

RIM VIEW



ARMA International
Southern California Inland Empire Chapter

Vol. 8. Issue No. 1. Summer 2010



Silver Lining: 25 years of RIM Education

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President's Address

I want to say *THANK YOU* to every member of the Southern California Inland Empire ARMA Chapter for sharing your time and expertise to making 2009 - 2010 another productive and successful year. I am honored for the opportunity to serve as the President for a third term during our 25th Anniversary of Chapter Charter.

I'd like to acknowledge and thank in advance our new Board members for their dedication and time.

- Rhonda Basore, VP
- Justin Lee, Membership Director
- Kylene Sotelo, Webmaster

Each year we strive to excel and this year will be no different. The annual planning meeting held in early August was a success. The following goals were set for the 2010 - 2011 year:

- To review and update Chapter by- laws in accordance with ARMA International
- Community Projects "Homeless Campus" & "Angel Tree"
- Update the Chapter Website
- Great Programs for our Membership & Community

For our first meeting, Thursday, September 16, 2010, we will bring to you educational information that is offered by Sandy Ingram of Small Biz Privacy "How Identity Theft of meta-data ties in with Records Management, Public Requests and redacting?" from 7:30 a.m. – 9:00 a.m. at Kountry Folks Restaurant, 3653 La Sierra Avenue, Riverside, CA. 92505.

I am looking forward to this great year, and remember, your suggestions are Welcome for program topics, speakers, and site visits. We also encourage you to invite your friends, co-workers, and vendors to our meetings.

*Brandon L. Reeder, President
Southern California Inland Empire ARMA Chapter*

SAVE THE DATE:

SCIE/ARMA

25th Anniversary Celebration

Thursday, May 12, 2011

Mission Inn Hotel

Spanish Art Gallery Room

[More Info. TBA soon]

CONGRATULATIONS TO



MARY COX, CRM

2010 SCIE/ARMA

Chapter Member of the Year

Introduction to Twitter

By Jesse Wilkins on AIIM Expert blog

It's the latest, greatest buzzword. Every newscast now asks and commentator now asks you to follow them on it. Shaquille O'Neal is there, and so is President Obama; Ashton Kutcher and Demi Moore both have real presences, and even the incoming President of ARMA International has joined the party. So what is the big deal about Twitter?

What are you doing?

If you're not familiar with Twitter, it's a Web-based service that invites its users to answer the question, "What's happening?" When Twitter first came online, the question was a more directed, "What are you doing?" The catch is that you only get 140 characters to do this. That may not seem like a lot of space, but it's based on allowing users to update their status with text messages from their phones. SMS has a 160-character limit, and Twitter keeps 20 characters of that for your username.

Here's a better definition of Twitter that comes from Ari Herzog. Ari is a social media consultant, writer, and marketer, and when his barber asked what Twitter was, he responded, "It is part text messaging and part blogging, with the ability to update on your cell phone or computer, but constrained to 140 characters." Note that this definition, without quotation marks, is only 138 characters.

One of the reasons Twitter has grown so rapidly is that it can be updated using your phone's text messaging capability, through the website itself, through a client on your smart phone, through desktop-based clients, by linking Twitter to other websites like Facebook or your blog, or even by email or IM.

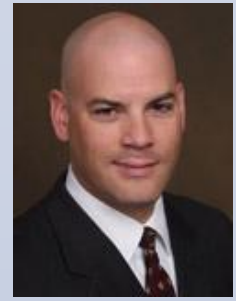
Twitter users can follow other users, but it doesn't have to be reciprocal; according to Twitter, here are my statistics as of this writing. I follow 446 people, while 1,263 people follow me. Of those, I follow 42 that don't follow me back, while 859 users follow me that I don't follow back. There are a number of reasons for that, but one of the key aspects of Twitter is this asymmetrical model where you can follow whoever you want and see what they are saying, and anyone else can do the same for your Twitter stream.

