



No winter lasts forever, no Spring skips its turn. April is a promise that May is bound to keep...

-Hal Borland

May Event: Clemson University Records Center and Special Collections

It is always a special event when our own members can share their knowledge with us. This May, the Greenville Area ARMA Chapter meeting promises to be extra special as we will be treated to tours and presentations by members and Clemson University employees Isaac Wallace and Mike Kohl.

Isaac Wallace is the manager of the Clemson University Records Management Program. Isaac and his staff, along with vast numbers of archival university records, recently moved to spacious new facilities nearby the Clemson campus. Clemson University's Records Management Program has developed into one of the more prominent programs among colleges and universities in the southeast. The program has received national as well as state-wide recognition for its many accomplishments. Some accomplishments include recognition from the William Olsten Awards for Excellence in Records Management, as well as several SC Department of Archives and History Awards. The most recent awards include the 2003 South Carolina State Historical Advisory Board Archives Award of Merit, Department of Archives & History's Innovation Award and the

Award of Excellence in 2001. Clemson's Records Management Program has been featured in the Information Management Journal. The unit is a State Certified Microfilming Bureau and conducts filming for several public and private organizations.

Mike Kohl, CRM, is the head of the Clemson University Library's Special Collections. Special Collections is a place where documents created by individuals and organizations (including government) are preserved and made available for use. It is a place where books that are valuable because of their rarity, aesthetic value, age or unusual format are kept and made accessible. It is also a place that provides protection for materials that are fragile expensive or difficult to replace.

Mike will be providing general information about the collections, services and programs of the unit, a glimpse of some of the items in the collections and a tour of the facilities.

We hope you will be able to join us for this informative program on May 13th at Clemson University. Please see page 4 of this newsletter for further details.

—Isaac Wallace and Marce Zaragoza

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THE ARM

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Chapter of ARMA*

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The ARM is a bimonthly publication of the Greenville Area Chapter of ARMA International. It is distributed online via email to chapter members and is available on the world wide web at www.armamar.org/GA/newsletters. Content is the property of the Greenville Area Chapter of ARMA and may not be reproduced without permission. Hardcopies of the newsletter are available by contacting the editor.

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A Message from the President

Hello fellow members! There has been a change on our FY 2003 calendar of events. Our June event, which is a tour of Clemson University's Records Management Center and Special Collections, has been moved to May 13, 2003. There is no fee for this tour and lunch will be held at a Mexican restaurant in the same vicinity as the Records Center. Members are responsible for their own lunch costs.

Induction of officers will be held June 10 at a member retreat and training workshop. Details on this event are forthcoming. There will be no charge for this event to Greenville Chapter Members!

Please join me in welcoming two new members. Kamm Shoaf is with O'Neal, Inc., of Greenville, and Chris Harris works for J.E. Pope Company out of Spartanburg. They are looking forward to attending future chapter meetings and meeting all our members.

Jinny Moran



Protecting your Identity from Theft

In an open society, there is no way to absolutely protect yourself from identity theft. However, there are some simple steps you can take to minimize the risk of having your identity stolen. The ARMA International website outlines the 11 rules of personal identity protection based on the best advice from the Federal Trade Commission (FTC) and credit bureaus. Visit http://www.arma.org/pip/eleven_steps.cfm for ways to help make you less vulnerable to identity theft. And see page 5 of *The ARM* for details on an ARMA-sponsored Personal Information Privacy Day event at local Office Max stores where you can take advantage of confidential shredding of up to 60 pounds of your personal records!

—Marce Zaragoza

January HIPAA Training Workshop

The Greenville Area Chapter was fortunate to obtain the services of David Wood to educate us on HIPAA — the Health Insurance Portability and Accountability Act — at our January 28th workshop held at the Greenville County Law Enforcement Center. This very informative and successful event was attended by a diverse group of 25 people from the industrial, law enforcement, judicial, educational, and EMS fields. David covered the history of HIPAA and how it affects every industry in some way, as well as how it will affect each of us from a personal standpoint.



David explained that HIPAA is concerned with PHI, or Protected Health Information, and how it is treated. While the obvious application is to the medical field, David pointed out how PHI is in nearly every office, through medical insurance information, on-site accident reports, employee drug testing, and even medical excuses for work absences. This act regulates the storage, retrieval and destruction of any record containing PHI, as well as the electronic or physical transfer of this information.



The three components of HIPAA are Privacy, Security, and Confidentiality. Because organizations are responsible for complying with the privacy component of HIPAA by April 15th of this year, the privacy component comprised the content of most of the remainder of the workshop. Discussion included areas of possible risk and ways to lower or eliminate those risks. An especially helpful portion of the workshop was a small group session in which each of three groups identified a specific area of risk in their own workplaces and brainstormed on how they might address that risk. An excellent example was an employee file which, pre-HIPAA, might have contained mandatory employee drug testing results. Ideas about securing that portion of the file or storing that information in a separate location were discussed. Other discussion included the

protection of PHI while physically transporting records from one location to another and the complications involved. This exercise was very thought-provoking and provided fodder for discussions each attendee could take back to his or her workplace for application to their individual situations.

