let Me Hear Your Body Talk.” - Held in conjunction with 2008 Spring Conference.
- May 2008 - Danna Walton, J.D. presented “Professional Ethics” and Chapter Awards Presentation.
- June 2008 - Pat Dixon, CRM presented “Current RIM Perspectives” and Chapter Board of Directors Induction. Culmination of Dilla Dollar membership activity incentive program.

The Workshop Committee created valuable educational sessions that benefited both novice and advanced RIM professionals. In 2007, the focus was to provide a structured approach to sessions that provided an introduction to records management programs. In 2008, the educational sessions began a series of various topics related to the “World of Professionalism in Records Keeping.” This series will continue monthly, throughout 2008. Workshop sessions are held before each monthly meeting. This year, the following topics were presented:

- RIM Basics Series: Active Records presented by Diane Walker, CRM
- RIM Basics Series: Inactive Records presented by Judy Sitton, CRM
- RIM Basics Series: Records Creation and Control, Linda Richards, CRM
- So you want to be a CRM presented by Linda Richards, CRM
- Records Around the Business World Series: Part 1 - Payroll and Personnel Records presented by Linda Thompson, CPP, SHRM
- Records Around the Business World Series: Part 2 - Accounting Records presented by Usha Vasu of Spectra

ARMA Houston Spring Conference and Southwest Regional CRM Conference

The goal for the ARMA Houston 2008 Conference was to provide attendees with educational content that would address the basics of records and information management and host the Southwest Region’s CRM conference. The result was another successful Spring Conference on April 22–23, 2008. In two days, 44 educational sessions in a multi-track format were offered with 38 vendor booths available in the Expo Hall. Attendees were invited to visit all vendor booths to learn about new products and services, to seek new ideas and directions in project management and electronic records, and to rub shoulders with some of the best minds in the business.

There were five individual Chapter Committees responsible for the Conference, each working under the Vice President for Chapter Conference. Those committees were Arrangements, Exhibits, Program, Publicity and Registration. Monthly meetings were held from June 2007 through April 2008 that included all committees and advisors. 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. Attendees from all over North America attended the conference and based on their feedback, they were delighted they came to Houston. Two local shredding vendors offered their services to attendees and the general public for free on both days. The registration process was improved. Forty eight breakout sessions included a vendor track with representatives from the Expo Hall. Judge Ron Hedges and Christopher Olsen, CRM provided the keynote address of “Credible Evidence Means Trustworthy E-Records.” Jan Hargrave, renowned Body Language Expert, addressed our conference luncheon with a classic and colorful presentation of “Let Me Hear Your Body Talk!”

Conference Tracks included:

- RIM Fundamentals
- RIM Technology
- Management Development
- Compliance and Standards
- Vendor Track
- CRM Conference

The Conference afforded opportunities for various companies to support the Chapter through sponsorships involving financial and in-kind contributions. ARMA Houston 2008 benefited from the gracious support of numerous sponsors for items such attendee bags, conference CDs, name tag holders, the Internet Café, all refreshment breaks, registration packets, and printing!

The size of exhibit hall space provided the opportunity for many vendors to meet with conference attendees. The 38 Conference exhibitors represented all aspects of RIM-support services including the latest electronic technology, box storage shelving solutions, application software, imaging service bureaus, shredding services, paper filing solutions, contractor services and box storage options. According to the vendor evaluation/feedback forms, ARMA Houston’s annual conference continues to be a very cost and time effective venue for our members to receive information about new products and services for RIM professionals. Forms were distributed to attendees for evaluating individual session speakers and the conference event as a whole. To assist the Chapter planners for the 2009 Conference, lessons learned were compiled and all evaluation forms were analyzed.

Whether through committee participation or attendance, the entire Houston Chapter shares in another successful conference and a success it was.

- Conference Registrations: 298
- CRM Registrants: 43
- Conference Sessions: 44
- Total Speakers: 60
- Time designated for Exhibits: 10+ hours
- Exhibitors: 38 with nearly 200 representatives
- First-time Exhibitors: 6
- RIM Month Proclamations: City of Houston, City of Stafford, Harris County, Fort Bend County and The State of Texas

- Conference Committee & Chapter Workers: 24
- Profit to the Chapter: \$35,000 (Exact amount not reported until the June Board Meeting)

