

Nevada 2010 *E-Records Forum*

April 22-23, 2010

Thursday 8:00 – 5:00

Friday 8:00 – 12:00

The **Nevada 2010 E-Records Forum** brings stakeholders together from various governmental entities to discuss shared interests and concerns about the creation, management, use, and preservation of records in an electronic format.

Location:

Legislative Building, Carson City
Room 1214

Telecast to

Grant Sawyer Building, Las Vegas
Room 4412

PROGRAM SCHEDULE

THURSDAY, APRIL 22, 2010

8:00 – 8:30 a.m. Registration

8:30 – 8:45 a.m. Opening Remarks

8:45 – 10:00 a.m. *Susan Cisco*

Managing Retention and Disposition of Electronic Records

An organization's rules/policies for retention and disposition need to be applied to all of its information assets. This session will begin with a discussion of the information lifecycle as a tool for protecting, storing, using, and disposing of information, from creation or receipt to final disposition. The session will include retention schedule best practices and the business case for "big buckets" as a technique for streamlining retention management. The session will conclude with lessons learned about electronic record retention and disposition and provide a list of best practices that surfaced repeatedly across organizations and industries.

10:00 – 10:15 a.m. Break

10:15 – 11:15 p.m. *Young Park*

PDF/A and Digital Rights Management

Existing security solutions fail to prevent information leaks by one authorized at some point among employees, ex-employees or business partners. Understand why the market needs a solution that protects information persistently, even after it has been delivered. Learn how to set your records to be expired automatically, even if it has been copied multiple times.

- 11:15 – 12:15 p.m. *Brian Tuemmler*
Identifying and categorizing e-Records and non-records on shared drives
Organizations know that e-Records are e-Records regardless of where they reside. Organizing these records can be difficult because they are intermingled with useless and unorganized garbage. The volume of this type of information is growing at a startling rate. This session will discuss the motivations as drivers for getting a better handle on shared drive content and various approaches for weeding out the less important stuff. This session will discuss various crawling technologies and tools used in the e-Discovery and forensics world to encourage better information management. Proactive records management on shared drives benefits RM, Legal, IT and the business.
- 12:15 – 1:30 **LUNCH - Included in Registration**
- 1:30 -2:45 p.m. *Terry Nelson*
Electronic Records-Challenges and Opportunities
Electronic records; their creation, management, preservation and use present one of the most challenging issues records and information management professionals face today. How do we manage them—databases, email, websites, unstructured data? How do we get management support? How do we incorporate them into a traditional records program? How do we fund solutions and projects? Are we adequately trained or prepared? How do we ensure legal and regulatory compliance? What about new technologies such as social media? This session will attempt to address these issues and provide an opportunity to share information and learn about some of the successes and failures.
- 2:45 – 3:00 p.m. **Break**
- 3:00 – 4:00 p.m. *Matthew Nelson*
Meeting the Challenges of Electronic Discovery and E-Compliance in the Public Sector
The session will include proactive and reactive methods to respond quickly, accurately, and defensibly to electronic discovery demands for less cost and time. Included will be a review of innovative solutions and best practices to manage content for litigation, HR and investigation readiness. Learn about innovative solutions to respond quickly to search requests and establish operational governance and repeatable eDiscovery processes - while providing access, defensible collection results, and chain of custody for all electronically stored information including email, PST's, documents, file shares, desktop / laptop content and archive repositories.
- 4:00 - 4:15 p.m. **Break**
- 4:15 – 5:00 p.m. *Panel Discussion - Frank Addamo - Moderator*
All Speakers Q&A

Friday, April 23, 2010

8:00 – 9:00 a.m. Steve *Whitaker & Jerry Lindsay*

E-Records... How To Win The Gold Medal

Developing and implementing information retention policies is a basic business necessity. This session demystifies the State of Nevada retention policy requirements for government entities and lays out a step-by-step process for working with the state to develop and approve your organization's retention policy schedules.

