

ARMail

Central New York

Vol. 13 No. 1

September 2003

by Patricia Franks

Regulatory Compliance Challenges for Records Information Management Professionals

Two recent key pieces of legislation are currently the topic of discussion at public and private organizations: the *Health Insurance Portability Accountability Act* and the *Sarbanes-Oxley Act of 2002*.

Today's healthcare executives are charged to develop and follow information management and retention policies required under HIPAA or face serious fines and penalties.

U.S. public companies are paying for the financial scandals at Enron Corp., Global Crossing Ltd. and WorldCom Inc. by being required to comply with the Sarbanes-Oxley Act, enacted last year.

Health Insurance Portability and Accountability Act (HIPAA)

This Act requires companies to make new disclosures on internal controls, ethics codes and the makeup of their audit committees on annual reports. The requirements will challenge IT managers with a daunting task that AMR Research Inc., in Boston, estimates will cost as much as \$2.5 billion.

In addition, to improve the efficiency and effectiveness of the health care system, Congress enacted the Health Insurance Portability and Accountability Act (HIPAA) of 1996, which included a series of "administrative simplification" provisions that required the Department

of Health and Human Services (HHS) to adopt national standards for electronic health care transactions.

All covered entities must be in compliance with the electronic transactions and code sets standards by October 16, 2003. The law is clear: October 16, 2003 is the deadline for covered entities to comply with HIPAA's electronic transaction and code sets provisions. After that date, covered entities, including health plans, may not conduct non-compliant transactions.

Resources for Records Information Managers – HIPAA

How to "HIPAA" - Top 10 Tips, a booklet made available by the American Medical Association, can be downloaded from <http://www.ama-assn.org/ama/pub/category/8158.html>. The top 10 tips are:

1. Understand the deadlines and move to compliance.
2. Know your compliance requirements.
3. Prioritize your compliance activities.
4. Ask the right questions.
5. Choose and use consultants wisely.
6. Learn from trusted sources.
7. Separate fact from fiction.
8. Visit Web site resources often for the latest updates.
9. Talk to your patients.
10. Look to the AMA for updates.

Web Sites on HIPAA

U.S. Dept. of Health & Human Services
(Administrative Simplification)

<http://aspe.hhs.gov/admsimp/>

U.S. Dept. of Health & Human Services
(Office for Civil Rights)

<http://www.hhs.gov/ocr/hipaa/>

HIPAA Advisory

<http://www.hipaadvisory.com/>

American Medical Assoc.

<http://www.ama-assn.org/ama/pub/category/4234.html>

Services for Medicare & Medicaid Services

<http://cms.hhs.gov/hipaa/>

Sarbanes-Oxley Act of 2002

Congress passed the Sarbanes-Oxley Act on July 30, 2002 to implement changes in federal securities regulation, corporate governance, and the regulation of auditors. This far-reaching legislation was in response to the flurry of accounting scandals beginning, most notably, with the Enron/Andersen debacle.

Title VIII of Sarbanes-Oxley: Corporate and Criminal Fraud Accountability Act of 2002 makes it a felony to knowingly destroy or create documents to impede, obstruct, or influence any existing or contemplated federal investigation.

Title IX of Sarbanes-Oxley, also known as the White Collar Crime Pen-

Continued on page 4

**2003-2004
OFFICERS & DIRECTORS**

PRESIDENT

Eileen Keating 607-255-3530 (v)
Cornell University, 607-255-9524 (f)
Rare & Manuscript Division Eek2@cornell.edu

VICE PRESIDENT

Patricia Franks 607-778-5492 (v)
Broome Community College 607-778-5170 (f)
franks_p@mail.sunybroome.edu

SECRETARY

Carol Compton 315-432-2842 (v)
Bristol-Myers Squibb 315-432-2172 (f)
carol.compton@bms.com

TREASURER

Ed Galvin 315-443-9760 (v)
Syracuse University Archives 315-443-4053 (f)
& Records Mgmt. elgalvin@syr.edu

PAST PRESIDENT

Dianne Liuzzi Hagan 315-432-3804 (v)
Carrier Corporation 315-432-6988 (f)
dianne.hagan@carrier.utc.com