You can make your updates private, but it's not nearly as useful that way, and I don't generally ask to follow accounts set to private unless I really know that person well.

The business case for Twitter

So let's go back to Ari's definition of twitter as a mix of texting and blogging. Twitter enjoys the immediacy and simplicity of texting while being a fundamentally public service. In other words, it's not siloed like texting, or its more business-friendly relative, email. In fact, Adina Levin from SocialText, an enterprise wiki and social media company, describes (enterprise) microblogging as "...more transparent than email."

That makes Twitter the perfect application for one-way broadcasting of short, fairly transitory types of information such as announcements of meetings or promotions; quick commentary on a link (along with the link itself); sharing resources via links; breaking news about the organization or the industry; and informal polling (e.g. "What should we have for lunch today?").



Jesse Wilkins

Jesse Wilkins is a Principal Consultant with Access Sciences Corporation, where he focuses on electronic records management, email management, and Web 2.0 strategy, program development, and system selection and implementation. He also teaches the AIIM ERM, ECM, and Email Management Certificate Programs. Follow him on Twitter at <http://www.twitter.com/jessegwilkins>

Introduction to Twitter by Jesse Wilkins (cont.)

This has not been lost on first responders like the Los Angeles Fire Department. LAFD uses Twitter as a sort of reverse-911 system to keep its constituents informed. Granted, not everyone is on Twitter, so it's not a replacement for more traditional systems, but it is an additional system to reach more people more quickly.

Most of the blog posts about Twitter focus on the fluidity and speed of Twitter as a collaborative tool. A user could make a request for information or assistance, such as "Whenever I open X tool I get Y error message. What gives?" If I know the answer I can respond very quickly; if I don't, I can always forward to the people that follow me and perhaps one of them will respond. The request can be transmitted to a vast number of users very quickly.

Twitter makes it fairly easy to share links as well, and it is not uncommon for bloggers to link to their latest posts, analysts and vendors to Tweet links to new white papers, and so forth. Good resources get forwarded; bad or excessively sales-y resources don't.

One of the very popular use cases for Twitter deals with presentations. This takes two related forms. The first is for users to Tweet key points or salient details of a presentation they are attending. Everyone following them can read the points and understand at second hand what the presentation is about, how it's going, whether it's a good, content-rich session or a sales pitch, etc. The second serves as a more immediate feedback loop and backchannel. In other words, while the presenter is presenting, users are Twittering instantaneous feedback based on the presentation. Either in real time or later, the presenter can respond to that feedback. Now extend that to a geographically dispersed project team on a conference call, and imagine that the feedback relates to a deliverable

under discussion.

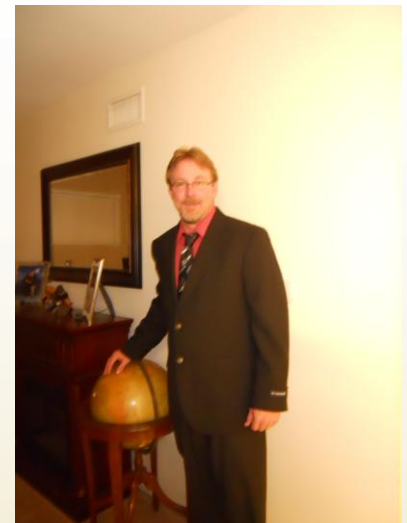
Twitter today, Twitter tomorrow!

In order to "get" Twitter, you really have to use it. My experience with Twitter is similar to many peoples' – I signed up, didn't follow anyone, didn't Twitter a bunch of useless inanities, and quit using it. It took 8 months for me to give it another chance; this time, though, I followed about 20 people whose blogs I read regularly and spent some time lurking, just following quietly. Eventually I started to see the different ways in which it could be useful to me personally and professionally, as noted earlier, such that given a choice today between email and Twitter, and losing one of them permanently and irrevocably, I'd choose Twitter.