9:00 – 10:00 a.m. *Teri Mark*

Social Networking Challenges

Most government agencies currently use some form of social networking – from blogs and wikis to instant messaging and discussion boards – as a means of providing a more efficient customer feedback channel. What are the new developments and what challenges are being presented for record managers? What should you know about social networking tools and the challenges and opportunities government agencies are facing? What key considerations should be addressed in at Social Networking use policy?

10:00 – 10:15 a.m. Break

10:15 – 11:45 a.m. *Chris Ipsen*

The Security Challenge of Embracing Emerging Technologies

With the pressure to deliver more services with fewer dollars, governmental entities are embracing emerging technologies like cloud computing and virtualization. This presentation will look at some of these technologies and review the necessary security considerations that are required to achieve maximum efficiency.

11:45 – 12:00 Closing Remarks

Sponsored by:

Nevada State Library and Archives

Nevada Department of Cultural Affairs

State Historic Records Advisory Board (SHRAB)

ARMA International: Silver State, Las Vegas Chapter and Sierra Nevada, Reno Chapter

AIIM: Nevada Chapter

Pre-approved for ICRM Certification Maintenance Program (CMP) credit - 10 hours

SPEAKER BIOS

Susan Cisco, Ph.D., CRM, FAI, is a director for Gimmel Group focused on enterprise content management (EMC) and records management. She has more than 25 years of experience in the records and information management field as a practitioner, educator, and consultant. Susan has successfully consulted with organizations in multiple industries including oil and gas, hospitality, insurance, utilities, and government. Her recent ground-breaking work in the application of the 'Big Bucket Approach' to the classification and retention of electronic records enhances the usability of ECM and other recordkeeping systems, simplifies deployment strategies, and optimizes user adoption. Susan earned a master's and a doctorate degree in Library and Information Science from The University of Texas at Austin.

Christopher Ipsen As Chief Information Security Officer for the State of Nevada, Christopher Ipsen is responsible for the security oversight of the state's enterprise data and network infrastructure. Mr. Ipsen chairs the Nevada State IT Security Committee, is a technical representative for the Nevada State Fusion Center, and is a member of both the Nevada Technological Crime Advisory Board and the Multi State Information Sharing Advisory Council (MS-ISAC). Mr. Ipsen is unique for having served as a State Chief Enterprise Architect and as a Chief Information Security Officer. Mr. Ipsen holds national certifications as Certified Information Security Professional (CISSP), an Information System Architectural Professional (ISSAP), and a Certified Information Security Manager (CISM). Mr. Ipsen has presented nationally at the Department of Homeland Security Sponsored (MS-ISAC) - Annual Meeting, the Worldwide RSA Security Conference, the National Association of State Chief Information Officers (NASCIO), and at Oracle World. His presentations have included enterprise security, enterprise data modeling, electronic data interchanges, and virtualization. As a member of the NASCIO Security and Privacy Committee, Mr. Ipsen has contributed to numerous white papers on data security, data governance and government transformation.

Gerald Lindsay is a senior records analyst at the Nevada State Library and Archives, Records Management program. He is responsible for overseeing the records retention schedules found in the Local Governments Records Management Program Manual, and for working with municipalities and counties to ensure their retention policies and programs are consistent with state requirements. He coordinates the approval of all local government retention schedules with the Administrator of the Nevada State Library and Archives, who has the statutory authority to their records retention schedules.

Matthew Nelson is a Legal Consultant in EMC's Global eDiscovery & Compliance practice where he leverages his legal experience along with EMC's unique technology, to help organizations address challenges related to e-discovery, compliance, and records management. By serving as a liaison between legal, technology and other key departments, Mr. Nelson helps organizations understand and change internal procedures where needed to minimize the risk and expense associated with regulatory compliance and e-Discovery.