BOARD OF DIRECTORS

JD Albro (315) 000-0000 (v)
Syracuse Office Environments 315-000-0000 (f)
jdalbro@juno.com

Suzanne Etherington 607-721-8428 (v)
NY State Archives 607-721-8431 (f)
setherin@mail.nysed.gov

Steve Goodfellow 315-682-1188 (v)
Access Systems, Inc. 315-682-0865 (f)
SteveG@accesskm.com

David Langevin 315-463-6790
Iron Mountain 315-463-6919 (f)
david_langevin@ironmountain.com

Jackie Lewis 315-866-2920 (v)
Herkimer Area Resource Center 315-866-8339 (f)
jlewis@herkimerarc.org

NORTHEAST REGION MANAGER

Cindi LeMay clemay@pepehazard.com

NORTHEAST REGION COORDINATOR

Andy Raymond ... araymond@mail.nysed.gov

CENTRAL NEW YORK WEB SITE

<http://archives.syr.edu/cnyarma/>

What a Year We Have Planned for You!

I am excited about serving another year as President of the Central New York Chapter of ARMA, and with the help of a very talented and active Board, we have once again planned five informative, thought-provoking meetings.

At our last meeting in June our former Northeast Region Coordinator, Andy Raymond, commented on how impressed he has been with all that our chapter does with limited funds and with a small membership base. He complimented us on the scope of our programming, and I have to agree that this is an area in which we do excel. At the summer planning meeting the Board made a point to schedule the meetings in various locations (which include Syracuse, Cortland and Ithaca this year) and to choose meeting topics that would be of interest to a wide range of people.

As records managers, there is much we need to know and be aware of. We are not, nor should we be, specialists in all areas of concern, but often others turn to us for expertise in the field. For instance, I don't directly deal with the regulations associated with the Health Insurance Portability and Accountability Act (HIPAA), but the business officer in Cornell's Col-

Message from the President Eileen Keating



lege of Human Ecology did contact me wanting to know in general terms what HIPAA was all about and how it affected the college. I know I have more to learn, which is why I am looking forward to September's meeting.

This year there will be sessions on the Sarbanes-Oxley Act, e-mail, electronic forms and workflow, computer privacy, digital preservation, and a demonstration of Microsoft's new products, all topics that we need to know something about. Please check our web site to learn more about our upcoming events.

I hope all of you reading this column will attend the meetings we have planned, and I suggest you bring a colleague or your supervisor along. I promise that you will meet a group of people who are dedicated to their work in Records and Information Management and are always willing to share what they know. They are a resource that I turn to constantly, and I think you will do the same.

I hope to see you on the 24th and if any of you are attending the ARMA conference in Boston in October, please do make a point of saying hello. ❖

Hagan Appointed Chair

Congratulations to Dianne Hagan on her appointment as chairperson of ARMA's **Communication Advisory Committee**. Dianne has been a powerful force behind the success of CNYARMA, and now ARMA International will benefit from her leadership skills on the national and international levels. Dianne is the Corporate Records Manager at Carrier Corporation in Syracuse, New York.

If you have questions, concerns, or recommendations regarding the way in which ARMA International communicates with us, its members, feel free to contact Dianne via email at: Dianne.hagan@carrier.utc.com. ❖



Dianne Hagan, new chairperson of ARMA's incoming Communication Advisory Committee, and Andy Raymond, ARMA's Northeast Region Coordinator for 2002-2003.



Meeting in Review
June 11, 2003
Lorenzo House, Cazenovia

by Patricia C. Franks

Back in Time at Lorenzo

The June 11th CNYARMA meeting was held on the ground of the Lorenzo State Historical Site located at the head of Cazenovia Lake near Syracuse, New York.

The meeting was followed by a trip back in time for CNYARMA members and guests who were treated to a tour of the Lorenzo House and grounds. The 32-room home was built in 1807, and its interior was lovingly restored to the

elegance of the 1920s. The home is surrounded by lush, colorful gardens and accompanied by a number of outbuildings including a smoke house, ice house, and an 1850s children's playhouse complete with a working cast iron stove.

