

Reltway Bits

Northern Virginia Chapter of ARMA International

ARMA INTERNATIONAL

2008-2009 Issue 9

NORTHERN VIRGINIA CHAPTER

May 2009

**Please Join Us For Our
May 20, 2009
Monthly Meeting!**

Speaker:

**Alan Hilburg, President/CEO,
Hilburg Associates
PNC Consulting**

TOPIC:

**Advanced Bridge Building -
Creating Enhanced Value for
Record Management
Executives**

**Marco Polo Restaurant
245 Maple Avenue W.
Vienna, Virginia
703.281.3922**

**Call Pat Huff, Treasurer,
703-736-4758
by noon May 19, 2009**

5:30 pm	Registration	
6:00 pm	Dinner	
	Member	\$30.00
	Non-member	\$35.00



President's Message — May, 2009

Our chapter joins ARMA International and the RIM community in mourning the loss of our colleague and friend, Gary Allan Lewis, CRM, CDIA+. Gary was one of the great ones who will not soon be forgotten. We have a [memorial page](#) on our website and newsletter to remember Gary's life, contributions to the profession, and personal impact on his colleagues. You are welcome to send me additional material for his memorial at darnellgd@comcast.net.

By now you should have received your ballot for vacancies on the Board of Directors for the 2009-10 Program Year. Many thanks to Mary Rawlings-Milton and her ad hoc committee for this fine slate of candidates. Don't forget to return your ballot by the deadline, including your write-in candidate for Chapter Member of the Year.

Our speaker for our May 20th dinner meeting is Alan Hilburg of PNC Consulting. His topic is "Social Networking." Since Alan is an expert on "branding" this promises to be an informative evening. Go to <http://www.armamar.org/nova/programs/prog0905.htm> for more information and to register before it is too late.

Our speaker for our April 22nd meeting was Frank Batchelder, the Chief Architect for Collaboration Systems in my business unit at SAIC and a SharePoint expert. Frank not only explained the features of SharePoint that enterprises can use to collaborate and break down "stovepipes," he provided advice on the governance needed for a successful enterprise installation. Thanks again Frank! Charles Vaughan, a SharePoint Governance Advisor, provided information on the SharePoint Users Conference on June 26-27 at the Dulles Holiday Inn. See the Announcements section of our website home page for more information.

See you at our May 22, 2009 dinner meeting.

Best regards,
George D. Darnell, CRM
President, Northern Virginia Chapter
of ARMA International

ARMA NOVA CHAPTER

NEWSLETTER

BELTWAY BITS is published monthly from September through June by the Northern Virginia Chapter of ARMA International to inform chapter members of ARMA NOVA activities and to circulate news and opinions of the members.

SUBMISSIONS

We welcome articles, news stories, reports, and opinions. Please send submissions or Letters to the Editor to:

Suzanne Swenson
Acting Editor, **BELTWAY BITS**
9302 Lee Highway, Suite 600
Fairfax, Virginia 22031
sswenson@zai-inc.com

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Business Card	3.5"	2.0"	\$30.00

Advertisers must supply copy-ready art. There will be an additional charge for ads needing design. Costs listed are per issue. The newsletter is published 10 times during the chapter year, January - December. An advertisement placed for ten issues receives a 20% discount and new art work may be submitted for placement in any issue. Advertisers will receive one copy of each newsletter containing their advertisement.

2008-2009 ARMA NOVA CHAPTER

Board of Directors

George Darnell, CRM, President
703-850-2132, darnellgd@comcast.net
SAIC

Suzanne Swenson, Chairman of the Board
703-883-0506, sswenson@zai-inc.com
Zimmerman Associates, Inc.

Crystal Kurtzberg, CRM, Vice President
703-227-9024, crystelk@aol.com
US Government

Diane Dodge, Secretary
703-380-4139, dodger612@yahoo.com
Envisioneering, Inc.