ICRM Liaison Activities

ARMA Houston is dedicated to developing leaders in the records and information management profession by supporting those seeking the designation as well as those that have already achieved that goal. The ICRM Liaison Committee's focus is on objectives that include activities and initiatives to encourage and support those studying for the exams as well as providing opportunities for chapter CRMs to network and mentor others. Chapter members Bruce White, CRM and Judy Sitton, CRM served the ICRM in a leadership capacity. This year recognized that there are three distinct CRM groups in the chapter, each with specific needs. In addition to the ongoing mentoring and test advisory activities geared to CRM candidates, the committee focused on the needs of those members who have already obtained CRM status and are in need of maintaining certification. In the category of CRM candidates, the committee provided direct individual assistance to several candidates and indirect assistance to all CRM candidates through articles published in the chapter newsletter. One workshop geared specifically to potential CRM's, entitled "So You Want to be a CRM?" was presented prior to a chapter meeting. All the aforementioned, when combined with the Chapter's hosting of this year's Regional CRM conference, displayed a true commitment to the CRM programs.

ISG Meetings

As we strive to meet the specific needs of records professionals in the Houston area, ARMA Houston has helped to facilitate ISGs with meetings outside of the normal Chapter monthly meeting venue. Members from the Energy ISG, Legal ISG and a new group of Health Care Services Professionals are available to get together to share specific industry issues and challenges.

- New for this year, ARMA Houston formed a new ISG group that addresses the issues facing the records professionals in Health Care Services.
- The "Downtown Energy ISG" group meets quarterly at a site hosted by one of its members. This group of records professionals, primarily from the oil & gas industry who work in the downtown Houston area, have roundtable discussions and speaker presentations on various topics relating to their specific industry RIM challenges.
- ARMA Houston's Legal ISG group exists to allow transmission of information centered around the topics and trends that affect the legal community of records professionals.

These groups enabled their attendees beneficial networking opportunities, review of lessons learned, best practices, and sharing of information at the industry level.

Microsoft Seminar - SharePoint as a RIM Tool

ARMA Houston partnered with Microsoft to offer its members a free seminar highlighting the records management potential in Microsoft SharePoint (also referred to as Microsoft Office SharePoint Server or MOSS.) Over 75 attendees received the benefit of exposure to this product offering. Discussion surrounded the “declaration of a document as a record” and how it is handled within the MOSS “Record Center” and MOSS, as a Microsoft Platform Tool intended to fill the gap between structured environment as provided by existing Enterprise Applications and the unstructured processes and information that exist on Office Desktop Applications.

The seminar included the following:

- What is Microsoft Office SharePoint Server
- MOSS for Records Management
- MOSS for Business Platform
- Demonstration of MOSS by StoneBridge consultants
- MOSS as a Compliance tool
- Case Study by StoneBridge
- Exchange and Office overview

This seminar was well received by the attendees and provided exposure to yet another tool in the Records Professional’s toolbox.

Dr. Mark Langemo Seminar

ARMA Houston responded to the request of members for a return of an educational seminar from Dr. Mark Langemo. This year the chapter is hosting a 2 day event in June 2008 titled “Establishing and Managing Successful Records Management Programs.” The low cost program is another in a series of opportunities for the Chapter to give back to its members by exposing them to the opportunity to spend time with Dr. Mark Langemo, a renowned records management educator.

Trinidad/Tobago Chapter

ARMA Houston had the unique opportunity to witness the chartering of the Trinidad/Tobago Chapter, this year. As a sponsor to this chapter, ARMA Houston’s members continue to interact with individuals in Port-of-Spain and be a link for their support as a Trinidad Chapter was in formation. ARMA Houston continues to support our Sister Chapter in Trinidad and encourage them start to **“Be Prepared To Be Successful!”** They have maintained the minimum number of members required (20) by ARMA International for Chapter status. Their official organizational meeting was held in 2007, officers were elected, and the charter granted in 2008.

Executive Summary

The ARMA Houston Chapter 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 produced five projects:

1. Symphony Association Document Preservation
2. Community Shred Days
3. Highlighting Literacy for Kids
4. Blood Drive
5. Food Drive
6. DePelchin Schools Supplies Drive

Houston Symphony Orchestra Document Preservation Project

The Houston Symphony has approximately 40 boxes of documents that were damaged in the 2001 flooding that was a result of Tropical Storm Allison devastation of the Downtown Houston area. Some of the documents were sent to be freeze-dried. These boxes consist of correspondence, contracts, photographs, sheet music and other various items in the Symphony archives.

