



Wyoming Chapter of ARMA

Newsletter of the Wyoming Chapter of ARMA International, November 2017

Prez Talk: A Message from Wyoming ARMA President

Did anyone go to the University of Wyoming's Homecoming this past weekend? It was a nice weekend for October and for the weekend before Halloween. As we all know, usually this time of the year in the Rockies leads to a nice winter cold storm before the spooky day. I hope everyone is gearing up for the holidays and pumpkin pie. Oh, speaking of pumpkin Pie, what do you get when you divide the circumference of your jack-o-lantern by its diameter?" Pumpkin Pi!

October's chapter meeting was presented by the employees of the Wyoming

State Library. It was informative and well received by all attendees. The Wyoming State Library has 900,000 digital items and 90,000 hard copy public documents that date back to the state's territory days. They also have various digital resources you can use just with your Wyoming library card. Examples include RbDigital, Cloud Library, Wyoming Newspapers, Trademarks, Genealogy, Language Learning, and many more online resources. Who knew you could use all of these resources just with your local library card? If you would like to learn more or want

more information, review our chapter minutes later on in our newsletter.

Did you get a chance to fly off to Orlando for the 2017 ARMA Live Conference? I have talked to a few members from other ARMA chapters and it sounds like it was well received and many ideas/topics were taken away from the conference. It was also a good time to see friends you may not have seen in a while.

What? You say you didn't get to attend ARMA Live 2017? Then I suggest you take some time out of your day on Dec. 5, and attend the virtual seminar orga-



Carolynn Coy, President of Wyoming Chapter of ARMA

nized by our own ARMA International. It will be presenting the four highest-rated sessions from the conference. These sessions are interactive with live text-chat discussions with subject experts. The best part is it is free to members. Now you say you do not think

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WY ARMA Board of Directors

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Monthly Chapter for Meeting Announcement



Trihydro Corporation will be sponsoring a presentation on “Social Media: Using It As A Professional Tool” at the November general chapter meeting. The meeting will take place Tuesday, Nov. 14 at the Wyoming State Library located at 2800 Central Ave. in Cheyenne (please park in the State Library's parking lot located on the west side of the building). A GoTo Meeting will also be set up for those wanting to attend remotely.

Presenters will be Jeff McDonald, Isabel Perez and Darby Clark from Trihydro's Business Development & Marketing Department. The presentation will cover the following topics:

- Using social media as an individual (setting up your profile, interactions, etc.)
- Using social media for your company/organization (how company pages are different than personal profiles, things to think about, planning content, etc.).
- Why you should use photos and videos in your social media strategy

Attendees should also be prepared to spend the first 30 minutes of the meeting discussing this month's Web Session of the Month: *How To Conduct A Social Business Assessment*. More information on this session can be found on page 3 of this newsletter.

To attend, please RSVP toCarolynn Coy by noon on Monday, Nov. 13 at wyarma@gmail.com or call 307-755-4910. Let her know if you will be attending in person or if you will be needing the GoTo Meeting attendee information.

ARMA Virtual Conference scheduled for Tuesday, December 5

cont. from page 1...

you will be able to attend this time? Well, no problem - you can watch the seminars on demand through Dec. 8. If you would like to register, we have the information posted our Facebook page or you can go to the ARMA International site.

If you are not a current member but want to take advantage of this free conference, join ARMA and start

reaping the value of membership. You can join for as little as \$95 per year as an associate member and \$175 per year as a professional member. If you would like to join but do not have the funds, crawl on over to our site and apply for the Tony Award, and if approved, we will pay for your membership. Now that we have all of that covered, there is no reason to not attend the virtual seminar and our monthly chapter meetings.

Our November Chapter meeting will help you learn how to use your social media as a professional tool along with teaching you how to use photos and videos. We will have it at the Wyoming State Library on Tuesday, November 14. Additional information can be found later on in our newsletter, and on our Facebook page and website.

As always, take some time to review our neighboring

chapters' upcoming general meetings: Mile High, Salt Lake, and Nebraska. If you would like to be in our newsletter member spotlight, please contact April Peregoy at wyarma@gmail.com and she will follow up with you. In addition, be looking for information to come out soon regarding our highly-anticipated Spring Seminar in March 2018.