The beauty of the estate prompted the creation of a picture gallery, which was added to the CNYARMA website. To view additional pictures, visit the CNYARMA website at: [http://](http://archives.syr.edu/cnyarma/)



From l. to r.: Carol Compton, chapter secretary; Eileen Keating, chapter president; and Guy Smith, guest from Cornell University.

archives.syr.edu/cnyarma/. Select the Events link on the navigation bar at the left of the screen to reach the link to the Photo Gallery. ❖

CRM
 CORNER

by Holly Murphy, CRM

Young men and women are arriving on college campuses, the younger ones will soon be heading back to school, The Great New York State Fair is in full throttle, and Labor Day is right around the corner. Whatever else could this time of year mean? That's right, it is ARMA time. By popular demand — well, at least three people asked that I continue — the CRM Corner and the CRM quiz is back! There are many reasons to sit for the Certified Records Managers exams. The reasons can be from achieving job promotion and financial gain to personal growth and satisfaction. To find out more about being a CRM and when the exams are, check out their website www.icrm.com. Now on to the questions.

PART 1 Management Principles and the Records & Information Management Program

- Which of these conditions is typical of small business organizations?
 - Active and inactive records are kept in separate locations.
 - Adequate records storage equipment is available.
 - Records classifications systems are being used.
 - Records retention costs are not considered.
 - Records schedules are fully developed.

PART 2 Records Creation and Use

- Of the following, the heaviest quality of paper used to manufacture business forms is _____ paper.
 - Bond
 - Copy
 - Ledger
 - Index
 - Carbon

PART 3 Records Systems, Storage, and Retrieval

- A system integrating computer and microfilm technology is a (an) _____ system.
 - computer assisted retrieval
 - Booleam
 - Microfiche
 - Operating
 - CD-ROM

PART 4 Records Appraisal, Retention, Protection, and Disposition

- The process of evaluating the value of business records in the development of records retention schedules is known as:
 - Accessioning
 - Appraisal
 - Disposition
 - Systems analysis
 - Scheduling

PART 5 Facilities, Equipment, Supplies and Technology

- Computer time-sharing systems offer the records manager access to:
 - Word processing
 - COM
 - Photocomposition
 - Centralized text storage
 - All of the above

Answers on page 6



The Future of RIMS: Two Scenarios

by Keith Orndoff

In several recent ARMA chapter workshops held by Keith Orndoff, a futurist with Future Impact Education, Records Managers developed two divergent scenarios for the future. In one scenario North America returns to the high economic growth and perceived physical security of the 1990s (the “upside” scenario). In the other scenario, the first three years of this century are but a prelude to a future marked by an increasingly difficult economic and security environment (the “downside” scenario). The question was then asked: “What would this mean for records managers?”

Why create scenarios? Scenarios are the most effective way to think about and plan for the future. Scenarios are simply fictional stories about a future that may be. Scenarios were early on created by the military in an effort to think about and anticipate enemy actions and develop contingencies to counteract enemy actions. Since these early days, scenarios have moved into the mainstream of business and government strategic planning processes. Research has shown that scenarios are effective for a number of uses including the development of creative thinking, finding business opportunity, and as a contingency planning tool.

During the workshops, one thing became imminently clear: the skills, tasks, and even fundamental outlook of the records manager of the future will be drastically different depending on whether economic conditions continue as is or whether conditions return to something more reminiscent to the 1990s. A few of the many broader conclusions are summarized below:

“Research has shown that scenarios are effective for a number of uses including the development of creative thinking, finding business opportunity, and as a contingency planning tool.”

SCENARIO DESCRIPTIONS

UPSIDE Scenario

Our world resumes its pre-9/11 journey to unprecedented wealth. Critical issues are resolved or put off far into the future. Technology soars beyond expectation as social change continues. There is a good feeling of economic and physical security in the populace.

What could this mean for Records Managers?

Technology

Upside scenarios see more new technology implementation across the larger organization and for a wider range of purposes. Many of these technologies will not seem immediately relevant for RIMs. Yet these technologies will hold a number of long-term threats (for “traditional” RIMs) and long-term opportunities (for RIMs wishing to expand their career frontiers).