ARMA Houston's Immediate Past President, selected a Chapter Vice President to be the project manager for this project. Robin met with Terry Brown, archivist for the Symphony, to determine the symphony's goals and to examine the boxes. The inventory assessment of documents in the boxes clearly revealed extensive water damage and, in some cases, documents covered with dirt and debris. The Symphony wished to have all of the documents photocopied and or imaged. Chapter leadership discussed with the Symphony the possibility of having them give significant publicity of the project in their newsletters, websites, etc. for ARMA Houston to use as an incentive to get someone to donate the labor and materials. Several ARMA members were contacted in search for a company who had experience in handling this type of project and who worked within ISO and Six Sigma type guidelines for historical and damaged documents. One of ARMA Houston's regular vendor supporters viewed the documents and estimated the retail value of the project at \$62,000 because of the enormous amount of glass and handwork required in the document preparation and reassembly to scan the documents. This vendor has agreed to donate these services which will result in the largest single donation in ARMA Houston history. Scheduling of advertising and project plans are now in process with the Symphony to satisfy the vendors requirement that the advertising and promotion of this project is consistent with this type of massive donation. This is a staged project that will encompass the time span of at least two ARMA Houston Board terms. The primary stages are in progress during 2007 - 2008 term and will continue into the new ARMA year and new Board of Directors.

Community Shred Days

Our faithful ARMA Houston Vendors were eager to give us a hand in providing “Shred Days” with free onsite shredding during our Spring Conference. Participation exceeded our expectations as folks from the public sector and ARMA Conference participants brought boxes of information to be shredded. This was promoted as a means of educating the community about the importance of protecting personal identification.

Highlighting for Literacy

ARMA Houston Board Members once again supported Houston Independent School District's Robert Louis Stevenson Elementary School. Our efforts resulted in ARMA Houston Chapters donation of \$2,000.00 and 30 in kind volunteer reading hours as well as numerous donations from supportive ARMA vendors. The school's choral group provided encouragement and entertainment at the chapter's November Vendor Appreciation Luncheon Meeting. This story started at an ARMA Houston meeting in the summer of 1997 when a speaker urged ARMA Houston members to reach out and try to help kids between the ages of 8 and 11 learn they can succeed. Since then, chapter members have enjoyed getting to know some of those kids and we have seen many smiles on member's faces when we talk about the committee and its goals and efforts. ARMA Houston's involvement brings rewards in many ways.

Greater Houston Blood Drive

The gift of blood is considered to be a gift of life. ARMA Houston kicked off this year's Gulf Coast Regional Blood Drive by encouraging chapter members to give blood at centers which were prearranged by our Marketing and Outreach VP. ARMA members responded and donated the most precious of commodities to meet the community need.

Annual Food Drive

ARMA Houston's theme of ***“Be Prepared To Be Successful!”*** spawned the chapter's sponsorship of a food drive benefiting Target Hunger. Given the current economic conditions, our chapter is assisting those in need who are struggling to keep their food pantries stocked. Right now, Target Hunger is in great need of the following food items: canned fruits & vegetables, canned meat, canned soup or stew, canned juices and other boxed, dry staple food stuffs. A scheduled food drive at the May meeting helped satisfy this need. Our Chapter's benevolence hopes to encourage others, who might presently be in need, to garner strength to receive and then be in a position to “give forward.”

School Supplies Drive

ARMA Houston Chapter Members reached deep in their own and their company's coffers to collect and distribute three truck loads of school supplies for the children at DePelchin Children's Center. For 115 years, DePelchin has been serving the children and families of the Houston area. The agency was founded in 1892 by Kezia Payne DePelchin to shelter orphaned children. Today, services are provided in over 60 locations and serve over 26,000 children and family members annually through 30 programs. ARMA Houston's donation of supplies assisted DePelchin Children's Center's implementation of two new classes for parents and children facing the separation of family.

Executive Summary

The Public Relations Committee continued to reach out to the membership and community via sponsored RIM activities, the Chapter Newsletter, the Chapter Website, Media Advertising and E-mail to inform people of Chapter events and educational opportunities. The evidence of our efforts is as follow:

1. RIMM Activities
2. Chapter Newsletter - ARMAdilla
3. Chapter website
4. Media Advertising
5. Email Blasts

Records and Information Management Month (RIMM)

RIMM was kicked off in style by the ARMA Houston Chapter this year. Proclamations were received from the Texas Governor's Office, Harris County, Fort Bend County and the City of Stafford. As host Mayor of our venue, Stafford's Mayor Leonard Scarcella personally delivered his city's proclamation. The Houston City Council hosted the Houston ARMA Chapter at the April 14, 2008 council meeting where Mayor Bill White honored ARMA Houston and presented a signed proclamations designating April 2008 as "Records and Information Management Month" from the City of Houston. At the 2008 Spring Conference, RIMM was celebrated with conference participants exposed to the proclamation of the benefits of an organization utilizing the knowledge and expertise of RIM professionals.

