

Nebraska Chapter, ARMA, Inc.
BOARD PLANNING SESSION #1
June 30, 2005

Present:

Jerry Petersen, President
Cynthia Hume, Vice-President
Bill Ptacek, Treasurer
Jacque Hornung, Secretary
Donna Haberstich, Immediate Past President
Cheri Adams, Library/Archivist
Cathy Danahy, Webmaster
Ron York, Director of Programs
Anissa Rasmussen, Public Relations Director

Absent:

Scott Swanson, Membership Director

CALL TO ORDER:

Meeting called to order by Jerry Petersen.

Opening remarks were made by Jerry Petersen regarding a theme for the upcoming meeting year, the betterment of profession of our members, and a reminder that the Board is customer service oriented to our members.

MINUTES:

Cathy Danahy motioned for approval of the June 15, 2005, Board Meeting Minutes with no changes. Bill Ptacek seconded the motion. Motion carried.

OTHER BUSINESS:

Review of Chapter By Laws

A copy of the By Laws was included in the Planning Notebook provided to all Board Members.

There is a new informal policy for the next two (2) years under Jerry Petersen's presidency: No blanket e-mails to the entire Board. Communication should be one to one with a copy to Jerry Petersen. Jerry Petersen will determine if, when, and how something needs to be communicated to the entire Board. If a Board Member that has information they feel should be broadcast to the Board, send it to Jerry Petersen. At that time, Jerry Petersen will either send out the email or instruct someone else to send it out or make an executive decision on the subject.

The Board is to review the Minutes and Treasurer's Report before each Board meeting to speed up the process of the meetings.

All tasks are to be done in a timely manner as Jerry Petersen will "follow up" to ensure things are completed on time.

Budget Report

Bill Ptacek distributed the Budget Status Report dated June 2005 (estimated). The Cash Basis accounting is due to ARMA rules. All of the Treasurer's reports will be finalized when Bill Ptacek receives the June 2005 bank statement. There is \$10,000 in the Chapter Operation category which shows a loss, but that is what the Board intended. The Board did not raise meeting attendance costs last year because the Board wanted to invest in the education of the Chapter members.

In regards to the Seminar budget, the Chapter made a profit of \$9,500. The Chapter is in good shape to repeat this investment next year.

Bill Ptacek discussed increasing the cash reserve created last year. He has no numbers at this time because of outstanding issues. This issue will be decided on at the next planning meeting.

There is \$10,000 to invest on the yearly program. This \$10,000 gives the Board a working budget for speaker costs and monthly meeting expenses.

Bill Ptacek distributed the Budget Proposal for 2005-2006. The Actual YTD column is completed. The Proposed column is blank, as it will be completed at next month's planning meeting.

The Exhibitor's Contract for the Spring Seminar was reviewed and discussed. Corrections are to be made and a formal approval for use will be done at the next Board meeting.

For the June 15, 2005, meeting, \$190 was brought in. A check to Mahoney (which included the meeting room) was for \$940. Chapter members appreciated the free meal. The attendance was comparable to other meetings.

Review survey results and past history of meetings.

1. ARMA Nebraska Chapter survey results were discussed by Jerry Petersen. The 2003 - 2005 programs were reviewed.

2. A chart of information from the monthly survey "blue" cards was discussed by Cathy Danahy. The best rated location was the Hilton. The lowest rated location was the Marriott. Other comments for this meeting included presentation was too long and suggested a Question and Answer portion.

Two (2) matters that are important to our Chapter members are: (1) a Question and Answer portion, and (2) interaction.

Discussion was had regarding changes to the survey.

Discussion was had regarding topics for the upcoming meeting year. The following topics were noted as wanted by our Chapter members:

- * Tours
- * Basic RM
- * Legal
- * E everything
- * Privacy/Security

3. The Top 10 Topics from an AIIM survey were discussed by Jerry Petersen. The topics are:

1. Records management - Archiving
2. Document Control
3. E-mail Management
4. Information Capture
5. Forms Handling
6. Web Publishing
7. Library and Knowledge Management
8. Statutory and Regulatory Management
9. Technical Document Management
10. Process Automation

4. Cheri Adams noted that the Chapter could publish meeting notices or articles in the Midland Business Journal for free. Cheri Adams gave the contact information to Anissa Rasmussen.

5. Jerry Petersen reported that articles, etc. can go in the Lincoln Neighborhood Extra for free.

Planning for the 2005–2006 Meeting Year

Discussion was had about the topics, speakers, locations, and formats for the 2005 - 2006 Meeting Year.