Pat Huff, CRM, Treasurer
703-736-4758, Pat.Huff@baesystems.com
BAE Systems

Mary Beth Weaver, CRM, Director at Large
703-268-6928
mweaver@mcneiltech.com
McNeil Technologies

Angela Tayfun, CRM, PMP, Education Director
703-748-7119, ATayfun@ppc.com
Project Performance Corporation

Daniel Harris, Membership Director
540-287-6433, dharris@edrmsolutions.com
EDRM Solutions

Christina Ayiotis, Esq., CRM Parliamentarian
703-734-1237, cayiotis@cox.net
CSC

Sylvia Lacy-Crow, Chapter Archivist
703-736-4757, Sylvia.lacy-crow@baesystems.com
BAE Systems

Jack Frost, AIIM Liaison
703-819-7568, jack@estratlinc.com
jack@Estratlinc.com

David A. Noack, PMP, MIT, Webmaster
703-624-9275, dnoack@aol.com
Information Manufacturing Corporation

VACANT, Newsletter Editor

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About our April Meeting

Advanced Bridge Building - Creating Enhanced Value for Record Management Executives

A entertaining look into your professional closets at the hats of record management professionals and new strategies for bridging your record management needs with the balance of your organization, alliances and allies. Understand the latest technologies and how they can transform your record management brand, increase your colleagues value of you and your team. Buckle in...it'll be the most fun you have ever had in a records management meeting.

About Our Speaker

Alan Hilburg, President/CEO, Hilburg Associates



Alan Hilburg, President and CEO of Hilburg Associates, is an award winning senior advisor in organizational collaboration, transition communications and branding. He is also an author, filmmaker, entrepreneur and teacher. He is perhaps best known for his guidance and leadership for more than three decades as an advisor, counselor and strategist to 62 international CEOs, 36 Boards of Directors and over 200 senior leadership teams as they navigate challenging high-risk, high-stakes organizational transitions. Alan has been retained by 12 sector leaders to help pilot their organizational brand transformations, with an emphasis on the establishment and socialization of the principles of values-based decision-making.

Alan's experience in collaborative technologies and their relationship to organizational effectiveness is much sought after.

Known for his senior perspectives and judgment, Alan established himself as one of the world's leading authorities on the alignment of institutional brands, organizational deployment and reputation management as a management and organizational asset. He was identified by the *London Times* as a "leading corporate brand architect."

His substantial branding and marketing credentials include; leading the creative teams in developing GE's "**Bringing Good Things to Life**" branding initiative, Wendy's "**Where's the Beef**" campaign, Gillette's ATRA and disposable razor brands, AT&T's "**Olympic Torch Run**," the relaunch of National Geographic, creation of All-Star Balloting for Major League Baseball, introducing trading cards for the National Football League and National Basketball Association, and the brand evolution of World Wrestling Entertainment .

Alan is a leading pioneer of modern day organizational transition development and its integration with organizational communication strategies. He has created three software-enabled methodologies that allow companies and institutions to accelerate information management.

Alan has co-authored **two New York Times best sellers** on leadership, "*Russell Rules...Eleven Lessons on Leadership from the Greatest Winner of the Twentieth Century*," and W.F. Rockwell, Jr.'s bestseller, "*Twelve Hats of a Company President*." In collaboration with *Fortune* magazine, Alan created the **Business Hall of Fame** and co-developed the **America's Most Admired Companies** program.

As a filmmaker and producer, his team received a **Academy Award** nomination for the second-ever IMAX movie, "*Living Planet*", three awards (including an **Emmy** nomination) for the HBO special, "*My Life, My Way*" and four international awards for the PBS Special, "*New Sweden*". Alan has **won five Silver Anvils** (the highest international communications award) and three Clios (for his advertising campaigns).