ARMAdilla – Houston Chapter Newsletter

The ARMAdilla remained proactive as they listened to the ARMA Houston Chapter member's request for ***"Be Prepared To Be Successful!"*** The ARMAdilla featured articles focusing on some of the hottest RIM topics being addressed in the Records and Information Management profession today (e.g., FRCP Rule Changes, eDiscovery, Standards for Implementing a RIM Program, Document Lifecycle Management, etc.) The articles provided information that will be beneficial to all of the membership regardless of whether they are a basic or advanced Records and Information Management (RIM) professional. The Editor strived to maintain a good balance between what ARMA International looks for in a newsletter as well as what our readers find interesting and informative. The ARMAdilla staff worked diligently to recognize the many educational resources available to our Chapter members (e.g., monthly Chapter workshop/program meetings, seminars, webinars, other Chapter or vendor sponsored events, etc.) and newsletters (e.g., Information Management Journal, Information Management NewsWire, AIIM e-Doc, etc) resulting in the ARMAdilla Newsletter providing our membership with timely news. The newsletter provided our membership with a wealth of information which keeps everyone informed of Chapter, Regional, and International activities. The ARMAdilla responded in effectively publishing a timely resource for the reader who wants to be well-informed on all aspects

of ARMA (e.g., education, general interest, special events, fun activities, etc). The ARMAdilla Newsletter is the media that provided chapter membership with “the best that we can offer on every page...in every issue”.

There were six (6) issues provided to our members. In May 2008, ARMA Houston Board of Directors authorized advertisers to once again have the opportunity to reach their customers via an online Vendors Resource Directory. Each vendor can list their company information on a business card size advertisement as the last page of the ARMAdilla. The link to the April 2008 issue of the ARMAdilla is as follows:

<http://www.armahouston.org/Portals/2/NewsLetters/200804.htm>

ARMA Houston Chapter Website

The website was refreshed and updated frequently to enhance our chapter history, proclamations and calendar of events. The resource list included ARMA Chapter organizations as well as various state archives. All conference related information was posted on the site in an easily downloadable format. This site included Calls for Speakers, Sponsors and Exhibitors. All conference participants were able to register and pay for conference activities online. Because the website was dynamic and easily updated, regular conference bulletins were broadcast via the Houston Chapter member update email, including monthly programs, workshops, registrations and other, specific email messages.

Media Advertising

The chapter’s VP Marketing and Advertising Committee ensured that the chapter’s activities were in the public’s eye by having our scheduled events placed in local news and business publications. The Conference Committee made sure to avail its press announcements to open media and informational organizational outlets via printed and electronic formats.

Email Blasts

E-mail Blasts were used for time sensitive announcements as the Internet has become the major resource of choice for Chapter members looking for contact numbers, educational articles, or vendor information and ads.

Executive Summary

ARMA Houston's "***Be Prepared To Be Successful!***" theme was put to work throughout the organization to care for the members, provide educational value, celebrate the Chapter accomplishments, recruit new members, encourage their involvement in ARMA Houston, and plan for the Chapter's future. The chapter's results are evidenced as follows:

1. Strategic Plan
2. Strategic Reserve
3. Southwest Region Leadership Conference
4. Attendance at Monthly Events
5. Vendor Appreciation Initiatives
6. Education Event Planning
7. Membership Growth and Retention
8. Board Reporting
9. On-Line Access
10. Annual Awards Presentation
11. Dilla Dollar Incentive Program

Strategic Planning

The 2007-2010 Strategic Plan identified the Chapter's strengths, weaknesses, opportunities and threats, and a "Vision of Success" was drafted. Strategic issues, goals and objectives were detailed to project the vision through 2010.

In this plan, the chapter commits to live up to The ARMA Houston Mission Statement. The mission of ARMA International is to "provide education, research, and networking opportunities to information professionals, to enable them to use their skills and experience to leverage the value of records, information, and knowledge as corporate assets and as contributors to organizational success". This is the very reason the ARMA Houston Chapter exists. This statement identifies activities such as educating members, recruiting members, networking, fundraisers, marketing, establishing best practices, mentoring, offering job opportunities and having fun! The stakeholders were identified as members, vendors and the community.