Wyoming Chapter Education

ARMA International Web Session of the Month

How to Conduct a Social Business Assessment

Session Title: How to Conduct a Social Business Assessment

Session Code: CF13-3406

Facilitator: Jesse Wilkins

Summary: Social media is being used by more and more organizations for business purposes, but many organizations don't know how they are using those tools and the risks involved. This session will describe an approach to assessing how an organization uses various social media services and how to manage them effectively.

Learning Objectives

Upon completing this online session, you will be able to:

1. Identify different methods for identifying organizational social media accounts
2. Identify how the organization is using social media in support of business objectives
3. Identify risks associated with unmanaged use of commercial social media services
4. Identify questions to ask as part of the social media assessment

Accessing ARMA International's Web Session of the Month

1. Go to www.arma.org and log into your My ARMA account using your current login information.
2. After you have successfully logged in, select the My Profile tab.
3. Scroll down until you see the **Chapter Memberships** section.
4. Click on the link located underneath the **Education Link** headline within the **Chapter Memberships** section. (Link title starts with "Session of the Month:") This will take you to the Chapter Resources page.
5. Use the Search functionality to find your chapter's Session of the Month by typing in the title or the 8-digit alphanumeric code.

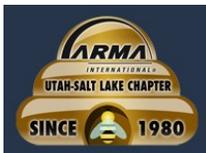
Check out the events our neighboring chapter partners are hosting this month!



Mile High Denver Chapter will host Contoural's Mark Diamond who will present, "Creating a Modern and Executable Records Retention Schedule That Maximizes Information Value," on Tuesday, Nov. 14 at the PPA Event Center in Denver, CO. Come learn newer, smarter approaches to retention schedule development! Click [here](#) for more information.

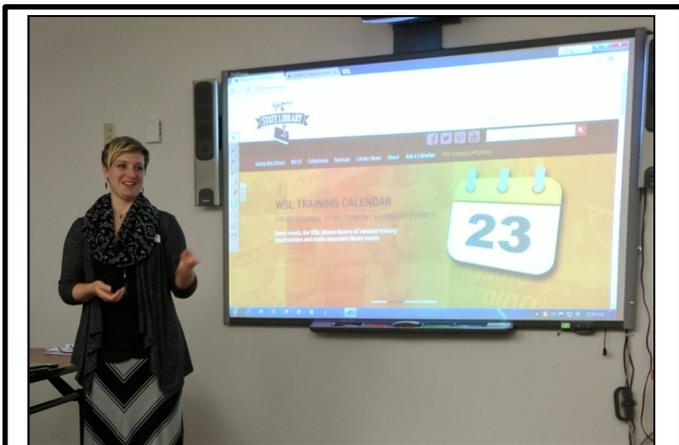


At **ARMA-Nebraska's** November meeting, you will learn how Ameritas' Insurance Compliance Department leverages its company's records to discipline and/or terminate a rogue agent and detect fraud. "True Stories of a Compliance Officer" will be presented by Scott Farnen of Ameritas on Wednesday, Nov. 15 at the Ameritas Corporation in Lincoln, NE. Click [here](#) for more information.



ARMA Utah-Salt Lake Chapter will meet Thursday, Nov. 16 at Central Utah Water in Orem, UT. Its topic for November is "Getting Involved in the Legislative Process." More information can be found [here](#).

Chapter members learn about State Library's many online resources at October meeting



State Library Collections Administrator Angie Wolf gives a presentation on accessing the library's digital content during the Wyoming Chapter of ARMA's October general meeting at the Wyoming State Library.

Wyoming State Library still offers some great resources for library card holders as Wyoming ARMA chapter members learned at their general chapter meeting, held Tuesday, Oct. 10 at the Wyoming State Library in Cheyenne.

The meeting officially began with a brief introduction of all in attendance. Donna Crock was then presented with her "Member of the Year" award for the 2016-2017 chapter year. Crock had not been present at the Year-End Meeting in June when the awards were announced.

Jamie Markus, Director of the Wyoming State Library, provided the group with a brief introduction. According to Markus, the library is one of five divisions of the state's Department of Administration & Information. It started out as a territory library in

1871, and used to be the Superintendent of Public Instruction also.

Over 100 Wyoming libraries use the statewide library catalog, WYLDCAT, to borrow 4.5 million items each year. The statewide Interlibrary Loan System allows users to borrow items from all over the world. In an average year, Wyoming patrons use this service more than 55,000 times. They have 900,000 digital items and 90,000 hard copy public documents.