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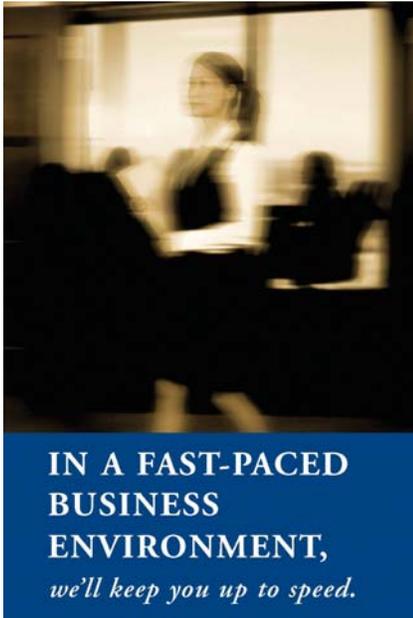
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Draft Minutes of the April 2009 ARMA NOVA Chapter Meeting

The April 22, 2009 ARMA NOVA Board Meeting was held at the Marco Polo restaurant. In attendance were:

George Darnell, President
Crystal Kurtzburg, Vice Present
Diane Dodge, Secretary
Dan Harris, Membership Director
Suzanne Swenson, Past President / Newsletter Editor
Mary Rawlings-Milton, Nominations

The meeting was called to order at 4:45 p.m. The March minutes were approved as submitted.

George Darnell reported that we have program speakers through the end of the year. Chris Koch is ready for the installation meeting. Mary Rawlings-Milton is struggling to get the slate of officers filled for the upcoming election.

Mary Rawlings-Milton reported on the nominations for slate of officers for 2009-2010. So far, Anna Cooper has agreed to run for Secretary and Mark Mandel may be interested in running for Vice President or President. John Krysa is looking into running for Director-at-Large. Brian Ruf inquired about running for Treasurer. The nomination for President is still open. Crystal was asked if she would like to run. There followed a discussion about value of being President and the growth opportunity it presents. The group offered support to Crystal to encourage her to run. Crystal offered to run for secretary if no one else does. We will verify Vice President and Treasurer tonight, if possible.

The ballot should be approved by the Board and distributed to the membership to vote and return ballots by the next meeting on May 20. Mary will get it to Dan by May 1.

Crystal Kurtzburg praised the job Angela did on the chapter seminar and everyone heartily agreed. For future seminar, it looks like the end of February is a good time to hold them. It is suggested that the chapter should start sending email announcements earlier and more often. We should start sending them in mid to late autumn, before Christmas.

Pat Huff could not be here but she sent the Treasurer's Report. The bottom line is that the chapter treasury is back up to more than \$6,000. George is not sure if there are any outstanding payments that have not shown up yet. Actions that helped increase the balance on hand include increasing the cost of sponsorship and emailing the newsletter instead of mailing it out via "snail mail."

Dan Harris reported that the Membership figures from ARMA International shows our numbers are unchanged. He is still not able to trust the figures. For example, George Darnell received information about a new member from Tom at ARMA International, but Dan did not receive any notification. George sent the new member a welcome letter and notified him about the meeting tonight.

Suzanne is having more issues with the newsletter. She is trying to get the Master Page formatting to work properly. Suzanne stated that her learning process was time well spent. She now prepares the company newsletter at Zimmerman, which is one page. She only has two more NOVA chapter newsletters to go before handing the job off to someone else.

Suzanne had to put aside writing the chapter history and has used the material Sylvia wrote in earlier newsletters. She still has the old emails newsletters that Barbara gave her to use. Barbara originally wanted them back. She said it was OK for Suzanne to store them in Sylvia's archives. The She just did not want them thrown away. It would be nice if we could scan them. Perhaps a scanner company would scan them for a free sponsorship. Suzanne noted that no one is stepping up to write articles that could help us become newsletter of the year. Perhaps someone could monitor the Rec-Mgmt Listserve for information to write original articles for the newsletter.

Dave Noack taught George how to publish in a manner he should have been using all along - publish to laptop then load onto website. George will be the "Webmaster" for a while since Dave cannot get to it at the present time.