Twitter's not the right solution for everyone. It can be a time sink. You cannot follow everyone on Twitter and still do your job. But it can be a helpful resource for most people and I encourage everyone reading this who has not tried Twitter to give it a chance.

--Jesse Wilkins, CRM, is a Principal Consultant for Access Sciences Corporation, a vendor-independent ECRM consulting firm. Contact him at jwilkins@accesssciences.com or visit his website at <http://www.accesssciences.com>.

CONGRATULATIONS TO



BRANDON L. REEDER

2010 SCIE/ARMA

Chapter Leader of the Year

WELCOME NEW MEMBERS

Corrine Pino	4/15/10
Alex Rodriguez	4/28/10
Nancy Stubbs	4/30/10
Regina L. Patterson	4/30/10
Eliseo Perez	8/11/10

SCIE/ARMA Membership Anniversaries

Diane Gladwell	13 years
Olivia Flores	10 years
Chris Ellis	9 years
David R. Wilkerson	6 years
Anna M. Grandys	5 years
Rachelle D. Klassen	5 years
Lorena Verduco	3 years
Cheryl Love	2 years
Alexandra Rackerby	1 year

2010/2011 Chapter Calendar

Thursday, September 16, 2010

“How Identity Theft of meta-data ties in with Records Management, Public Requests and redacting” presented by Sandy Bovier-Ingram of SmallBiz Privacy

Kountry Folks Restaurant

3653 La Sierra Avenue, Riverside, CA. 92505

www.kountry.com

Thursday, October 21, 2010

“The Art of Interviewing” presented by Laurie Lofranco – Keenan & Associates

Kountry Folks Restaurant

3653 La Sierra Avenue, Riverside, CA. 92505

www.kountry.com

HOLIDAY SOCIAL & SEMINAR*

Thursday, November 18, 2010

“How to effectively use Social Networks i.e., LinkedIn, Facebook and Twitter to promote & grow your business” presented by Richard Sink

The Royal Cut

2345 South Grove Avenue

Ontario, CA. 91761

www.royalcutrestaurant.com

**DONATE A TOY FOR ANGEL TREE Community Project & \$10.00 for SCIE/ARMA Member and \$15.00 Non-SCIE/ARMA Member for Holiday Social*



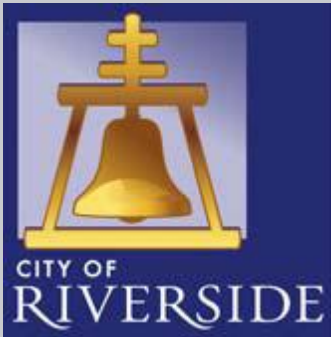
MARY COX RETIRES FROM COUNTY OF RIVERSIDE

For those of you who were able to attend Mary Cox's retirement party on the 13th, you know how wonderful it was. I saw several members from our Chapter and I know Mary was pleased. So many from her decades of service to the Records Management Industry and those she has worked with were there to honor her.

From our SCIE Chapter, she was presented with a Certificate of Appreciation for her multiple outstanding contributions over the years. There will be several pictures that were taken at the event on our new website for you to view. For those of you who were unable to make it, I'm sure if you were to forward a card to her "old" work address or to our Membership Director Brenda Hutchinson, your cards will be forwarded to Mary.

Thank you

Debi Thomsen / Brandon Reeder / Brenda Hutchinson



Access: *Riverside*

A Central Campus of Hope for Homeless Residents of Riverside

The History

In June of 2003, the City of Riverside adopted the “Riverside Community Broad-Based Homeless Action Plan”. Since its adoption, the City has pro-actively pursued implementation of the action-based strategies within the plan as well as other initiatives in partnership with the County of Riverside and a broad range of non-profit organizations, social service agencies, faith-based institutions, and others working together under the umbrella of the Riverside Homeless Care Network to address the issue of homelessness in our community. A pivotal goal within the City’s Homeless Action Plan is the creation of a centralized environment to provide an array of housing and supportive services designed to assist homeless individuals and families to address their issues and achieve housing stability. Modeled after the PATH Mall concept and similar models across the county, the campus will offer a coordinated system of care that includes strategic outreach, crisis intervention, interim housing, rapid re-housing, homeless prevention resources and coordinated case management. A central theme of the new campus environment will be a collaborative focus on nationally acclaimed best practice strategies, such as “Housing First” and other rapid re-housing approaches, centered on one goal: to end the cycle of homelessness in our community.