The strategic exercise not only provided a "Vision of Success" as an end result, but opened communication within the ARMA Houston Chapter Board of Directors. A strong sense of teamwork and commitment reinforced a foundation for the future of ARMA Houston.

Strategic Reserve

The Strategic Reserve Committee established in the 2004-2005 fiscal year, oversees the financial management of the strategic reserve account. This Committee is composed of the Chapter President, Executive Vice President, Treasurer, Secretary, Financial Administrator, and this year the Immediate Past President. The Chapter's Financial

Administrator and Past President actively maintain this committee's activity and oversight. The services of HD Vest Investment Services are used to assist the Committee.

The strategic reserve account provides financial reserves in times of negative cash flow and allows the Board of Directors to make long-term strategic investments not feasible within annual budgets. To provide an adequate financial reserve for the Chapter, the strategic reserve account should have a minimum balance equal to the current year's chapter conference expenses budget. The account balance once again reached its goal in the 2007 -2008 fiscal year.

This has given the Chapter "peace of mind" as it continues to generate an annual budget surplus, allowing the Board of Directors to allocate the excess funds for educational purposes of the chapter and the profession.

Southwest Region Leadership Conference

In July, 2007, 12 members of the Houston Chapter attended the Southwest Region Leadership Conference - Seminar at Sea. This annual training event for incoming officers is a valuable resource for the chapters in the Southwest Region. There were individual officer training sessions and group meetings that better prepared each officer for their upcoming year. Houston Members attended attired in their ARMA Houston Logo-bearing, tropical styled chapter shirt and were adorned with special Chapter pins. The ARMA Houston Chapter secured the right to sponsor the Annual Southwest Regions CRM Educational Conference for 2008. The CRM Conference was held in conjunction with the Chapter's Spring Conference.

Monthly Meeting Attendance

ARMA Houston once again focused on "***Be Prepared To Be Successful***" as its schedule of dynamic monthly meetings so evidenced. Again this year, almost 1200 members, non-members and guests were in attendance at the monthly meetings and the workshops that precede the luncheon. The 2007 -08 meeting attendance continued to increase with an average attendance for each meeting of 115. An unprecedented 26% of the membership is represented at each meeting. Again this year, the board promoted the Vendor Participation Program that was initiated in July, 2005. This Program offered member vendors the opportunity to become more involved and visible at the meetings. The Program is two-fold, first by offering a vendor the opportunity to sponsor a nationally recognized speaker and/or secondly, allowing the vendor (for a small fee) to display product information on a table at a monthly meeting. Each of this year's monthly meetings was vendor sponsored. The chapter also held its December 2007 Holiday Social for chapter members to Network and Celebrate ARMA camaraderie.

Vendor Appreciation

This year, the Chapter dedicated a meeting to celebrate the vendors who have given so much to the ARMA Houston. ARMA Houston recognizes that the success of our chapter can not be achieved without the generous support of our vendor community. There were 14 vendors present who were identified as substantial contributions to our Chapter. The event was not only fun but a great opportunity to say “Thanks – We Couldn’t Do It Without You!” The comments received were positive and the members enjoyed the opportunity to sit back relax and network in an informal atmosphere.

Chapter Meeting Planning

ARMA Houston plans the luncheon meeting and workshop topics and speakers twelve 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 annually in October and has final approval for speaker and topic selection throughout the next calendar year (2008.) The Professional Development Committee and the Vice President of Chapter Meetings worked closely together to create opportunities for ARMA Houston members to develop their speaking and presentation skills by presenting at workshops and monthly meetings topics to enforce this year’s theme.

Chapter Membership Growth and Retention

ARMA Houston is aggressive in recruiting and retaining ARMA members and our numbers reflect our positive efforts toward growing and retaining the chapter membership base. ARMA members are our most important asset and ARMA Houston is rich from the benefits of a broad based, multi-cultural, and active membership.