The following programs were tentatively chosen and Board Members were assigned to arrange for the speaker to be contacted and confirmed:

September "Keeping Your E-Mail Ahead of the Law"
William Savarion Esq. - Jacque Hornung
Rick's Boatyard - Omaha

October "Accessing Your Electronic Records in 5, 50, 500 Years"
Jesse Wilkens - Donna Habberstich
Mahoney

November " RIM 101: Basic Concepts and Fundamentals of Records Management"
Michele Kersey - Anissa Rasmussen
Clarion Hotel - Omaha

December "Title TBD"
Tom Schulte - Cathy Danahy
Mahoney

January "Future Trends in Data Protection"
Hugh Smith - Ron York
Clarion Hotel - Omaha

February " ISO 15489" Bill Neale
Cheri Adams
Location TBD - Omaha

March "Instant Messaging & Regulatory Compliance"
Susan Cisco - Bill Ptacek
Location TBD - Omaha

April Seminar
Harrah's Casino - Council Bluffs

May " Email Archiving, Records Retention & Archiving Policy Management"
Cris Ryan - Scott Swanson
Location TBD - Omaha

June " Perform Like a Champion Every Day"
Aaron Davis - Jerry Petersen
Mahoney

Seminar Update & Projected Seminar Budget Presentation

Cynthia Hume distributed and discussed the Budget Status Report for the Seminar 2006. Discussion was had how expenses increased from 2005 to 2006.

Discussion was had about the location of vendors at the seminar and comments received from vendors. Vendors will remain inside the seminar room.

\$7,000 plus income is projected from the seminar in 2006.

Bill Ptacek discussed the Agreement for Exhibit Space draft including a response deadline in the Agreement. Bill Ptacek also brought up the idea of creating a Sponsor Commitment form. There was discussion amongst the Board about this form and the possibility of it being similar to the vendor letter with a response date included. Approval of the Sponsor Commitment form was tabled until the next meeting.

Cynthia Hume distributed and discussed Harrah's contract and the vendor letter. Jerry Petersen mentioned that Ron York had discussed with him vendor costs after the last seminar. Ron York suggested a second vendor person could be half price or vendor price includes registration with table cost. Discussion was had about this issue, loss of revenue, keeping the vendor coming back, vendors get the same benefits as attendees, an no comment was received from the vendors. The monetary contributions categories are to remain the same.

Cathy Danahy motioned to keep vendors' cost for the seminar the same as the past year for the seminar. Cheri Adams seconded the motion. Motion carried.

Discussion was had about changing the monetary contributions categories in the vendor letter. It was decided to leave them the same.

Jerry Petersen discussed having a Power Point advertisement for exhibitors who pay an extra fee. Donna Haberstich thought it would take away from the seminar. Jerry Petersen noted that it would increase revenue and that vendors who did not want a table would pay this. Cathy Danahy felt that it would be informational helpful to attendees. Donna Haberstich thought maybe two (2) advertisements at each break but more than two (2) would be too much. Donna Haberstich felt that no one would watch them and it would detract from the seminar. Jacque Hornung thought an ongoing advertisement during all breaks would work well. This idea was dropped due to lack of support in favor of having the vendors' names on the Spring Seminar website. Gold sponsors will be put on the website.

Jerry Petersen motioned that any sponsor that gives \$250 at the gold level would have their logo or name placed on the website. Donna Haberstich seconded the motion. Motion carried.

Additional discussion was had regarding vendor letter changes. Cynthia Hume will make corrections regarding wording changes.

In regards to the Spring Seminar draft brochure, Cynthia Hume discussed the dates, schedules, contact people, and Scott Swanson, prior to the meeting, had told Cindy that there was too much yellow. The Board discussed the assumption that the woman on the front of the brochure was going to be the speaker. The brochure will be revised without a person. The title was changed to "Transitioning from Physical to Electronic Records."

Cheri Adams brought up the idea of a discount for more than one (1) member from a company. After the Board discussed, it was determined not to offer a discount due to reasonable cost of the seminar and accounting problems that is cause this to track attendees for the conference of who is paid and who is free.

Anissa Rasmussen motioned that the seminar fees stay the same for 2006. Cathy Danahy seconded the motion. Motion carried.

Donna Haberstich volunteered to help Cynthia Hume with vendors.

