



ARMA Triangle Chapter

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Presents

RIM, It's in the Public Eye

Featuring:

Patrick Cunningham, CRM, FAI

With Special Guest:

Richard (Dick) Blackburn, PhD

April 12, 2012

Bayer CropScience LP
2 T.W. Alexander Drive
Research Triangle Park
North Carolina 27709

Program:

8:30 a.m. -- 9:00 a.m.

Registration and Continental Breakfast

9:00 a.m. -- 9:15 a.m.

Introductions and Welcome

Brenda Barnette

President, Triangle Chapter

9:15 a.m. -- 10:30 a.m.

Leveraging ARMA's Core Competencies and
GARP Principles to Advance Mature RIM

Patrick Cunningham, CRM, FAI

Motorola, Inc

10:30 a.m. -- 10:45 a.m.

Morning Break

10:45 a.m. -- 12:00 p.m.

Outsourcing and Records Management --
Global Considerations

Patrick Cunningham, CRM, FAI

Motorola, Inc

12:00 p.m. -- 1:00 p.m. Hot Lunch

1:00 p.m. -- 2:30 p.m.

Using Your Creativity at Both Work
and Play

Richard (Dick) Blackburn, PhD

*Associate Professor of Organizational Behavior at
UNC's Kenan-Flagler Business School*

2:30 p.m. -- 2:45 p.m.

Afternoon Break

2:45 p.m. -- 4:00 p.m.

Taking a Leadership Role When IT
and RIM Intersect

Patrick Cunningham, CRM, FAI

Motorola, Inc.

Leveraging ARMA's Core Competencies and GARP Principles to Advance Mature RIM:

Over the past several years, ARMA International has built two foundational programs for the Records and Information Management industry. The Core Competencies speak to the essential personal skills needed by RIM professionals. The Generally Accepted Recordkeeping Principles (GARP) provide a foundation required for compliant records and information management programs. This session will take a look at key elements of the Core Competencies and GARP and describe how a mature records management program can advance to the next level through personnel skill advancement and integration and assurance of GARP principles.

Outsourcing and Records Management -- Global Considerations:

Businesses are choosing to outsource many functions, retaining "core" services and activities that add value to the business. While most records managers are aware of outsourcing records management functions, this presentation will focus on outsourcing of other functions within an organization (such as accounts payable, real estate and facilities, mailrooms, duplicating, information systems, human resources, benefits, and so forth). When a company chooses to outsource a function, there are implications to records management in terms of the responsibility for maintaining records, retention and disposal of records, and return of records at the end of the outsourcing agreement. The records manager should be involved in outsourcing projects and should be an interested party throughout the outsourcing contract period. These issues are even more complex for multinational organizations or organizations that are moving business processes across national borders. This presentation will outline issues that a records manager needs to raise and ensure are dealt with by the outsourcer.

Using Your Creativity at Both Work and Play --

All of us and our organizations are looking for ways to identify, implement, and communicate new and innovative ideas. In this session, Dr. Blackburn shares some ideas about three important areas of interest when we start thinking about helping our organization and its people become more creative and innovative: 1) A creative/innovative process -- Thinking about creativity as a process tends to reduce the mystique that many attach to creativity and innovation. Think about this process also allows us to consider the obstacles to and the facilitators of innovation and creativity. 2) Obstacles to creativity -- What are some of the typical problems that tend to inhibit our desire to be creative and innovative? 3) Removing the obstacles -- Dr. Blackburn will share some suggestions that individuals and organizations can implement as ways of removing some of these obstacles and encouraging creativity and innovation.

Taking a Leadership Role When IT and RIM Intersect:

Many records managers are faced with the challenge of assuming a greater leadership role in their organization. As technological issues increasingly determine how information is managed, records managers must often develop expertise outside their areas of training in order to participate in management-level discussions. Speaking authoritatively about the technological needs of RIM staff is a prerequisite for participating in larger discussions about which direction an organization should take to best meet its mission-critical objectives. Successful collaboration with IT requires records managers to understand the fundamentals of computer terminology and to express RIM objectives in a language understood by IT staff. Mastering these skills will lead to better collaboration with IT and will help records managers gain the institutional respect that they deserve.

Registration Information

Cost of the seminar includes continental breakfast, hot lunch, coffee breaks, and conference materials.

ARMA Members \$65.00
Non-Members \$80.00

Return registration form with payment
no later than April 6, 2012 to:

Tammy Wheeler
Human Resource Dept.
3400 Sumner Blvd
Raleigh, NC 27616

Please make checks payable to
ARMA Triangle Chapter
or
pay via PayPal at
<http://www.armatriangle.org>



For additional information, contact:

Amy Gupton
Public Relations
Phone: (919) 456-5439
Email: amy.gupton@ppdi.com

About our Speakers:

Patrick J. Cunningham, CRM, FAI is Senior Director, Information Governance with Motorola Solutions, Inc. in Schaumburg, IL. Pat joined Motorola in 2007. Pat leads Motorola Solution's Information Governance team whose responsibilities include global records management, IT data privacy, information security policies, IT SOX audits, and litigation and investigation support.

Pat's 20+ years in records and information management have presented him with many diverse experiences. Previously, he was Records Management Strategist for Hewitt Associates. He has worked as a Web-enabled Information Technologies consultant with Whittman-Hart in Chicago and as Records Manager for Household International. He has also worked for the Archdiocese of Chicago and the Illinois State Archives as a records manager.

Pat holds a Master of Arts in Public History degree from Loyola University of Chicago and a Bachelor of Arts in History degree from Quincy University in Quincy, IL. Pat received his designation as a Certified Records Manager in July of 1992. Pat was designated Fellow #43 by ARMA International in 2009.

Pat has been an active member of ARMA International since 1987. He has served ARMA as International Treasurer and as a member of the Board of Directors. He has also been a leader of the Chicago Chapter of ARMA International and was a charter member of the Des Plaines River Valley Chapter of ARMA International. His professional leadership activities have included service as a member of the Board of Trustees of the ARMA International Educational Foundation. He has also participated on various ARMA International committees and task forces.

Richard (Dick) Blackburn, PhD -- Dick Blackburn is an associate professor of organizational behavior at the University of North Carolina at Chapel Hill's Kenan-Flagler Business School, where he has taught organizational behavior courses in the undergraduate, MBA, doctoral and Executive Education programs. He serves as the academic director and is on the faculty of the Carolina Business Institute, a five-week summer business boot camp for non-business juniors, seniors, and recent university graduates.

His research interests include the role of leaders in organizational and individual creativity and innovation, in managing teams in the virtual environment, and in facilitating organizational change. His research work has been published in both professional and academic journals. He currently serves on the editorial review boards of the Academy of Management Journal and Human Resources Management. He has worked with a variety of business and non-profit organizations.

*This event has been approved for 5.5
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*The ARMA Triangle Chapter thanks **Bayer CropScience** for their generous support.*

ARMA Triangle Chapter 2012 Seminar Registration Form RIM, It's in the Public Eye April 12, 2012

Name: _____ Company: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone #: _____ Email: _____
Amount Enclosed: _____ (ARMA Member) _____ (Non-Member)