Collections Administrator Angie Wolfe gave a presentation on the digital content available to anyone with a library card, including audiobooks, ebooks and magazines. This content is available on most mobile devices with an app download. They include the resources RbDigital, Cloud Library, and Total Boox. To see all the E-

content, go to GoWyld.net.

Librarian Karen Kitchens' presentation was on information regarding the library's Digital Collections Suite and patient information. Following are the digital collections available.

- Wyoming Newspapers: a free online resource that catalogs the newspapers of the past;
- Wyoming Places: answers the questions about the state's geography;
- Wyoming Gov Publications: contains state and federal government publication
- Wyoming Legislations: a collection of legislative documents;
- Wyoming Inventors: indexes US patents dating back to 1867 in which one or more of the inventors lived within Wyoming's borders;
- Wyoming Trademarks: names, logos, and wordmarks registered to Wyoming citizens and business owners.

Finally, Chris Vanburg, Database Instruction Librarian, went over the Go WYLD Resource Portal and some of the more frequented subject areas. Most areas

require a library card to get in, but they are very useful. Subject area resources include:

- General Topics—Research databases to search through journals, magazines, and other resources;
- Genealogy—Genealogy and history databases to conduct family history research;
- Language Learning—Mango Languages was shown as an example. It is an online language learning systems that helps with real conversation skills using fun and engaging interactive lessons.
- Jobs/Career Support—Job/Career Accelerator helps with preparations for a professional exam. Computer Skills Center teaches basic computer skills.



Wyoming ARMA members and guests enjoyed a tour of the State Library during the October chapter meeting. Pictured from left are Dale Wedel, Donna Crock and Tim Tyler.

ARMA Professional Development



Register Now

Did you miss a popular session at conference? Were you or one of your colleagues unable to attend conference this year? Do you need to justify your ARMA International membership? Back by popular demand for the fourth year:

The ARMA Live! 2017 Virtual Conference features four highly-rated education sessions, as evaluated by ARMA Live! 2017 Conference participants, and a virtual exhibition hall. Each session includes live text-chat with subject matter experts and solution providers. The exhibit hall--presented by the virtual conference exhibitors--displays top industry solutions and resources.

Registrations must be received by 9 a.m. (CST) on Tuesday, Dec. 5 to access the live event. Registrations received after that time will be granted access to the virtual conference archive for on demand viewing only. Please allow one business day after you register to receive access to the archive.

Can't make the scheduled viewing time? No problem; you can access the archived virtual conference seminars on demand through **Friday, Dec. 8, 2017.**

Continuing education credits:

- IGP Credits: up to 4.0 hours pending pre-approval

- ICRM Credits: up to 4.0 hours pending pre-approval

How to attend:

Join the live program from your office, home, or hotel room using a computer with speakers. You may post questions and comments from your computer during the program. You may also invite colleagues to watch the program from a shared computer or projection screen and speakers. Letters of Completion are provided to registered attendees participating at their own computer. Simple instructions with a link to the program will be sent when you register.

Information

- **When:** Tuesday, Dec. 5, 2017 at 9:30 a.m. CST
- **Where:** Your computer!
- **Cost:** FREE to Professional and Associate Members (\$169 for Friends of ARMA) A \$200 value!
- **Why attend:** Schedule of events coming soon!
- **More info:** www.arma.org



iMasters Lite: The Job to Be Done - The Business Case for End-to-End Records Management

FREE Course!

Date: 11/16/2017. Start Time: 1 p.m. Central time (2 p.m. Eastern time)

Register Now

Learn how the first end-to-end electronic records management program was built for the federal government

Session facilitator Jack Sexton has been on the RIM front lines at the Department of Homeland Security and Immigration and Customs Enforcement (ICE). Sexton led the initiative to construct the first end-to-end electronic records management program for the federal government.

In this interactive session, Sexton will talk about his experiences, challenges, and lessons learned from heading this complex ERM initiative.

This session is called "iMasters Lite" because continuing education credits do not apply. The session originates through Colligo, an ARMA International business partner and sponsor. Join us live! It is FREE for members and non-members alike.

WY Chapter of ARMA: September Board Meeting Recap

Wyoming Chapter of ARMA board members met Tuesday, Sept. 26 at the Wyoming Department of Transportation office in Cheyenne. Board members in attendance included President and Webmaster Carolynn Coy, Chairperson of the Board Pat Newbern, Treasurer Barbara Thomasee, Secretary Stephanie Gertken, and Education Chair Geetha Murugesu.