Throughout his career, Mr. Nelson has been invited to lecture to hundreds of attorneys, paralegals, record managers, and information technology professionals about the benefits of using technology solutions to help solve problems related to electronic discovery, records management, data security, and other content management problems. Recent speaking engagements include programs sponsored by American Corporate Counsel, (ACC), Director's Roundtable, The West Coast General Counsel Conference, San Jose Rotary Club, Stanford Law School, the Washington State Bar, and over 100 top law firms and Fortune 500 companies around the country. Mr. Nelson has written extensively about the new world of electronically stored information including publications in the Sarbanes Oxley Compliance Journal and California's leading legal publication, *The Recorder*. Prior to joining EMC, Mr. Nelson gained extensive litigation and technology experience as a legal consultant with Kroll Ontrack and as a Professional Development Representative with Summation Legal Technologies. In these roles, Nelson leveraged his unique background to help organizations understand, identify, and address areas of risk and expense in their current litigation and information management process. Prior to that, he worked on complex multi-million dollar environmental litigation while in private practice at Ropers, Majeski, Kohn, & Bentley in Redwood City, CA. Nelson received his J.D. from the University of Idaho College of Law and his B.S. from the University of Idaho. He is licensed to practice law in Idaho and California.

Terry Blonquist Nelson is the Director of Salt Lake County Records Management and Archives in Salt Lake City, Utah. She has been in this position since 1996. She is responsible for countywide records and information management services; administration of the County Archives; training and education of RIM issues; and compliance with federal, state, and local records laws and regulations. In addition, she is a private consultant in the field of records and information management. She is a graduate of Westminster College in Utah and is active in many professional organizations where she served as President of the Board of Directors for the National Association of Government Archives and Records Administrators (NAGARA) from 2002-2004. She is also a member of the Society of American Archivists, AIIM International, and ARMA International. Locally she has served as chair of the Utah Manuscripts Association and is a past president of the Conference of Inter-Mountain Archivists and the Utah-Salt Lake Chapter of ARMA. She has served as an instructor for the Western Archives Institute; the Utah Municipal Clerk's Association Institute and is a contributor to the Utah Encyclopedia.

Teri J. Mark, CRM, CPM is the State Records Manager for Nevada. She is a certified records manager and a certified public manager with over twenty-five years of experience in records and information management. As State Records Manager, she manages the Records Management program, which establishes the standards, procedures and practices for managing Nevada's official records. The program develops retention and disposition requirements, operates the State Records Center, and serves as the primary records management resource for state agencies and local governments. She is a frequent speaker on records and information management topics for various businesses, government and professional groups and has authored articles for professional journals. In 2003 ARMA International published her book, *Organize Your Office: A Small Business Survival Guide to Managing Records*, which introduces records management practices to the non-records professional.

Young (Brian) Park is the Practice Manager for the IKON Consulting Services' Intelligent Document & Security Group. He is a Certified Document Imaging Architect (CDIA+) and is certified as an AIIM Enterprise Content Management Specialist (ECMS). Young has architected a several Business Process Management (BPM) solutions from a very manual paper based human centric processes to an electronic process centric automation for efficiency and productivity gain. Prior to joining IKON, Young spent fifteen (15) years in the Document Management and IT Industry and managed the Division of Enterprise Document Management Solutions Group for Ricoh and LaserFiche Document Imaging. During his 15 years in the industry, Young has served as project management and document imaging specialist, solution engineer and a system engineer. Young has implemented document strategies in small and large organizations including Cisco Systems, Schlumberger, NOV, People's Bank, Lennar Homes, La Porte County, Los Angeles County, BAX Global, NYC, SUNY, CUNY, VeriCare, Warmington Homes, JH Snyder, City of New Haven, and Kumho Tires. Young holds a BA degree in Business Administration from the KeiMyung University.

Brian Tuemmler. As a director at Gimmel, Brian Tuemmler assists domestic and international clients in the areas of strategic and information planning projects with an emphasis on content technologies such as records and document management, imaging, knowledge management, and workflow. He specializes in identifying and classifying unstructured content for cleanup and migration to records and content repositories.

Steven D. Whitaker, CRM recently retired as Records Systems Manager of the City of Reno. A frequent and knowledgeable speaker at ARMA and AIIM conferences, Steve was a charter member of the Central Missouri Chapter of the Association of Records Managers and Administrators (ARMA), and wrote the constitution and by-laws for the new chapter. Steve has been Vice President and President of the Charlotte-Piedmont ARMA Chapter, and is a three-time *Member of the Year* award recipient.