

ANNOUNCING...

# ARMA CHICAGO's 2011 SPRING SEMINAR

MARCH 8, 2011

University of Illinois at Chicago, Student Center East  
3rd Floor Conference Center  
750 South Halsted  
Chicago, IL 60607

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## Vendor Sponsors

Accurate Document Destruction  
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R4 Services

## Breakfast Sponsor

East Bank Records Management

## SESSION DESCRIPTIONS AND SPEAKER INFORMATION

### 7:30am - 8:15am Registration and Continental Breakfast

*Sponsored by East Bank Records Management*

Welcome and Opening Comments: 8:15am – 8:30am

## PLEASE SCROLL DOWN FOR SESSION AND REGISTRATION INFO

### TRACK ONE: LIVING WITH THE CLOUD

8:30am -9:45am

#### COMPLIANCE IN THE CLOUD

*Mary Murley and Craig Voss, Program Managers, Iron Mountain*

A potential way to keep IT costs down is to utilize cloud-based business applications or even cloud-based storage for inactive records and information. While it may seem like the ideal solution for business applications or to decrease your electronic records storage footprint, what steps can you take to ensure that the records and information your organization may chose to store in the cloud is not adding to your records management risks? Your IT counterparts may be asking cloud vendors about how your organization's information is transmitted and protected according to best-practice enterprise IT guidelines. However, for RIM professionals this session will provide considerations for how to ensure your organization's information is protected according to best-practice records management guidelines. The session will also cover "cloud basics" and some basic cloud computing concepts that records managers should be familiar with.

#### About the Speakers:

**Mary Murley** is a Program Manager with Iron Mountain's Consulting Services. Ms. Murley has over 17 years of experience in information strategy and analysis, data structure and program management. Among her six years with Iron Mountain's Consulting group she has had held an advisory role on information management strategy projects designed to reduce risk and costs associated with business information. Prior to that, her eight years in Iron Mountain's IT group has included information analysis work and extensive software vendor research; e-mail archiving market analysis, customer requirements gathering, technology development, systems analysis, testing, implementation, and end-user training and architecture design. Ms. Murley's consulting engagements have focused primarily on the financial services, pharmaceutical, oil and gas, high-tech and retail operations vertical markets with a strong emphasis on electronic information and digital asset management projects.



**Craig Voss** is a Program Manager with Iron Mountain Consulting Services. He has over 10 years of records management experience in various roles supporting the creation, development and implementation of global enterprise-wide records and information management programs. Craig has served as a global records and information manager for a Fortune Global 50 corporation where his responsibilities included consulting with business teams on how to effectively manage records and information, global enterprise retention schedule development and management, records management vendor contract management and administration, managing IT and vendor provided records management services, and collaborating with IT to define and deploy ECM and structured electronic data information and records management solutions. He also has substantial IT consulting and project management experience gained from over 18 years as an information technology consultant providing custom software development, project management, and application lifecycle management services.



10:15am - 11:30am

#### CLOUD COMPUTING CHALLENGES AND CHOICES FOR THE LAW FIRM

*Scott Christensen, Director of Information Services at Wildman, Harrold, Allen & Dixon LLP and president of ILTA*

Is cloud computing a promising solution for records management and other related functions for a law firm? This session will address various cloud computing architectures and the challenges and benefits of those choices. Some of the concerns that will be addressed include security and privacy of information that resides outside of your firm's firewall; ownership and control of data that resides outside of your firm; adherence to federal regulations; data protection for especially sensitive information, legal holds and records retention.

#### About the Speaker: Scott

Christensen is Director of Information Services at Wildman, Harrold, Allen & Dixon LLP, where he directs and oversees the firm's information technology operations. Prior to joining the firm, Scott was Director of Information Services at Bell, Boyd & Lloyd (now K&L Gates) in Chicago.

He is currently President of the International Legal Technology Association (ILTA) and has served on ILTA's board for the past five years as well in other volunteer roles.



### TRACK TWO: DATA PROTECTION COMPLIANCE SAFETY NETS

8:30am -9:45am

#### DATA BREACH REPORTING: FROM INVESTIGATION TO NOTIFICATION

*Joanne McNabb, Chief, California Office of Privacy Protection*

California has been a leader in advancing stronger information protection principles. California was the first jurisdiction in the world to mandate that organizations notify authorities and affected individuals in the event their data has been breached.

Since then, Data Breach Notification has swept the world, becoming one of the most effective and feared data protection compliance tools. And, while Data Breach Notification in some form is now present to some degree in Canada, privacy experts believe it is only a matter of time, before legislation creates a strong Data Breach Notification. In this session, California's Information Commissioner, Joanne McNabb will explain what a strong notification provision will look like and the impact of compliance on affected organizations.



**About the Speaker:** Joanne McNabb Chief of the California Office of Privacy Protection. Created by legislation and opened in 2001, the first-in-the-nation Office is a resource and advocate on identity theft and other privacy issues. In addition to providing information and education for consumers, the Office also publishes privacy practice recommendations for business and other organizations.

McNabb is a Certified Information Privacy Professional and is co-chair of the International Association of Privacy Professionals' Government Working Group. She also serves on the Privacy Advisory Committee to the U.S. Department of Homeland Security and is a Fellow of the Ponemon Institute. She is a frequent speaker at privacy conferences and seminars.

**The magnitude of the breach events ranged from about 5,000 to about 101,000 lost or stolen customer records. Among the incidents reported, the most expensive data breach cost nearly \$31 million to resolve, and the least expensive cost \$750,000.**

**Source: Ponemon Institute's Fifth Annual U.S. Cost of Data Breach Study - 2010**

10:15am - 11:30am

#### WHO'S WATCHING THE HEN HOUSE? SCREENING DATA-RELATED VENDORS

*Kevin Peterson, Chairman, ASIS Int'l Information Asset Protection Council*

Outsourcing of data-related services is an inevitable reality for most organizations. Records storage, data destruction, imaging, IT services and billing are among the services, which experienced has proven, can often be accomplished better and less expensively by contractors specializing in those services.

However, data protection regulations now hold organizations responsible for the actions of such contractors. Many regulations specifically require an established a selection process which demonstrates that such vendors meet the requisite regulatory and security qualifications before they are given access to personal information.

In this session, attendees will how to make sure that they are dealing with reputable contractors, and, just as importantly, what they need to do to demonstrate to regulators that due diligence was used in the vendor selection process.

**About the Speaker:** Mr. Peterson is a partner and principal consultant at Innovative Protection Solutions (IPS), an independent security risk management consulting practice based in Herndon, Virginia. Kevin completed a career with the US Air Force during which he worked in fields including technology protection, counterintelligence, anti-terrorism, criminal investigations and technical intelligence. After retirement, he worked in several defense contractor positions providing security support to advanced research & development programs, leading vulnerability assessment teams and implementing Information Assurance strategies. In 2000 he established IPS as a full-time practice and has served clients in both the public and private sector.

Kevin is an active volunteer in ASIS International and holds the Certified Protection Professional designation. He has served as a Chapter Chairman, Regional Vice President and Council Chair. In addition, he is a contributing author to the "Protection of Assets Manual" and "The Professional Protection Officer: Practical Security Strategies and Emerging Trends." Kevin also teaches in the graduate-level Security Management degree programs at Webster University and at the University of Denver University College.

**Many of the most important data protection regulations require a contract with data-related service providers that require specific regulatory linkage, as well as clearly defined written policies and procedures by the client and the services provider.**

1:00pm - 2:15pm

## WORKING WITH I.T. IN THE CLOUD

Laurie L. Gingrich, CRM,  
PwC National Records Management Director

IT and RIM have different priorities but can work together for the best outcome for the organization. Operational and cost concerns of IT are different from the Risk and Compliance concerns brought to the table by Records Management. A Records Manager may be working with an outsourced or globally sourced IT department. What is the proper role of the Records Manager in implementing Cloud technologies? Learn and share about the pitfalls and possibilities of working directly with IT.

**About the Speaker:** As the leader of the National Records Management team function, part of the Ethics & Compliance at PwC, Laurie directs policy and procedure development, records compliance, and Records Information Management technology initiatives for the firm's 65 offices. She has over 20 years experience as a professional Records Manager. Prior to her current position, she was a Director in the PwC Advisory group, and provided Records Management policy and technology consulting services to clients in various industries.

Laurie is a Certified Records Manager since 1995, and obtained her B.A. in French from Goshen College and MA in Library and Information Science from the University of Chicago.



## According to Merrill Lynch, \$160 Billion will be spent on Cloud Computing in 2011.

1:00pm - 2:15pm

## CRITICAL ELEMENTS OF A COMPLIANT DATA DESTRUCTION POLICY

Robert Johnson, CEO, National Association for Information Destruction

There are few areas of data protection that are more overlooked or more misunderstood than proper data disposal even though it remains an point of extreme vulnerability. Often data disposal policies amount to nothing more than one sentence stating that sensitive information must be properly destroyed prior to disposal. In today's regulatory environment such policies do not reasonably provide sufficient direction to employees or the accountability that regulators require.