David is an enthusiastic speaker and his presentation on this federal law and the applicable guidelines proved very beneficial for all in attendance. Everyone in attendance had favorable comments on this training and were very appreciative for having been invited.

McAlister's Deli catered the lunch and all in attendance agreed it was a delicious meal and they were thankful for the variety of sandwiches that were provided. The atmosphere was casual and we all enjoyed meeting new people, as well as seeing old friends.



Thanks to everyone who helped make this workshop a success. A BIG THANKS to David for a wonderful job and we look forward to seeing him in the future.

—Jinny Moran and Marce Zaragoza

MAY CHAPTER MEETING

You are cordially invited to our May Chapter meeting which includes a tour of the Clemson University Records Center, Special Collections, and for any interested, a tour of the Botanical Gardens. There is no registration fee for this Chapter meeting. Please email jmoran@greenvillecounty.org reference your registration.

**Tuesday, May 13, 2003
Clemson University**

- 09:00 Board Meeting ☺☺☺
- 10:00 Registration
Acknowledgements and Announcements
- 10:15 – 11:00 Records Management Center Tour
- 11:15 – 12:15 Lunch (to be held at the Mexican Restaurant in shopping center. Each attendee is responsible for their lunch cost).
- 12:30 – 1:15 Special Collections Tour
- 1:15 – Tour of Botanical Gardens for those interested (can be done on way out)
- Directions: Hwy 123 to Clemson, SC. Turn left onto Hwy 76 at the light at the Ramada Inn. Drive ¼ mile, turn left into shopping center. Records Center is on left side.

For questions: Call 656-4336 or 656-4415

For more information on Clemson University, see the below websites:

Clemson University Records Management Website
<http://www.lib.clemson.edu/recmgmt/index.htm>

Clemson University Special Collections Website
<http://www.lib.clemson.edu/SpCol/schp.html>

Clemson University Botanical Gardens Website
<http://www.clemson.edu/scbg/>



—Jinny Moran

Personal Information Privacy Day – PIP

Free destruction of your personal records April 26th at local Office Max



From ARMA Headquarters:

Kansas City, March 31, 2003 – The Federal Bureau of Investigation (FBI) calls identity theft one of the fastest growing crimes in the United States. It is estimated that one in every 50 Americans has been a direct victim of identity theft, and the crime costs American business \$1 billion annually. Identity theft is simple to commit; the only weapons a thief needs are your name, Social Security number, credit card or bank account number, or other personal information that may be acquired fraudulently through stolen or discarded papers or information posted online.

With this information, a thief can open credit card accounts, change the mailing address for existing accounts, or open a bank account and write bad checks without the consumer's knowledge and before anyone realizes that the information has been stolen. Identity theft victims say the experience is worse than having their homes burglarized because, in many cases, it takes years for them to clear their name and repair their credit records.

In order to promote awareness of this crime and educate consumers about how to protect themselves, ARMA International – the Association for Information Management Professionals, the National Association for Information Destruction (NAID), and OfficeMax are jointly sponsoring the second-annual Personal Information Privacy (PIP) Day, Saturday, April 26, 2003, from 9:00 a.m. to 12:00 p.m., at more than 282 OfficeMax store locations throughout the United States.

In Greenville, the event will be held at the OfficeMax store located at 20 Haywood Road. An event is also planned for the Spartanburg store located at 150 East Blackstock Road. Please contact your local store for details.

PIP Day is the only national event of its kind to focus on the crime of identity theft and to help consumers avoid becoming victims. The event will provide an opportunity for consumers to safely destroy up to 60 pounds of personal records, receipts, credit card statements, out-of-date tax files, and other sensitive personal documents at no charge. Consumers can drop off personal records and documents and watch them be destroyed at those locations that offer mobile shredding equipment. If the site is a drop-off-only location, consumers will receive a certificate of destruction and their records will be transported to a destruction facility for shredding.

Members of ARMA, NAID, and OfficeMax will be on hand to assist consumers and to provide information on ways consumers can protect themselves from becoming victims of identity theft. Members of the local media have been invited to cover the event onsite and record the destruction of documents at each participating location.

For a list of participating OfficeMax locations or for more information about how to protect yourself against identity theft, visit www.arma.org or www.naidonline.org and click the PIP Day icon.

PIP Day is just one of the events planned for Records and Information Management Month, a month-long celebration recognizing the importance of records and information management in business and our personal lives.