The Vision

The cul-de-sac at Hulen Place is being transformed into A ONE-STOP MULTI-SERVICE CAMPUS environment for homeless residents and those at-risk of becoming homeless in Riverside, where individuals and families can walk into one door and find access to the full range of services and housing opportunities available in this community.

Building A - Multi-Service Access Center – Shall serve as the entry point and service hub of the city’s continuum of care offering a wide-range of services under-one-roof including street outreach, housing placement, employment development, benefits enrollment, health care, mental health services, substance abuse recovery, veterans’ services, life skills training, education services, financial counseling, legal services, client stabilization resources, computer resources, transportation assistance, and homeless prevention resources. All services will be coordinated through centralized data management and a collaborative team case management approach. (Phase I in operation).

Building B - Riverside Emergency Shelter – 64-bed facility, operated by Path of Life Ministries in Partnership with the City; provides year-round shelter connected with case management services for homeless men and women for up to 30 continuous days. From December through mid-April, an additional 72 beds are provided on a night-by-night basis under the federal cold weather shelter initiative in cooperation with the County. Approximately 1,500 individuals are served at the facility on an annual basis. (Currently Operational)

Building C - Safe Haven Supportive Housing and Drop-in Center – “The Place” Safe Haven program, operated by Jefferson Transitional Programs in partnership with the County Department of Mental Health, provides 25 permanent supportive housing beds and a 24-hour drop-in center for chronically homeless individuals with severe mental illness. (Currently Operational)

Building D – SmartRiverside Digital Inclusion Program – The Digital Inclusion Program provides skills training and jobs for at-risk youth in computer technologies and provides basic computer skills training classes along with a free refurbished PC for home use to low-income households in Riverside. (Currently Operational)

Pet Kennel – Provide a safe place for Emergency Shelter and Access Center guests to house their companion animals during their stay, allowing homeless people with pets to access services without giving up their best friend. (Under Development).

If you are interested in being part of this Chapter Community Project, then please contact Debi Thomsen at deborathomsen@sbcglobal.net



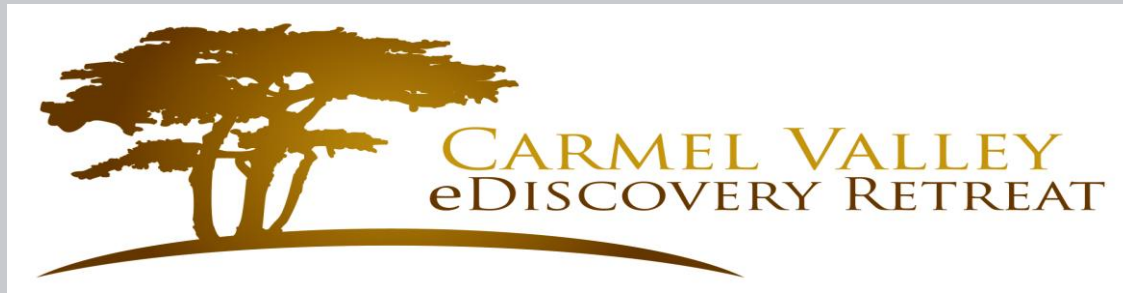
The premier event in the records and information management field, ARMA International's 55th Conference & Expo, will be held November 7-10, 2010, at the Moscone Center West in San Francisco, Calif. It's never too early to start planning for the 2010 ARMA International Conference & Expo, which delivers the resources and tools you need to better govern your information. **Registration Fees**

