



## The Record

A Publication of the Greater Columbus Ohio Chapter of ARMA International

November 2007

### Message from The President of the Board

#### Happy November ARMA Members!

Let me be the first to say Happy Thanksgiving! The year is off to a great start! If you missed the Mock Trial presented by Nationwide Insurance in September you missed a great meeting. Not only was the trial informative but it was interesting to see how the audience answered some of the questions about how their organizations do business. It was a great networking experience!

[More Details](#)



Columbus, Ohio

### November Chapter Meeting



#### **METADATA - WHAT IT IS and ISO 23081** Presented by: **Dr. Eugenia K. Brumm, CRM, FAI**

November 15, 2007, 2:30 p.m. to 5:00 p.m.

**Ashland, Inc.**  
**5200 Blazer Parkway**  
**Dublin, OH 43017**

[More Details](#)

### Newsletter Spotlights

- Board of Directors [pg. 2](#)
- Thank You from Marty Susec [pg. 3](#)
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- Biography – Dr. Eugenia K. Brumm, CRM, FAI [pg. 3](#)

### Community Service

The ARMA International Greater Columbus Chapter is involved in different types of community service. The Board of Directors Community Service Director is Rebecca Coldiron. She organizes events for member participation.

One community service event that has been successful over the years is the Merry Beary donation drive. Teddy Bears, baby blankets and other stuffed animals are collected during the month of December to give to Children's Hospital.

Start collecting teddy bears now for the Merry Beary donation drive. Items will be collected during the December chapter meeting.



ARMA International's Greater Columbus Chapter is involved in Community Service.



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Questions or Comments?

Email the ARMA Greater Columbus Ohio Chapter Newsletter Director, [Melissa G. Roach](#), MSA, CPM.



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### Message from The President of the Board *cont.*

We decided not to have a meeting in October because the International Conference was in October. The November meeting will feature Dr. Eugenia Brumm as our speaker. Eugenia will discuss the Metadata for RIM and the ISO 23081 Standards for Metadata. Eugenia is a great speaker and I'm sure you will enjoy her.

Yvonne Harris our Seminar Director has begun laying the foundation for our annual seminar. She has a fantastic speaker lined up so keep watching for more information on the seminar. I guarantee you won't want to miss this one! Our new Newsletter Director, Melissa G. Roach, has been working very hard on the new design for the newsletter. Let us know what you think at [www.armacolumbus.com](http://www.armacolumbus.com).

There have been some changes to the board early this year. As you heard last month two of our board members resigned, one because of a promotion and the other decided to go back to school and get married. We are very excited for them and wish them the best! In order to better serve the chapter we had to make some changes (see page 2 below). As you can see we are in need of a Marketing Director and a Community Service Director. If you are interested in either of these positions please contact me. As always please visit the website for all the information about the chapter. If you have ideas for meeting topics or speakers let us know, we would love to hear from you!

**Cathy Stanley, President of the Board**

### November Chapter Meeting *cont.*



#### **METADATA - WHAT IT IS and ISO 23081**

**Presented by: Dr. Eugenia K. Brumm, CRM, FAI**

This presentation will focus on metadata for records and information management (RIM). It will begin with a definition of metadata, its elements, and its importance in the RIM arena. A specific emphasis will be placed on metadata for digital information, with an explanation as to why metadata are critical in a digital environment. Key concepts about metadata will be followed with a summary of the ISO 23081 Standards for Metadata. Within this context the following topics will be discussed: types of metadata, metadata before and after records capture, agent metadata, and metadata about RIM processes.

**Cost of Admission:** \$10 for members and \$15 non-members

Register Online [www.armacolumbus.org](http://www.armacolumbus.org)

### 2007-2008 ARMA International Greater Columbus Ohio Chapter Board of Directors

**Chairman of the Board**

Michael Purington

**President**

Cathy Stanley

**Treasurer**

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**Co - President-Elect/Program Director**

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**Secretary**

Sheila Campbell

**Newsletter Director/Editor**

Melissa G. Roach, MSA, CPM

**Membership Director**

Kathy Clark

**Community Service Director**

vacant

**Web Administrator**

Daniel Noonan

**Seminar Director**

Yvonne Harris

**Marketing Director**

vacant



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### THANK YOU

**MARTIN D. SUSEC, Esq.**

Thanks to the ARMA local chapter for letting us conduct the local mock trial and prepare the final product for the national stage. It was a success.