RIM Skills Set

Upside scenarios in general promise more opportunity for workers, including RIMs. The expansion of technology to many new niches of service and production means total information expansion. This inevitably translates into the creation of more records in more technological formats and functions and thus a much greater need for a wide variety of technological skills and competencies for the “traditional” RIM. In such a positive environment, there will likely be great opportunities for those RIMs also having broader range of organizational skills and understanding.

DOWNSIDE Scenario

A new era of angst, personal worry, and even economic collapse ensues. Energy comes to a head as a crisis. Social Security can’t handle the load, and a constant state of insecurity, worry, and political instability engulfs the world.

Technology

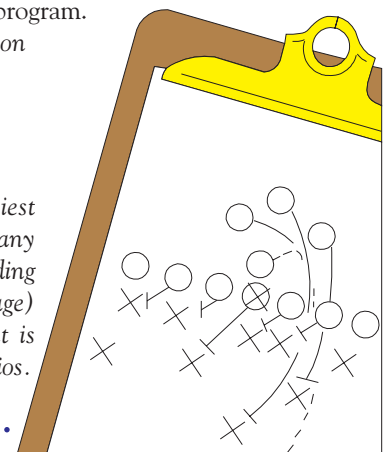
New technology will still be implemented in a downside scenario, although to a much lesser degree than in the upside scenario. What technology is implemented will likely be more narrowly focused on immediate threats to the organization. Technology strategies will reinforce the traditionally defensive message (i.e., implementation to prevent problems, such as lawsuits) of the RIM.

RIM Skills Set

In a downside scenario the average RIMs skills set is likely to remain more traditional, although even here there will be growing pressure for electronic life cycle document management. Less technology implementation generally means more traditional skills for records managers. A downside scenario means that RIMs can more easily function on traditional defensive messages of organizational risk reduction through an effective records management program.

(continued on next page)

One of the easiest ways to sell any message (including the RIM message) to management is by using scenarios.



UPSIDE Scenario

Outlook

The outlook in the upside scenario is for enhanced possibilities for RIMs who adopt a more “strategic” perspective to how they can contribute to their organization. Opportunities for RIMs to create value outside the traditional roles will be greater in the upside scenario (although ironically not as critical to professional success as in the downside scenario).

Although RIMs will not be under as much pressure to justify costs in an upside scenario, a more secure physical and cyber world may reduce the traction gained with management from the “defensive” RIM message. At the same time, the upside scenario would see enhanced opportunities to find new and innovative contributions to the larger organization. An example of this might be in understanding how an essentially records based technology can contribute to customer service improvement through customer profiling and an understanding of the customer purchasing process.

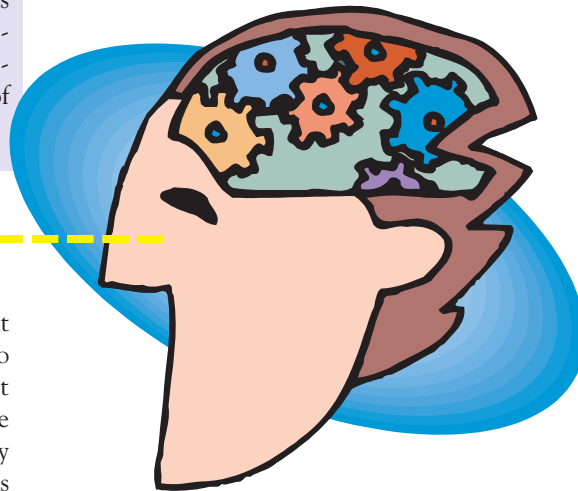
Many specific conclusions were arrived at in the facilitated workshops and these go beyond the scope of this summary. But one thing stood out, RIMs need to be preparing for a future that is substantially different than today. One conclusion was that all RIMs should be constantly asking the question “How can I add value to the organization in a larger strategic context?”

To conclude, *one of the greatest values from using scenarios comes not from the scenarios themselves but from the process of scenario thinking.* It is valuable because in the process of creating scenarios, people think in new and different ways. During the scenario process people think through the consequences of technologies, business policies, and even personal career choices. This helps create opportunity while mitigating danger.