The Membership activities of the chapter are divided into three major components, each with a Manager that is accountable to the Vice President of Membership who sits on the ARMA Houston Board of Directors. The Membership Growth Committee, Membership Retention Committee, and Membership Resource Directory all interface and freely exchange information between themselves for maximum efficiency and effectiveness. The Manager of the Membership Directory is responsible for retrieving and maintaining current and historical information about the members. This Manager reconciles what ARMA International reports with the chapter records of new and renewing members and also identifies people who have not renewed. This information is disseminated to the other components so that various letters, telephone calls, and inducements, can be made to these individuals. One or multiple membership committees contact each prospect, new member or renewing member to encourage membership. The ARMA International Membership report is reviewed and any International members with no chapter affiliation who are within driving distance are contacted about membership in ARMA Houston. Much of the communication between the components is electronic including monthly activity reports sent to the VP or responses to requests for

information from the Board or members. The Membership component participates or sponsors several different activities designed to educate, recognize and promote ARMA Houston membership. Examples of these activities include manning a table at each monthly luncheon with applications and staff to answer questions; contacting new members before each meeting to welcome them to ARMA; new member packets; encouragement of new members to attend a meeting to pick up a special ARMA Houston pin; new member/guest raffles are held at some meetings with follow up contact with the guests regarding the positive aspects of becoming members; new member ribbons for nametags so they are easily recognizable; and introduction of new members and guests at meetings.

ARMA materials, including membership applications, are proactively distributed to potential members. As a result, the Chapter processed 142 new memberships for 2007-2008.

Active Member Statistics

| | # Existing Members* | # New Members | # Renewals |
|-------------------------------------|---------------------|---------------|------------|
| July-07 | 434 | 7 | 28 |
| Aug-07 | 427 | 22 | 48 |
| Sep-07 | 434 | 2 | 16 |
| Oct-07 | 421 | 5 | 18 |
| Nov-07 | 417 | 15 | 38 |
| Dec-07 | 424 | 11 | 16 |
| Jan-08 | 424 | 7 | 30 |
| Feb-08 | 426 | 13 | 39 |
| Mar-08 | 429 | 24 | 25 |
| Apr-08 | 426 | 12 | 29 |
| May-08 | 426 | 12 | 29 |
| Jun-08 | 426 | 12 | 29 |
| | | | |
| # Existing Mbrs Mo Avg | 426 | 12 | 29 |
| | | | |
| Total # New Members | | 142 | 345 |
| | | | |
| *Excludes Honorary Members/Inactive | 11 | | |

Existing members are the members reconciled with International's monthly report. New members are the new/returning former members who appear on International's monthly report, but who are not in the Chapter's database. **Numbers in red are estimates due to numbers not yet received from ARMA International.**

Houston Chapter Board Minutes & Reports

The Secretary and each member of the Board of Directors send a draft of the previous month's board meeting minutes as well as various committee and officer reports via e-mail prior to each monthly board meeting. The Board members have time to review the

reports before the meeting and any corrections to the minutes are sent directly to the Secretary. This process improves the accuracy and timeliness of the minutes and reports being approved at the monthly BOD meeting.

A copy of the meeting minutes for August 2007 is as follows:

<http://www.armahouston.org/Portals/2/2007%20August%20Meeting%20Minutes.doc>

On-Line Access

The Chapter year was one of dynamics for the committees and activities included under the banner *Communications*. During the 2007-2008 Chapter year the Vice President of Communications renewed the contract with a web services company, Kora's Inc., and worked with the Web Advertising Manager to detail the advertising opportunities for vendors and service providers.

Recognizing that in addition to the newsletter, regular Chapter member communication is needed, weekly and special email updates or 'blasts' are sent to all Houston Chapter members. Members were encouraged to update their preferences for receiving the messages in an appropriate format. Chapter leaders and other volunteers submitted news and announcements to the Vice President, Communications, for compilation and distribution. Archives of both the ARMAdilla issues and the email messages are available on the Chapter website.

In addition to the main Chapter website, the Internet Manager and Web Master worked with the 2007 Conference Committees to develop and support a separate Conference website. This provided a clear and more effective way to post and update Chapter Conference details and provide an online registration site for speakers, attendees, and exhibitors. Based on the positive response of all involved, this will become a standard part of our Chapter communications strategy.

Chapter Awards

This year, the ARMA Houston Chapter Awards Committee approached the important task of identifying and recognizing candidates for Chapter awards by establishing a defined process that all committee members endorsed. The process included:

- Compiling a list of all Chapter awards and defining what each award recognized in a Chapter member
- Compiling a list of all ARMA Houston Chapter members that had served in some capacity during the Chapter year (*e.g., Board of Directors, Committee Manager, Committee Member, etc.*)
- Compiling a Point System Submittal Form that all Chapter members were asked to complete and submit for award consideration
- Soliciting recognition feedback from ARMA Houston Board of Director members and Committee Managers

- Compiling a spreadsheet of all members who submitted a Point System Submittal Form and reviewing their contributions and service to the Chapter, both past and present

As a result, the Awards Committee found this process to work efficiently and effectively to identify the following special recognition award recipients:

- Ambassador Award – Doug Allen, CRM
- Award of Achievement – Allan Heath, CRM
- Award of Appreciation For Outstanding Service – Patti Manning
- Award for Distinguished Service – Gayle Page
- Award of Excellence – Brenda Clements
- Chapter Member of the Year – Robin Thompson
- Frances Chartier Mentor Award – Linda Richards, CRM
- New Member of The Year Award – Regina Corey
- President’s Award – Jim Dixon & Nancy Ramirez, CRM
- Spirit of Education Award – Pam Sankey

In addition to these special recognition awards, all twelve Board of Director members received a “Star” themed mementos for their outstanding service to the Chapter and over 40 Committee Managers received a similar “Star” themed lucite paper weight which read ***“Be Prepared To Be Successful!”*** for their outstanding contributions during the Chapter year. Each of the recipients are truly “Stars” to our organization.

Dilla Dollar Incentive Reward Program

This year, the ARMA Houston Chapter initiated a program that rewards members for participation in events held throughout the year. Points are assessed and tabulated for each member’s documented participation in activities. At the June 2008 meeting, the members will have their points converted into “Dilla Dollars” for use in purchasing items from a table of items from gifted sources. The program was created to reward member participation and boost our summer attendance that is typically low.

Executive Summary

ARMA Houston members took the successes of our chapter outside the chapter as follows:

1. Support of Alice L Haltom Educational Fund
2. Members holding Offices in ARMA Region and International Governance
3. Member Speaking Engagements
4. Member involvement in other Professional Organizations

Alice L. Haltom Education Fund (ALHEF)

ARMA Houston founded the Alice L. Haltom Education Fund (ALHEF) in 1985 to honor the memory of Alice L. Haltom; one of the Chapter's founding members. It continues to support the fund's mission to provide scholarships to qualified candidates seeking degrees in Records and Information Management or related fields and educational opportunities such as attendance at the ARMA Houston Conference.

This past year, ARMA Houston's generous monetary donation assisted ALHEF with funding scholarships for worthy recipients and sponsorships to the ARMA Houston Conference. The Chapter also allowed ALHEF the opportunity to promote the scholarship program and the conference sponsorships at the monthly luncheon meetings, and in the ARMAdilla newsletter. The Houston Chapter assisted the ALHEF Board in their hosting of the 3rd annual ALHEF Chili Cook-off that serves as an addition source of fund raising.

Due to the Chapter's active support of ALHEF's objectives, ALHEF was able to award \$30,000 to qualified scholarship applicants.

ARMA Houston members serving on the 2007 - 08 ALHEF Board of Directors included:

| | |
|--|-----------------------|
| President | Gayle Page |
| Executive VP | Allan Heath, CRM |
| Treasurer | Janice Taylor |
| Secretary | Teresa Matlock |
| Trustee, Audit Committee | Guy Thomas |
| Trustee, Financial Development Committee | Nancy Ramirez, CRM |
| Trustee, Public Relations Committee | Laura Matthews |
| Executive Director | Denise Robertson, CRM |
| Honorary Member | Mavis Eppes, FAI |
| Honorary Member | Guy Thomas |

Members Holding Regional and International Offices

ARMA Houston has several members that serve on ARMA International Committees and projects. These members have given their time and effort to assist ARMA at all levels of involvement.

- Doug Allen serves on the ARMA International Board of Directors
- Jessie Wilkins, CDIA+, serves on the ARMA International Board of Directors
- Pat Vice, CRM, FAI served as President of the ARMA International Educational Foundation.
- Everis Mollon served as a Region Coordinator for the Southwest Region.
- Donna Rose served on both on the ARMA International Educational Fund and International Awards Committee.
- Bruce White, CRM is on the ICRM Board of Directors.

Members Speaking Engagements

Several Houston Chapter members made Records & Information Management presentations and represented the Chapter by working with other organizations and foundations this year. Houston has a talented pool of speakers who have presented Records Management related topics at an international level including:

Doug Allen, CRM
Janice Anderson
Adele Carboni, CRM
Keith Howe
Linda Mercer
Judy Sitton, CRM
Anne Tulek
Jesse Wilkins

Mike Alsup
Denise Balkum, CRM
Jim Dixon
Beverly McMahan, CRM
Mary Dionne, CRM
Donna Rose, CRM
Diane Walker, CRM
Bruce White, CRM

Members of Other Professional Organizations

ARMA Houston is fortunate to have several members that are active in professional organizations outside of ARMA. These memberships have proven to be beneficial to our Chapter in more ways than one. Through networking with these other organizations, the Chapter has had the opportunity to increase RIM awareness, learn more about organizations that have similar interests, solicit speakers who can present a different

perspective of Records Management related topics at our Chapter meetings, establish more vendor support, and grow our Chapter membership.