Special thanks to all the local chapter volunteers who jumped onto the team for the national conference: Joe Dickman, Mike Johnson, Cynthia Davis, Tina Jackson and Kathleen Beatty. Also special thanks goes to former chapter member, Roger Hansen. Of course, an extra strong thank you to Mike Purington who helped throughout both. Mike is a work horse and the entire chapter should be proud.

#### **Martin D. Susec**

Senior Counsel  
Office of the Chief Legal Officer  
Nationwide Insurance  
Discovery Management Unit  
Records & Information Management

### CRM Exam Study Guide Available

The new, 11th edition of the CRM Exam Study Guide, entitled: "Preparing for the CRM Examination: A Handbook" is available for download at the ICRM website. The book is in PDF format and is free of charge. Go to [www.icrm.org](http://www.icrm.org) and select the link in the yellow box: New 2007 ICRM Handbook on the right side of the homepage. If you know any potential Candidates for the CRM Exam, spread the word!

### BIOGRAPHY

**DR. EUGENIA K. BRUMM, CRM, FAI**

Dr. Eugenia K. Brumm, CRM, FAI, recipient of the prestigious Emmett Leahy Award, focuses on streamlining business processes, simplifying document-intensive processes, leveraging intellectual capital, and enabling information to be shared more effectively across the organization.

She currently works for Huron Consulting Group as a Director in the Legal Operations Consulting area. In prior positions, she has served as Director of Records Management at Owens Corning, has worked for Ross Products Division of Abbott Laboratories, and has served as Division Director at the Texas Natural Resource Conservation Commission.

She has also worked for the nuclear industry, where she developed the records management program, document control system and the material certification process.

Dr. Brumm has been in the Records Management field for over 20 years as a practitioner, consultant and academic. She has trained over 10,000 people in Records Management, ISO 9000, leadership, strategic information management, document management, imaging, workflow process re-design, feasibility analysis, cost principles, records center management and metrics.

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### **BIOGRAPHY** *Dr. Eugenia K. Brumm, CRM, FAI cont.*

Through the Quality Records Institute, Dr. Brumm has offered consulting and training services in document management, Records Management, imaging and quality systems, with specialized expertise in product lifecycle documentation, compliance and regulatory issues.

Dr. Brumm has developed several Records Management programs from scratch that included the development of policies and procedures, retention schedules, records center operations, and has implemented Records Management software and large-scale document imaging operations.

Dr. Brumm is a former professor from the University of Texas at Austin, where she developed a graduate-level Records Management Program, grounded in systems analysis and business process re-design. She designs state-of-the-art records management programs for private business and industry as well as for local and state government.

Dr. Brumm holds a Ph.D. in Library and Information Science from the University of Illinois as well as an M.S. in Library Science and an M.A. in Slavic Languages from that same University.

Dr. Brumm is author of the book: *Managing Records for ISO 9000 Compliance*, published by ASQ Quality Press. She has written for *ARMA Records Management Quarterly*, *Information Management Journal*, *Quality Progress*, *Records and Retrieval Report*, *Information Management Review*, *Document Management* and other publications.

She is a member of AIIM (Association for Information and Image Management) and ARMA International. She has received numerous professional awards for her innovative work in Records Management, including the prestigious Britt Literary Award in 1996 and 2006, the Christine Zanotti Award in 1997, the Emmett Leahy Award in 2004, and was inducted as a Fellow of ARMA International in 2006.

***Dr. Eugenia K. Brumm, CRM, FAI is a member of the ARMA International Greater Columbus Ohio Chapter.***



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