Action Items:

The Regional Conference in Raleigh is coming up on in June. Someone can attend representing the chapter and the chapter will pay for it. This is a great opportunity for someone to attend who otherwise might not be able to go. We need a president and verify others.

Slate of officers. We still need to find a nominee for president and verify the others that may be still undecided.

The meeting was adjourned at 5:24 p.m.

Respectfully submitted,

Diane L. Dodge
Chapter Secretary



In Memoriam
Gary Allan Lewis, CRM, CDIA +
1946—2009

ARMA International mourns the death of Gary Allan Lewis, Lt. Col., USAF (Ret.). Gary died suddenly at his home in Springfield, Virginia on April 23, 2009, after a long struggle with cancer. Following a private family service Gary's ashes were spread in his perennial garden at the family's vacation/retirement home at Bayse, Virginia in the Shenandoah Valley. Gary was born in Missouri on July 4, 1946, a true patriot.

Gary was an active member of the RIM profession, ARMA, ICRM, and the AIEF. Contributions in his memory to the AIEF will be gratefully accepted.

Gary was a Past President of the Northern Virginia Chapter of ARMA, an active member of the Mid-Atlantic Region of ARMA, editor of the ICRM Newsletter, and Vice Chairman, Board of Trustees at ARMA International Educational Foundation (AIEF). Gary's public professional profile is available at <http://www.linkedin.com/pub/2/a06/304>. Expressions of sympathy may be sent to his widow:

Mrs. Laurie Lewis
 PO Box 630
 Bayse, VA, 22810

In Memoriam

The following expressions of sympathy were received following the announcement of his death and will be sent to Mrs. Lewis.

Very sorry to hear about Gary. A great loss. Our prayers are with his family.
John Frost, President, ARMA International

This is so sad. I did not realize he was still ill. I thought he had beaten this.
Denise Pickett, Manager, Mid-Atlantic Region, ARMA International

I am so sorry to hear about Gary. My heart goes out to his family. I will keep them in my prayers.
Tammy Wheeler, Treasurer, Mid-Atlantic Region, ARMA International

Gary was truly a nice man. When I became involved in ARMA several years ago, Gary was one of the first people who really welcomed me into the organization. He was always friendly and a great resource for ARMA matters. I looked forward to seeing him at conferences or when I would attend a NOVA ARMA meeting. He really will be missed.
Chris Koch, Coordinator, Mid-Atlantic Region, ARMA International

This is sad news indeed! I did not really know Gary but fleetingly through the Chapter. He appears to be quite the vanguard in our professional. You may know that he held the position at Lockheed prior to my coming aboard. Seems his illness caused him to step down--and, as serendipity stepped in, I was hired. We will all be saddened in the loss of such a fine professional who left well before his time.
Chris Olsen, CIA Retired, Lockheed Martin

I first met Gary at Armstrong Data Systems when I worked on the USEPA records management contract after retiring from CIA. He was a big help to a former "Govie" learning the ropes of being a contractor. I was very pleased when Gary joined the NOVA Chapter of ARMA and later became President. He introduced us to strategic planning, which won us Honorable Mention as the Large Chapter of the Year at the ARMA annual awards. He went on to set the pace for all of us in the ICRM and the AIEF. It was Gary's drive that led the Mid-Atlantic Region to offer an East Coast CRM Examination Preparation workshop, which is now in its fourth year. Gary was a private and stoic person and few of us knew the extent of his battle with cancer. I am saddened that Gary's life was cut short before he had the chance to realize his dream of kicking back with his wife, Laurie, in their mountain retirement home in the Shenandoah Valley. May you rest in peace, dear friend. You were an inspiration to us all. Our prayers are with you and your family.