Registration fees are being held to the 2008 rates:

FULL REGISTRATION – 4 DAYS:

Member early discount fees (paid by September 24)	\$ 899
Member regular fees (after September 24 and on-site)	\$ 999
Non-member early discount fees (paid by September 24)	\$ 1,149
Non-member regular fees (after September 24 and on-site)	\$ 1,249

For more information, please visit <http://www.arma.org/conference/2010>



The Carmel Valley eDiscovery Retreat

The Carmel Valley eDiscovery Retreat will be a premier resource for industry practitioners who wish to focus on the complexities and practicalities of eDiscovery. Whether you're new to eDiscovery, or want to increase your existing expertise, the retreat will allow you to explore this critical topic with established industry leaders and your peers - all in one of the most stunningly beautiful areas of the United States, Carmel, California. Earn CLE credit hours while you get away from the hustle and bustle of the daily grind in one of California's most pristine destinations.

The Carmel Valley eDiscovery Retreat will offer participants opportunities to interact personally with industry experts in a collegial atmosphere. The retreat has been developed with an emphasis on breakout sessions and workshops, tailored to the needs of attendees. Your entire team can participate and explore the latest issues affecting the industry, and develop strategic directions.

To give you a taste of what's in store, here's a short list of confirmed speakers:

- **Hon. James Smith** (Ret). - JAMS ADR
- **George Socha**, *Owner* - Socha Consulting LLC
- **Browning Marean**, *Senior Counsel* - DLA Piper
- **Diane Barry**, *Dir. of Discovery Strategy & Management* - ILS-IPP
- **Martha Dawson**, *Partner* - K&L Gates LLP
- **Jeffrey Ritter**, *Founder & CEO* -Waters Edge Consulting LLC
- **Bill Hamilton**, *Partner* - Quarles & Brady LLP
- **Robert Owen**, *Partner* - Fulbright & Jaworski
- **Gareth Evans**, *Partner* - Gibson, Dunn & Crutcher
- **Patrick Mullin**, *Partner* - Jackson Lewis
- **Eric Sinrod**, *Partner* - Duane Morris LLP
- **Greg Buckles**, *Consultant* - Reason-eD, LLC
- **Troy Dunham**, *Senior Electronic Discovery Manager* - Cooley LLP
- **Ruth Hauswirth**, *Dir of Litigation & eDiscovery Services* - Cooley LLP
- **Trent Livingston**, *Partner* - Geekly Group
- **John Isaza**, *Partner* - Howett Isaza Law Group

Please visit www.carmelvalleyediscoveryretreat.com for more information or contact Chris La Cour at: 949.887.3786 clacour@carmelvalleyediscoveryretreat.com

Your registration code is **SCIEARMA**

Retail registration is \$899 for a Full Retreat Pass (2 Days). Using the discount code will take off \$100 and the total will come to \$799. Single Day Passes are available at \$499 for a choice of Day 1 or Day 2.

JOB BOARD



Kaplan College Riverside Campus is seeking a Health Information Technology Instructor to join our staff of education professionals.

Overview

- Instruct the assigned courses in accordance with our standardized curriculum.
- Ensure that the classroom environment is conducive to maximum learning and retention of students.
- Satisfactory Academic Progress:
 - Attendance
 - Grades
- Responsible for Student Satisfaction and Retention

Requirements:

- Minimum Bachelor's degree
- AHIMA certification preferred
- Minimum three years experience teaching or practice in field
- Excellent communication skills, both oral and written
- Ability to work independently
- Proficient with Microsoft Word, Excel and PowerPoint is a plus.

Qualified candidates should email their resume to:

Ms. Linda Charmaine Davis, Program Director HIT

lidavis@kaplan.edu

**SCIE/ARMA CHAPTER # 127
BOARD OF DIRECTORS
FY 2010 - 2011**

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**Newsletter created by
Brandon L. Reeder**

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