DOWNSIDE Scenario

Outlook

Ironically, although the outlook in the downside scenario is for a traditionally defensive RIM message to gain credence, fewer organizational resources mean that such a message may be more relevant while at the same time being harder to sell to management. Also ironically, the downside scenario will probably create more pressure from upper management to show how an RIM program can contribute to top line growth (i.e., the “strategic perspective”) while at the same time actually reducing the opportunity to make such contributions. In a downside scenario, physical and cyber terrorism contributes to the validity of the “defensive” message. Such messages in an upside scenario would be a much harder sell (although not inherently less valid).



On a final note: One of the easiest ways to sell any message (including the RIM message) to management is by using scenarios. For example, create a short scenario explaining in detail how some kind of specific failure or disaster could happen and how your capabilities and plan can prevent this. But one large caution: when creating a “downside” scenario, be sure to create an “upside” scenario. Studies have shown that upper management will question your motives much less, if you honestly admit that everything may just happen to go great. ❖



Keith Orndoff is a futurist who helps organizations understand the technological, political, and business forces changing their world. He has worked with ARMA chapters for the last five years and this article is a result of some of that work. Keith has also published several articles in the Information Management Journal. Keith's website is at www.keithorndoff.com



Northeast Leaders Convene in Rhode Island

Report submitted by Dianne Hagan

Jackie Lewis and Dianne Hagan attended the Northeast Leadership meeting in Providence, RI in June. The meeting was coordinated by Regional Manager Cynthia Trefethen-Lemay. Carol Choksy attended as a representative on the Board of Directors at International. The chapters that comprise the Northeast Region include: Capital Region/Albany, Buffalo, Northern New Jersey, Central New Jersey, Long Island, Boston, Hartford/Springfield, Stamford White Plains, Maine, Central New York, Rhode Island, Rochester, and Metro New York.

Many of the chapters reported that they continue to suffer declining membership, a clear statement of the economic troubles the northeast continues to endure. As always, during chapter updates, it was clear that, although the Central New York ARMA chapter, too, has suffered from declining membership, we continue to operate efficiently, creatively and effectively. Dianne Hagan offered to hold the 2004 Northeast Leadership meeting at Carrier Corporation in Syracuse next June, so this important annual meeting will be a little closer to home and less expensive to attend. ❖



answers to
CRM questions
on page 3

1.d.
2.d.
3.a.
4.b.
5.e.

Regulatory Compliance Changes

Continued from page 1

ality Enhancements Act of 2002: Makes it a crime to tamper with a record or otherwise impede any official proceeding.

Resources for Records Information Managers – Sarbanes-Oxley Act of 2002

An article, *What it is and what it means to corporations and information managers*, explains in detail the implications for Records and Information Management professionals. The site is located at http://www.arma.org/legislative/sarbanes_oxley.cfm.

Web Sites on Sarbanes-Oxley Act of 2002

Sarbanes-Oxley Act of 2002
<http://www.sarbanes-oxley.com/>

U.S. Securities & Exchange Commission (answers to frequently asked questions)
<http://www.sec.gov/divisions/corpin/faqs/soxact2002.htm>

Parsing Sarbanes-Oxley – InfoWorld
http://www.infoworld.com/article/03/07/11/27FEsarboxguide_1.html

Price Waterhouse Cooper – Includes link to latest White Paper
<http://www.pwcglobal.com/Extweb/NewCoAtWork.nsf/docid/D0D7F79003C6D64485256CF30074D66C>

Sarbanes-Oxley Balancing Act
<http://www.eweek.com/article/0,3959,1113336,00.asp>

Implications and Suggestions for RIM Professionals

Records and Information Management professionals must make education a priority in order to remain current on laws and regulations affecting their organizations. Besides reading current print and online publications, attendance at local and national workshops and conferences is a must. The September 24th meeting of the Central New York chapter of ARMA will focus on both HIPAA and the Sarbanes-Oxley Act of 2002 thanks to our meetings sponsors, Iron Mountain. We hope to see you there! ❖

ARMA2003: boston

Converging Technology,
Knowledge, Business, and
Information Management
October 19-22, 2003

In the News ...