George D. Darnell, CRM

President, Northern Virginia Chapter, ARMA International

George:

Thank you so much for sending this notification to me. As you are aware, Gary had his inauguration to RIM at Armstrong Data System. He and I worked together for the three years of that contract with USEPA. Gary was a diligent and hard working executive at ADS. He worked hard in learning the ins-and-outs of RIM and was a fast and great learner. He helped pilot that contract to a successful conclusion and would probably have continued with it, except that EPA decided to give the contract to a Native American Organization. It was after ADS that Gary went even more forcefully into RIM with his earning the CRM, etc. I will always remember Gary and his work at ADS and how well he did it. He had a great spirit and willingness to learn and lead. I haven't seen Gary since the end of the contract with EPA, but have kept up with him through other means. My sympathy goes to Laurie in her loss.

Manker R. Harris, CRM

Very sorry to hear about Gary's passing. I worked with him at EPA when I was there and he was the lead on the contract. I enjoyed working with him. He was a fine individual – an honest, caring person who did a very good job. I saw him only infrequently after that. I sensed there were health problems, but I'm sorry it came to this at a very early age these days. Please pass on my condolences to his family.

Mike Miller, CRM, FBI Retired, Lockheed Martin

On a very personal note, my heart is very heavy since receiving George's e-mail last evening that Gary Lewis (a great ARMA advocate, true professional and gentleman) passed away. I hope you will all join me in honoring his memory with a donation to the ARMA International Education Foundation.

Christina Ayiotis, Esq., CRM, Group Counsel—E-Discovery and Data Privacy, CSC

Gary Lewis was the single reason I became involved in ARMA. I will always be grateful for his kindness, leadership, and generosity of spirit. He was the consummate professional and I am honored to have worked with him.

Anonymous contributor to AIEF

The Southern California Inland Empire ARMA Chapter would like to send our condolences to Gary Lewis family. In recognition of Gary's contribution and inspiration to ARMA, ICRM, and AIEF; our Chapter will donate \$500.00 in his name to AIEF in June. I would like to encourage others' to do the same. These are the people who continue to drive and make ARMA a huge success.

Brandon L. Reeder, SCIE/ARMA, Chapter President

To say that I was speechless is an understatement. Gary was always everyone's "go to guy". He was always patient, could provide support whenever needed, and always had the right advice in answer to a question or problem situation. When he introduced himself to me at the regional meeting, he, of course, said, "I am Gary Lewis, and I would like to join the Northern Virginia chapter." My answer was, "That's great, *will the Playboys be joining also?*" We laughed about that often. When I was President of the chapter, he was the Chairman of the Board and always enjoyed reminding me that as the COB, he could kick back and put his feet up and just enjoy life. I hope that in some ways he and his family had an opportunity to just enjoy being together. Everything I do in ARMA will always be dedicated to him. To his family, my wish is that your memories of Gary will always bring you comfort.

Suzanne Swenson, Chairman of the Board, ARMA Northern Virginia Chapter

2009 Calendar of (Selected) Events

*May 28, 2009
June 11, 12, 13, 2009
October 15-18, 2009*

*RACO Meeting
Mid Atlantic Region Leadership Conf
ARMA Annual Conference*

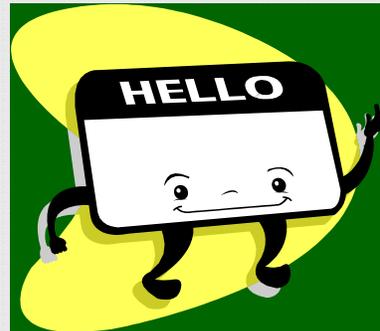
*Washington, DC
Raleigh, NC
Orlando, FL*



*Newsletter
Contributions*

The Editor thanks the following people for their contributions to this month's newsletter:

George Darnell, CRM, Angela Tayfun, CRM, PMP, and Diane Dodge.



*Join us for our
next meeting!*



*BELTWAY BITS
ARMA NOVA CHAPTER
c/o Suzanne Swenson
Zimmerman Associates, Inc
9302 Lee Highway, Suite 600
Fairfax, Virginia 22031*

TO: