

Registration:

(Includes breaks and lunch)

- ARMA & SHRAB Member..... \$ 75.00
 Full time student w/valid ID... \$ 55.00
 Non ARMA Members..... \$100.00

(Name)

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(E-mail) - Please provide your E-Mail address

Submit a separate registration for each attendee.

No Refunds after February 25, 2010,
But please feel free to send a substitute.

For information contact:

Donna Crock, 307-777-5751 (dcrock@state.wy.us)

or

Pat Newbern, 307-777-8907 (pnewbe1@state.wy.us)

Make checks payable to Wyoming Chapter of ARMA and send with registration to:

Wyoming Chapter of ARMA International
P. O. Box 474
Cheyenne, WY 82003

Credit card payment not accepted.

(State of Wyoming Vendor #: VC0000008886)

Lodging in the Cheyenne area may be accessed at this website:

<http://www.usa-lodging.com/motels/wyoming/Cheyenne.htm>



Wyoming Chapter of ARMA International
P. O. Box 474
Cheyenne, WY 82003

*Tweeting in the Cloud,
The Perfect Storm? ... Social Networking,
The Cloud & Messaging Issues & Risks
A call to action to understand and learn
where Technology will lead
in the coming years !*



Tweeting in the Cloud... The Perfect Storm? Social Networking, The Cloud & Messaging Issues & Risks

March 9, 2010

8:00 a.m.— 4:30 p.m.

Cheyenne Kiwanis Community House
4603 Lions Park Drive



Organizations are moving to “the Cloud”, some faster than others. However, moving to the ‘Cloud’ presents the enterprise with a number of risks to assess. Patrick Cunningham will define “The Cloud” and “Web 2.0” and highlight considerations that must come into play in these computing and electronic record environments.

What are we as IT & Records Managers to do? How are we to capture and maintain this new breed of electronic records documenting “business as usual” in the new and uncharted climate of technology? With employees and organizations reaching out to customers and constituents in new and cutting edge ways with social networking tools and new forms of electronic communication, how must we manage and retain records that should be preserved for operational, historical and legal compliance?

This seminar will present considerations for IT and records and information managers who need to develop strategies for managing today’s electronic communications, e-mail and instant messaging, voice messaging, messaging associated with mobile devices and social networking.

Today’s world is both real and virtual. Organizations must meet the challenges today that accompany the countless technological innovations and collaborative tools such as Cloud Computing, Social Networking, Blogs, Wikis, and of course E-Mail, messaging with Twitter, Face Book, Flickr, You Tube, My Space and Linked In. Patrick will present an overview of social networking websites, as well as online tools being used for customer and constituent communications, with an outline of the risks and issues as well as present strategies for managing these tools both as records and as risks.

Agenda

- 8:00 - 8:30 Registration
8:30 - 8:45 Opening Remarks
8:45 -10:15 To Infinity...and Beyond.....
The Challenge of Technology
in the Information Management
Arena
10:15-10:30 Break
10:30-12:00 The Perfect Storm: Messaging
and the Records Manager
12:00-1:00 Lunch
1:00-2:15 The Cloud and Web 2.0 -
Issues & Risks for
Consideration
2:15-2:30 Break
2:30-2:45 Silent Auction Winners
2:45-4:00 Social Networking, Twittering,
and Blogging

Wyoming ARMA Silent Auction

All proceeds to be applied to our Wyoming Chapter of ARMA’s Scholarship Fund.

What is ARMA?

ARMA International is a not-for-profit Association and the leading authority on managing records and information - paper *and* electronic. ARMA was established in 1956. Its 10,000-plus membership includes records managers, archivists, corporate librarians, imaging specialists, legal professionals, IT managers, consultants, and educators. All of whom work in a wide variety of industries, including government, legal, healthcare, financial services, and energy industries in the United State, Canada, and 30-plus other international countries.

Wyoming Chapter of ARMA is your local link for education and support, for your Information and Records Management resources.

The following have been pre-approved for this Seminar:

CMC and MMC points: 1 pt. or 6.5 hours
CRM credit: 6 CMP’s

Presenter:

Patrick Cunningham CRM, FAI

Patrick Cunningham, is a Certified Records Manager (CRM) with over 20 years of experience in the increasingly complex world of records and information management (RIM) in a variety of industries. Patrick has served as a member of the Board of Directors for ARMA International, is a frequent speaker, author of professional journal articles, and is considered a national and international authority for IT and RIM.

Mr. Cunningham holds a master's degree in public history from Loyola University of Chicago and has been a CRM since 1992. Currently he is the Director for Information Management Collection and Preservation at Motorola, Inc., Chicago, IL, where he directs an integrated information management program that provides strategic records management leadership, legal discovery support (collection and preservation), investigative forensics and IT data protection compliance.

Patrick’s experience as a strategic thinker within IT and records and information management provides opportunity for multiple disciplines of records and information risk management, investigating information leaks and developing policies and procedures to identify, investigate, and prosecute theft of intellectual property.

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