Much has been written recently about the role e-mail records play in e-discovery proceedings as each party to a lawsuit or investigation prepares to defend its position. On September 2, 2003, Senator John McCain's office found another use for e-mail records when it released documents in an effort to block a \$20 billion proposal by the Air Force to lease a fleet of Boeing 767 aerial tankers.

The documents released included Boeing and Air Force e-mail messages and internal memos culled from some 8,000 documents. One of the internal Boeing e-mail messages described a meeting between Boeing lobbyists and members of the staff of the Air Force secretary,


James Roche. It shows the head of Air Force acquisitions turning to Boeing for help in preparing rationale for why the USAF should pursue the 767 Tanker NOW.

Senator McCain hopes the documents will convince members of two senate committees holding hearings on the \$20 billion leasing plan that the Air Force overreached in assisting Boeing to prepare the bid.

For more information on this story, go online to NYTimes.com and search for the article, *Documents Show Extent of Lobbying by Boeing*, written by Leslie Wayne and published on September 3, 2003. ♦

TREASURER'S REPORT

Submitted by Edward L. Galvin, Treasurer
August 27, 2003

	Balance as of 4/29/03	\$1,133.62
INCOME:		
	April Meeting Sponsor	\$300.00
	June Meeting Sponsor	\$300.00
	June Meeting Revenue	\$310.00
	Escrow (Membership)	\$210.00
	Escrow (Membership)	\$105.00
	Escrow (Membership)	\$105.00
	Advertising Payment – Iron Mountain	\$1,500.00
	Closeout of Beacon Account	\$205.01
	Total Income	\$3,035.01
EXPENSES:		
	Checks	\$14.00
	Impress Pubs / May Newsletter	\$330.50
	Regional Meeting / Hagan	\$404.30
	Regional Meeting / Lewis	\$311.36
	Chapter Member of Year Gift	\$50.00
	Lunch - June Meeting	\$285.00
	Summer Planning Meeting	\$150.00
	SU Archives - Chapter Records Storage	\$50.00
	Cornell - Reimbursement for Postage	\$21.00
	ARMA Conference - Keating	\$550.00
	Total Expenses	\$2,166.16
	Balance as of 8/27/03	\$1,797.46



Disclaimer Notice

ARMAil is published at least five times during the fiscal year. Readership includes members of the Central New York Chapter of ARMA International, as well as interested records and information management professionals in the central New York area. The information contained in this newsletter does not necessarily reflect the views of the membership or the editor, nor is there any endorsement of advertisements or published seminar information. This newsletter is offered only as a source of information.

Newsletter Editor:

Pat Franks
Broome Community College
P.O. Box 1017
Binghamton, NY 13902

Deadline for next issue:
October 1, 2003

Printed on recycled paper.
Design & production by
Impress Publications, (828) 697-5143;
Toll-free: 1-800-613-0063 code 00;
Fax: (828) 697-5832;
e-mail: Anne@ImpressPublications.com



Advertising

By sponsoring one of our five meetings this year, your company will also receive advertising space in ARMAil and on the ARMA CNY website. You will reach practicing Records and Information Managers who are interested in your products and services. In addition, at the meeting you will be given five minutes to speak about your company. The following are the advertising rates for the 2002-2003 fiscal year:

Full sponsorship with full page ad	\$300
Co-sponsorship with ½ page ad	\$150

To sponsor a meeting and advertise in ARMAil, please contact:

David Langevin
Iron Mountain Records Management
222 Wavel Street
david_langevin@ironmountain.com
(315) 463-6790

Contributions

Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not deductible as charitable contributions for Federal Income Tax purposes.



ARMA Central New York Chapter
c/o Pat Franks
Broome Community College
P.O. Box 1017
Binghamton, NY 13902

I facilitate change.

I protect vital assets.

I ensure compliance.

I reduce risk.

I manage information.

I AM A RECORDS MANAGER

As a records management professional, I have the vision to see what is ahead, the patience to work in a demanding environment and the ability to achieve my organization's strategic initiatives.

That's why I choose Iron Mountain.



1-800-899-IRON www.ironmountain.com

**Iron Mountain
Celebrates Records and
Information Management Month**

© 2003 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are trademarks of Iron Mountain Incorporated.