Recruiting: A 3-Step Approach

By: Melissa Ebert, Manager of Member Services, ARMA International

Not sure how to react to a negative response to your ARMA recruiting efforts? First, remember that a “no” or “not interested” answer is not personal – and is likely quite justified. Then, use the “feel, felt, found” approach to overcome the initial response by 1) validating the potential recruit’s feelings; 2) empathizing to let the person know that you understand the obstacles; and 3) sharing the value you have found in your ARMA membership.

For example, respond to an objection with, “I know exactly how you *feel*, I *felt* the same way myself. I know what you’re saying, but here is what I *found*...” Use your personal experience to win the person over. Here is a scenario to illustrate the “feel, felt, found” approach.

Potential recruit: “I’d like to join, but my company won’t pay for it, and the membership is expensive.”

You: “You’re right, it can be expensive if you’re not receiving any value in return. I felt the same way before I became a member. What I found, though, is that membership is a professional investment in myself. By belonging to ARMA, I get recognition for being in this field. I get the education I need to go further in my career. I also get valuable networking opportunities and additional education by attending local meetings! I gain critical knowledge, and I have used that knowledge to show my employer that ARMA membership is a worthwhile business investment that provides a significant return.”

This dialogue demonstrates understanding and empathy. By agreeing with potential recruits, you validate their feelings. You show them that you understand by telling them that you also felt that way. And, you offer them another way of thinking with your explanation of how you personally discovered the value of ARMA membership.

As a member, you already know what’s in it for *you*. It’s why you keep renewing your membership. It’s why you belong to your local chapter. It’s why you attend conference and become involved in leadership roles. Now, you must help others realize what’s in it for *them*. If you plant that seed, you will help not only them – but also the ARMA membership roll and the profession – grow.



*Praise with elation, Praise every morning
Spring's recreation of the First Day.
-Eleanor Farjean*

Are You on the MemberFest Bandwagon?

By: Melissa Ebert, Manager of Member Services, ARMA International

ARMA International's member-get-a-member campaign, MemberFest, which was launched a few months ago at the 2002 conference in New Orleans, is in full swing – and producing pleasing results! However, the campaign cannot be a total success without *your* support. Yes, we need you!

MemberFest, whose goal is to acquire 500 new members by June 30, allows ARMA members to compete for prizes and to become a part of the CORE (Connecting Others Through Recruitment and Encouragement) Club. The club is a new addition to ARMA and represents those members who are the “go-getters” of the association. Members wishing to join this elite group need only to recruit one new member or to reinstate a member whose membership has been expired for more than 90 days. Recruit just five new members and you will also be eligible to win great prizes! Your efforts could also help your chapter win awards in the chapter competition. In addition, as a CORE Club member, you will be honored at an exclusive reception at the Boston conference.

To get more details, visit the MemberFest Web site at www.arma.org/memberfest. There, you will find recruitment tips, a listing of the prizes available, an application for membership designed specifically for the campaign, and the official rules of the program.

Get started by ordering your MemberFest applications from Member Services, downloading them from the Web site, or directing your recruits to complete the online MemberFest application.

Our members represent ARMA's greatest marketing tool! Help make the association the best it can be by recruiting your colleagues!

Kudos to Member Jinny Moran ARMA CORE Club Member

Congratulations to Jinny Moran, who was named a member of the exclusive ARMA International recruiter's club, the CORE (Connecting Others through Recruitment and Encouragement) Club. As a member of the CORE club, she has earned a lapel pin signifying her affiliation and a ribbon to wear at the conference in Boston. The club will also be honored at their own reception in Boston.



Greenville Area ARMA Chapter Member Directory

Please keep this page in a handy place for easy reference should you need to contact a fellow member. For changes or additions, please contact Jinny Moran.

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WE'RE ON THE WEB!
WWW.ARMAMAR.ORG/GA

ARMA International is a not-for-profit association serving more than 10,000 information management professionals in the United States, Canada, and over 30 other nations.

ARMA International members include records and information managers, archivists, corporate librarians, imaging specialists, legal professionals, knowledge managers, consultants, and educators.

At ARMA International, we recognize that information is a vital asset of every organization. Our vision is to provide leadership in education, research and networking for the benefit of information professionals.

Membership in the Greenville Area Chapter of ARMA is open to anyone in the South Carolina Upstate looking to broaden their knowledge and contacts in the information management field.

Membership information is available at www.arma.org

GREENVILLE AREA ARMA CHAPTER CALENDAR OF EVENTS

2003

MAY 13

CLEMSON UNIVERSITY

Tour of Special Collections and Records Management
Speakers: Mike Kohl, CRM, and Isaac Wallace
Clemson University Libraries

Optional attractions include the State Botanical Gardens and the Clemson Student Union (Hendrix Center) for agricultural products.

JUNE 10

INDUCTION OF OFFICERS

Location TBA



All members are welcome and encouraged to attend board meetings. On those days when we feature a speaker, board meetings will be held before or after the presentation.