In this session, attendees will learn how to create policies that properly identify what information employees and regulators required from such policies, including specific policy templates and forms.

**About the Speaker:** Robert Johnson is the founder and CEO of the National Association for Information Destruction (NAID), a non-profit association promoting proper destruction of discarded information.

Mr. Johnson has testified US Congressional hearings on data protection and worked with a number of regulatory agencies developing data destruction requirements. He as also testified before the Canadian House of Commons, as well as before the Canadian Privacy Commissioner on the issue of proper information destruction. He currently serves on the British Standards Institution's committee responsible for developing practices standards for information destruction firms in the UK; a standard which recently became recognized by the European Commission. He currently sits on the Information Asset Protection Council of ASIS International.

With over 28 years in the secure destruction industry, Johnson is often invited to speak and write on a wide range of issues related to the proper disposal of information, data protection legislation, compliance development and vendor selection.



2:45pm - 4:00pm

## STEPPING ONTO THE CLOUD: THE GSA DECISION FOR A CLOUD-BASED EMAIL AND COLLABORATION SERVICE

Dave Simmons, Knowledge Management Specialist, General Services Administration

Vivek Kundra, the U.S. Chief Information Officer, recently challenged all agencies to adapt one of their applications to the cloud over the next 18 months. This "cloud-first policy" requires agencies to identify 3 "must move" services to the cloud and retire the associated legacy software.

In November, 2010, GSA announced that they chose Google to become their new cloud-based email and collaboration tool. This decision was made after a lengthy review of IBM (Lotus Notes), Microsoft (Outlook), and Google Apps. Google Apps was selected with an integrating contractor responsible for both the migration of information (Lotus Notes to Google), and the training of over 16,000 GSA end users.

What drove GSA to this decision to step onto the cloud without a net? What were the criteria used in selecting the vendor? What are the lessons learned thus far in this transition? What are the records management implications for this transition? Dave Simmons will describe the selection process and how this will change the way GSA creates, stores, and accesses its work records.

**About the Speaker:** Dave Simmons is a Knowledge Management Specialist for General Service Administration's Public Buildings Service in the Great Lakes Region. Dave has an MA in American History, and an MLS with emphasis on archival and records management. Additionally, he is a Certified Knowledge Manager with over 25 years in the computing and information management business. Dave has worked in both public and private sectors and is currently responsible for managing large amounts of building information for the Midwest's Federal Building program, promoting the use of collaborative technologies, and focused on improving business processes.



2:45pm - 4:00pm

## DATA PROTECTION'S SAFE HARBOR: EFFECTIVE TRAINING AND MONITORING

Jim Beran, President, National Association For Information Destruction

The US Federal Trade Commission, the Department of Health and Human Services and other regulators have recently written that organizations that fulfill their regulatory requirement to properly train and monitor employees on their data protection requirements will not be held responsible if employees act contrary to that training. On the other hand, if similar data breaches result in the absence of such training and monitoring, these regulators have already proven they will hold the organization responsible to the full extent of the law.

In this session, NAID President Jim Beran will discuss the importance of proper employee training and methods for achieve employee cooperation, as well as key elements for creating a training program that regulators will recognize as reasonable.

**About the Speaker:** Jim Beran is the General Manager of Shred Right, a St. Paul, MN-based secure destruction service. He is also the President of the National Association for Information Destruction, Inc. In his capacity at Shred Right, Mr. Beran has been involved implementation of hundreds of information security programs at just about every type of organization. As the President of NAID, an international industry watchdog association promoting the highest standards of data security and ethics for the data destruction industry, Jim is called on regularly to speak on the issue of vendor selection and regulatory compliance.



**ARMA/NAID Member Rate: \$80 (Half Day \$50)**

**Non-member Rate: \$100 (Half Day \$80)**

**...Or Join ARMA Chicago and attend for FREE!**

**4:00pm – 6:00pm: Optional Post Seminar Wine and Cheese Reception \$10**

**Lunch is not included with half day registration**

*The ARMA Chicago 2011 Spring Seminar is being held in collaboration with . . .*



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**About ARMA International:** ARMA International is a not-for-profit professional association and the authority on managing records and information – paper and electronic.

ARMA offers invaluable resources such as

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**About NAID:** [The National Association for Information Destruction](#) is the non-profit trade organization of the secure destruction industry. Founded in 1994, it now represents over 1,700 member locations worldwide and is dedicated to promoting the responsible disposal of sensitive information through education and the enforcement of high security and ethical standards among its members.