Vice-president and Newsletter Editor April Peregoy and Membership Chair Janie Wait attended via conference call.

President Coy called the meeting to order at 11:44 am. Newbern motioned to approve the minutes for the August board meeting and the September chapter meeting as amended. The motion was unanimously approved.

Treasurer Thomasee presented the Treasurer's Reports for August and September 2017. The board then revisited the issue of whether to move the grant money awarded by Regional Leadership for the purpose of attending the Regional Leader-

ship Conference in July, to the chapter's scholarship account. The decision was made to keep the funds in the general account.

Committee Reports

For her membership report, Wait reviewed the membership information she had received during the month. Murugesu discussed her planning efforts as the new education chair and said she will provide further updates at future board meetings.

Programs: Board members discussed ideas for future chapter meeting events which included suggestions from chapter members Donna Crock and Tim Tyler. Ideas for meetings include: cybersecurity, crime data mapping, Cheyenne Botanic Gardens, ideas from NE Chapter meetings, touring the State Library and introduction to available digital resources, Blue Credit Union, State Liquor Commission, browser password protection, and Lakeview Cemetery.

Each board member volun-

teered to organize at least one of the monthly chapter meetings. The tentative meeting schedule is as follows:

- Oct. 10—State Library tour and digital resources
- Nov. 14—Marketing and social media presentation from Trihydro
- December Christmas Party—Dinner Theater at the Atlas Theatre?
- January—State Liquor Commission
- February—Cybersecurity
- March—Spring Seminar
- April—Cheyenne Botanical Gardens
- May—Insurance records speaker or FE Warren Air Force Base
- June—End of Year Dinner and Meeting.

Newsletter and Website Updates

Peregoy solicited suggestions for the newsletter. The group discussed featuring records quandaries which could be submitted by members/readers and answered in the newsletter.

Coy discussed setting up a demo of the Wild Apricot membership management software for board members. She will set up a Doodle poll to determine the best time to schedule it.

New Business

Board members discussed whether to send someone to the ARMA Live! Conference in Orlando, Fla. in September, but no one is able to attend this year. As a board member is usually sent to get ideas for speakers and presentations at the chapter's Spring Seminar event, it was agreed that the board can look into the conference's online offerings for ideas instead.

For the next meeting on October 24, Coy asked board members to think about potential charities to which the organization can donate this year for its annual holiday charity. They were also asked to think about potential ideas for Spring Seminar topics and presenters.

Coy adjourned the meeting at 12:50 p.m.

Find out more about what's going on in the region!



Midwest/Rocky Mountain Region

- [Big Sky Chapter](#)
- [Bismarck/Mandan Chapter](#)
- [Central Iowa Chapter](#)
- [Central Missouri Chapter](#)
- [Greater Kansas City Chapter](#)
- [Kansas Capital Chapter](#)
- [Mile High Denver Chapter](#)
- [Nebraska Chapter](#)
- [Northern Colorado Chapter](#)
- [St. Louis Chapter](#)
- [Twin Cities Chapter](#)
- [Western Colorado Chapter](#)

ARMA International News

Lessons learned from Hurricane Sandy: Company uses new logistics to fight Harvey and Irma

Oct. 13, 2017

Nearing the five-year anniversary of Hurricane Sandy's assault upon the Northeastern U.S., Interstate Restoration looks back upon that time with appreciation for the lessons that the company has applied recently in Texas, the Southeastern U.S., and beyond.

When Sandy struck the coast of New Jersey on Oct. 29, 2012, Interstate Restoration was a burgeoning 14-year-old company, on its way to becoming one of the largest restoration and recovery outfits in the nation. Today Interstate deploys its personnel and its thousands of pieces of equipment at disaster sites with greater efficiency because of the changes that Sandy forced.

Every storm has its unique characteristics, with different types and degrees of damage; and Sandy caused most of its damage with ocean floodwaters. Harvey was more of a "floodwater" storm with damage from continuous rain, said Brian Wooley, vice-president of operations for Interstate. And Irma's destruction was more a combination of wind and floods.

Response to Sandy (at the time considered the second costliest hurricane in U.S. history) was further complicated by the geography, with the tight, city environment and limited access to New York City and Manhattan Island.