In regards to the seminar speaker's book, ARMA will give us a 30% break on price of book, reducing the cost to \$24.50. Discussion was had about giving the book to attendees as part of early registration bonus. Donna Haberstich objected to giving it as a bonus. Another thought was to have ARMA on site to sell books. Bill Ptacek inquired as to shipping some books for our Chapter to sell. Cynthia Hume will check on this matter. Other thoughts were to give the book as door prizes, have an option where attendees can order book with their registration. Bill Ptacek would prefer to have a table set up and have our Chapter sell the books. Cynthia Hume will look into this.

Projected Library Budget Presentation

Cheri Adams distributed the ARMA International Bookstore Order Form. The highlighted books are ones that are recommended for purchase. The checkmarked books are currently in the Chapter's library.

Cheri Adams distributed the Proposed Budget for the Library and an Overview of the Publications Recommended for Purchase with a brief description of each publication.

The books that are recommended for purchase are based on requests and needs for new books. Cheri Adams proposed a \$1,500 Library budget, which includes the requested books and extra for unknown expenses. With Board approval, Cheri Adams will purchase the books in July. At the September monthly meeting, Cheri Adams will have handouts for attendees, which describe the new books, and also have the new books on display. Cheri Adams will also send out an e-mail to all members regarding the new books. Also, for each speaker, Cheri Adams will focus her book display on the speaker's books and subject matter.

Bill Ptacek motioned to adopt a library budget of \$1,500 for the next chapter year. Cynthia Hume seconded the motion. Motion carried.

Jerry Petersen motioned that the \$1,182 library budget to purchase the items listed be given tentative approval until the August meeting when the Chapter budget will be approved and the purchase of the books can be made. Bill Ptacek seconded the motion. Motion carried.

Cheri Adams explained the Establishing and Managing Successful Records Management Programs CD-ROM, which is included as part of the purchase list.

Projected Awards and Fru Fru Budget Presentation

Donna Haberstich proposed that the Chapter maintain the current budget for Awards of \$700 and a Fru Fru budget of \$350 (which includes, Boss' Day, Christmas, and the last meeting). Discussion was had about the 2005 Awards and Fru Fru Budget. Discussion was had about what is included in awards.

Cheri Adams motioned to adopt an Awards budget of \$700 for the next chapter year. Cathy Danahy seconded the motion. Motion carried.

Cynthia Hume motioned to adopt a Fru Fru budget of \$350 for the next chapter year. Cathy Danahy seconded the motion. One nay. Motion carried.

Donna Haberstich proposed that the Chapter allocate \$500 again for the ARMA Educational Foundation and, as was discussed earlier, purchase \$500 worth of raffle tickets for the 2006 San Antonio Conference drawing. Discussion was had about how to go about purchasing the raffle tickets and whose name should go on the tickets.

Cathy Danahy motioned to purchase \$500 tickets and use the prize as a member incentive if the Chapter wins. Donna Haberstich seconded the motion. Motion carried.

Donna Haberstich motioned to use the Chapter president's position on tickets on behalf of the Chapter. Bill Ptacek seconded the motion. Motion carried.

Special Request from Donna Haberstich

Donna Haberstich requested an exception to the Member of the Year Award wherein the winner can receive either an ARMA International Registration or free meetings and seminar for one (1) year. Donna Haberstich is requesting to use the ARMA International Registration fee for 2006 instead of 2005.

This was tabled until the next meeting.

Yearly Brochure

The 2005 - 2006 Yearly Brochure was distributed. Anissa Rasmussen has completed this first draft of the brochure.

Discussion was had about the theme for the year: The Tools, The Connection, The Opportunity & The Source.

Discussion was had about revisions to the brochure, including consistency, minor typos, and the like.

Jacque Hornung discussed the costs of printing. Ameritas' cost would be \$1.24 per page. Kinko's' cost is approximately \$18.00 for 100, \$35.00 for 200, and \$50.00 for 300. Kinko's would also tri-fold the brochures for us.

Last year there were approximately 300 brochures printed. It was decided that there would need to be 300 brochures printed.

Anissa Rasmussen will check with Scott Swanson about Northern Border printing and mailing the brochures for us.

Jacque Hornung will check on having Ameritas pay for the mailing costs for the approximately 90 members' brochures.

The remaining brochures are used for handouts at various functions, including monthly meetings, potential members, and the like.

Projected Budget needs for Support of Leadership Conference

Jerry Petersen on behalf of Scott Swanson brought this issue up to the Board.

Bill Ptacek informed the Board that the Regional Board has decided on Omaha as the location for the 2006 Leadership Conference, but they have not discussed dates, hotel or other details yet.

Scott Swanson, Bill Ptacek, and Cynthia Hume are on the Committee for the Conference.

Donna Haberstich volunteered to join the Committee.