Members of the Institute of Certified Records Managers include:

| | |
|---------------------------|-------------------------|
| Douglas Allen, CRM, CDIA+ | Jayne Bellyk, CRM |
| Ann Bennick, CRM | Laura Brooks, CRM |
| Sue Brown, CRM | Deanna Brouillette, CRM |
| Louis Buzby, CRM | Adele Carboni, CRM |
| Judy Carpenter, CRM | Mimi Dionne, CRM |
| Denise Hepler-Balkum, CRM | Allan Heath, CRM |
| Debra Lammons, CRM | Norma Larson, CRM |
| Robert Leavitt, CRM | Sherry Lyons, CRM |
| Nancy McNeil, CRM | Beverly McMahan, CRM |
| Debra Mestemaker, CRM | Sandy Miller, CRM |
| Sharon Miller, CRM | Louise Moyer, PhD, CRM |
| Lee Pendergraft, CRM | Deborah Privitt, CRM |
| Patrick Queen, CRM | Nancy Ramirez, CRM |
| Linda Richards, CRM | Denise Robertson, CRM |
| Donna Rose, CRM | Glenn Sanderson, CRM |
| Paul Scott, CRM | Judy Sitton, CRM |
| Margaret Southard, CRM | Carolyn Trim, CRM |
| Pat Vice, CRM, FAI | Diane Walker, CRM |
| Theresa Westcott, CRM | Bruce White, CRM |

Many of ARMA Houston Chapter members represent ARMA as a member of the Houston Technology Center, Greater Houston Partnership, Technology Executives Club of Houston, the MIT Forum, ILTA, AITP and serve on the AIIM Southwest Chapter Board of Directors. Examples are as follows:

1. Janice Anderson represents ARMA as a member of the Special Libraries Association (SLA), American Association of Information and Image Management (AIIM), American Libraries Association (ALA), Houston Association of Law Librarians (HALL), Libraries and Information Technology (LITA), the Greater Houston Partnership CEO Roundtable, and the Board of Directors of Technology for All.
2. Vassie Cook serves as an elected member of the Kentucky State University Alumni Association and President of the local chapter.
3. Jim Dixon serves as the Vice President of the University of Texas El Paso Houston Alumni Chapter, and is a member of AIIM and AITP.
4. David Culbertson is member of NAID and is only one of two lifetime members in this organization. He also served on the Board of Directors for the Bay Area Bluegrass Association.
5. Mary "Mimi" Dionne is a member of the National Charity League.
6. Linda Mercer is a member of the White Oak Bayou Association, the Cottage Grove Civic Association and the Super Neighborhood Initiatives in Harris County.

7. John Peden represented ARMA as a member of the Greater Houston Partnership and the Rotary Club of Houston
8. H. A. (Nancy) Ramirez is also a member of the Women's Energy Network.
9. Judy Sitton, CRM serves as editor of the Institute of Certified Records Managers (ICRM) newsletter ProfessionNotes and is a member of the DeVry University Health Information Technology Advisory Board.
10. Diane Walker, CRM is a member AIIM and the Corporate E-Discovery Forum, and joined the Sedona Working Group.
11. Minnie Garcia is a member of various charitable organizations such as the Regional Blood Bank, Public Television Awareness, and Regional Women's shelters to mention only a few.
12. Brenda Clements is a Lifetime Committee Member of the Houston Livestock Show and Rodeo which provides college scholarships to its participants.
13. Charles Hanslip is a Committee Member of the Houston Livestock Show and Rodeo which provides college scholarships to its participants

EXHIBIT A - AL 710

CHAPTER VERIFICATION CERTIFICATE
(Send Original with the Master Copy of the Submission. Send
a Copy with Each of the Eight Additional Submission Copies.)
(One copy is needed for Electronic Submissions)

I hereby certify that I have reviewed the enclosed Chapter of the Year Award submission and that the information submitted herewith is a true representation of the Chapter activities and achievements for the period of time from July 1, 2007 through June 30, 2008.

| | |
|--------------|---|
| CHAPTER | HOUSTON |
| NAME (Print) | Jim Dixon |
| TITLE | Executive Vice President (CHAPTER OFFICER) |
| SIGNATURE |  DATE June 1, 2008 |