"It was a logistics nightmare," Wooley said. "We

couldn't put big trucks at the work sites, because there was no room. So we deployed only the equipment we needed, and we staged the distribution from outside Manhattan, near East Rutherford, N.J."

That hub-and-spoke operation worked so well, Interstate used the same system with a base in Pearland, Texas, to fight Harvey; and two bases in Orlando, Fla. (near the airport) to fight Irma. There is a huge side benefit to the equipment bases: Interstate uses those bases to inspect, repair, maintain, and track the equipment, meaning work crews have access to more equipment, in better condition, in a timely manner.

Interstate has already deployed more than 1,000 dehu-

midifiers and more than 2,000 fans from Pearland. When dealing with water damage, Interstate has greater success the sooner crews can get to work. And that brings up another lesson that Interstate learned from Hurricane Sandy.

"We move our resources into an area ahead of the storm, so we are poised to respond the minute that government officials give us clearance," Wooley said.

Interstate is also providing services to Puerto Rico and other Caribbean Islands affected by Hurricane Maria; and those places are just now beginning to receive the recovery equipment needed for the work crews.

At ARMA Live! 2017, Board President extols value of professionals and professional standards & practices

Oct. 16, 2017

In her address at ARMA Live! 2017, ARMA Board President Ilona Koti spoke of how the participants are not facing a glass half empty/half full proposition but instead a "full glass opportunity for us to influence our professional careers as well as the direction of our profession through creating and adhering to the principles that protect it and lead it."

Koti, in support of the theme "Agents of Change," said the ARMA community was creating the much-needed principles, guidelines, and strategic

roadmaps that will allow information governance (IG) to play a larger role in shaping global policies and in using information for the benefit of all.

"Those of us here today, who are the practitioners and protectors of this profession, know that beyond the headlines are professionals who care about their jobs, who valiantly pursue the day-to-day role of protecting a company's most valued assets, who care that data and information are used in the correct and ethical and proper ways," she said in her October 15 keynote.

Koti noted that far too many organizations remain behind the curve with protecting and managing their information properly, even in the face of the near-daily headlines about breaches and cybercrime.

Said Koti: "And for any business that hasn't recognized the value of implementing an IG role or expanding on their IG strategy, I can spend at least another hour up here naming companies from the headlines that should have. It's a tiny bit of schadenfreude, but when I read about a major data debacle, I usually go to our mem-

bership directory and 9 times out of 10, I won't see an ARMA member listed as a staff member."

She further emphasized the need for information professionals to help lead the privacy and security experts who are often brought in to organizations. "I strongly believe that no matter how many security and privacy experts that you appoint to an organization that you cannot properly protect and have assigned an appropriate retention period to your data . . . IG is the tie that binds."



Wyoming Chapter of ARMA International

PO Box 474

Cheyenne, WY 82003

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Ten issues of our newsletter are published each year. We welcome photos or articles you may wish to contribute. Contact April Peregoy at april.peregoy@wyo.gov.

Note: Contributions or gifts to ARMA are not deductible as charitable contributions for federal income tax purposes.

We're on the Web!

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www.armawyoming.org

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www.facebook.com/wyarma



OUR MISSION:

"To provide information professionals the resources, tools, and training they need to effectively manage records and information within an established information governance framework."

About ARMA International Membership

ARMA International is a not-for-profit association of more than 10,000 professionals working in various aspects of the Information Management field. The association provides education, research, and networking opportunities to members and other professionals that enable them to use their skills and experiences to leverage the value of records, information and knowledge as corporate assets and as contributors to organizational success.

As a member of this industry-leading association for professionals involved in information management and gov-

ernance, you will have access to resources that will help you grow, making you an even more credible, valuable asset to your organization.

ARMA International members make a substantial investment in their career and profession. The benefits of membership will save you more than the cost and they put you at the threshold of opportunity everyday and are limited only by your level of involvement.

You can now join ARMA two ways: Apply online at www.arma.org/join or fill out the application as a PDF

(Professional or Associate) and send a copy along with payment to the address below:

ARMA International
Dept. 99239
PO Box 219081
Kansas City, MO 64121-9081

Membership Costs

Professional: \$175

Associate: \$95

Wyoming chapter dues: \$15

If you have questions about membership, visit www.arma.org or contact Wyoming Chapter of ARMA President Carolynn Coy at 307-755-4910 or wya-arma@gmail.com.