The Leadership Conference will be held in July 2006 (which is in the middle of the Chapter's Planning Sessions) and we will have to have the budget set aside already to spend the money on support of the Conference. Jerry Petersen proposed the Hospitality Night on Thursday in a room with a mini buffet with food and beverages. Scott Swanson had a proposal budget and Jerry Petersen distributed the proposed budget of \$750 to do the Hospitality Night. The Chapter Board is invited to the event also.

Scott Swanson was also looking at the possibility of getting sponsors to donate \$250 to help with the cost of the Hospitality Night and let them do a "bring and brag" at that time. Jerry Petersen cautioned that this might infringe on vendor support at the Spring Seminar and would only support this if it did not detract from the Chapter Seminar support.

The Committee is going to have to come up with venues for the Friday and Saturday night social events. The Chapter gives to the Leadership Committee what we think will work and then the Leadership Committee says either "yea" or "nay."

As its only financial responsibility, the Board needs to donate \$500 for the Leadership Conference.

This issue was tabled until the next meeting because Bill Ptacek had indicated that the Regional Leadership had not discussed or committed to a hotel or dates yet.

Projected Member Incentive Budget and Ideas

Jerry Petersen on behalf of Scott Swanson discussed proposed changes to the "blue" survey card:

1. Eliminate "If credit card option with processing fee (\$5) were available, would you use it?" question.
2. Add question "Would your company be willing to donate a door prize." Yes/No and contact name and phone.
3. Eliminate "If handouts were provided, are they helpful?" question.
4. Eliminate "Where did you hear about meeting?" question.

5. For the "Rate this meeting section", eliminate "Contents" and make "Speaker" into "Speaker/Topic".
6. Leave in "Do you want to be more involved" question.
7. Leave in "Any topics for further meetings?" question.

Cathy Danahy brought up the issue of whether or not these "blue" survey cards are needed when yearly survey is available for the end of the year. Discussion was had by the Board on this issue.

The consensus of the Board was that both surveys are valuable and to keep both.

Cathy Danahy suggested that when Jerry Petersen is thanking the speaker, to remind attendees to fill out the "blue" survey card. Jerry Petersen agreed to do so.

Chapter Web Site Changes and Budget needed to accomplish

Jerry Petersen brought up the issue of updating the website and discussed the matter. Cathy Danahy plans on doing the updating in the next couple of months.

Cathy Danahy's suggested plans for the future of the website, including making it cleaner, no "float menus", use categories such as "How do I?", making it easier for visitors to find information.

The Board consensus was for Cathy Danahy to check with EXTI (Extreme Technology) to pursue the cost of a new homepage and report back to the Board at the next meeting.

This issue is tabled until the next meeting.

2005 RIM Handbook

Jerry Petersen noted that a copy of the 2005 RIM Handbook from ARMA International regarding RIM Month is in the Planning Notebook each Board Member received. It contains a lot of forms, letters, articles, and the like for use during RIM Month.

Discussion was had about RIM Month in April 2006 and doing publicity for it. Cathy Danahy suggested that a Committee would need to be formed to work on this project. The Board felt that there was not enough resources, interest or members willing to work on this project especially since RIM Month is the same month as the Spring Seminar. It was decided to inform our Chapter members about RIM Month and provide them with tools to promote it on their own. The Board decided that the Chapter was not going to do any special activity for it.

Closing Remarks

Jerry Petersen noted that we really got busy and accomplished a lot today. Jerry Petersen asked if the Board felt that the Planning Notebook was helpful for the day. The consensus was that it was. For those Board Members going to International, Jerry Petersen is asking that if you like a

speaker, talk to them and get their information so it can be added to the list. Also, throughout the year, if a Board Member discovers any other speakers, forward their information to Jerry Petersen to be added to the list also.

At the next meeting, Jerry Petersen will bring back information from the Chapter Leadership Conference beyond what he was able to retrieve from the chapter websites within the Region.

As a review, when the Board Members get a hold of their speakers, e-mail Jerry Petersen directly with the results. If a flat turndown is received, let Jerry Petersen know and an alternative plan will be made at that time based on the "hit" list compiled today. If anyone needs Jerry Petersen to back them up on a phone call to help, please let Jerry Petersen know early on as he will be out of the office periodically during July. Jerry Petersen and Jacque Hornung will update the Planning Calendar and distribute to the Board before the next meeting.

ADJOURNMENT:

Bill Ptacek motioned to adjourn the meeting. Cheri Adams seconded the motion. Motion carried.

Meeting adjourned.

Jerry Petersen, President

Jacque Hornung, Secretary