Join your fellow records & information management professionals for a day of education and networking.

8:30 am – 9:00 am  Registration and Breakfast
9:00 am – 10:00 am  Cheerios: Records Management in a Box
10:15 am – 11:30 am  Marketing Your Records Management Program
11:30 am – 12:15 pm  Lunch & Networking
12:15 pm – 1:15 pm  Digital Transformation: Leveraging a RIM/IG Foundation
1:30 pm – 2:30 pm  Enterprise Content Management: It takes a Village
2:30 pm – 3:00 pm  Networking and wrap-up
Education Session 1

Cheerios: Records Management in a Box

Everyone is familiar with their local grocery store. This marvel of efficiency provides immediate access to tens of thousands of products. What you may not know is how their practices demonstrate records management basics. This session uses the familiarity of grocery shopping and a box of Cheerios to demonstrate records management basics.

Bill Roach, MSL, CRM, is a Privacy & Information Management Senior Analyst for Xcel Energy. He is responsible for the company’s Records Retention Schedule and is working to modernize Xcel’s approach to IG and RIM. He has 45 years of experience in Records Management & Retention, eDiscovery, Litigation Support, and ECM related technologies. Over his career, he has managed records programs in the construction, defense, financial services, government, mining, petrochemical, and utility industries. Bill has a MSL in Organizational Ethics & Compliance from the University of St Thomas and is a Certified Records Manager.

Education Session 2

Marketing Your Records Management Program

Ever wonder why nobody seems to “know your name?” Why people always want you to explain exactly what Records Management is or does? In this session, we will talk about what we can do to market ourselves and our RIM programs within our organizations and how to go about making sure that we no longer are the only people on the ZOOM screen that need introductions!

Susan McKinney CRM, is the Sr. Director of Data Access and Privacy and University Records Manager at the University of Minnesota. She has been at the University since 1995, and prior to that, she was at the University of Florida for ten years. She has been very active in the records management field, starting the Gainesville/North Carolina Florida ARMA Chapters and the Florida Records Management Association, and was host of the Records Management Listserv. She has served as President of ARMA International and is currently Chair of the Board of the Twin Cities ARMA chapter. Susan has spoken about records management in both the US and internationally.
Education Session 3

**Digital Transformation: Leveraging a RIM/IG Foundation**

The landscape of information management is changing. Our traditional focus on archiving and protecting information is expanding. This wider vista views information as more than just data and instead envisions information as a powerful lever to move organizational performance forward in ways that matter. But it is difficult to make a mark with information management if you struggle with the technologies, techniques, and infrastructure to get it done. What should information managers do differently in order to effectively map the future of information management? The session will focus on:

- How to seamlessly integrate legacy paper and digital content.
- Ways to achieve data security and compliance in a hybrid content environment.
- The role of digitization in enhancing content accessibility and searchability.
- Strategies that align with the shifting expectations of your business.

Greg Grospitch, Vice President Access Unify, Mike Discenzo, Senior Director of Product Marketing. Moderated by John Neuman, Regional Director, Access Unify & Twin Cities ARMA Membership Director.

Education Session 4

**Enterprise Content Management: It takes a Village**

Enterprise Content Management is so much more than a repository these days. The electronic content repository has been in place for years, while many new technologies have emerged to “feed the beast”. At the State of North Dakota, we have offered ECM services for 25 years and it now includes scanning, electronic data collection (eforms), fillable PDFs, electronic signatures, integrations into desktop applications such as Office, Outlook, Teams, and SharePoint, as well as robotic process automation. Your customers/constituents are looking for better, faster, and easier ways to interact with you, and that means expanding the technologies you offer to accomplish this.

Chuck Picard, Enterprise Program Manager for North Dakota Information Technology at the State of North Dakota

Chuck has worked for the State of North Dakota for 27 years, both on the customer side as well as on the IT provider side. He has helped the State of North Dakota grow from one agency using EDMS/ECM technologies to over twenty agencies and boards across state government.
Conference Details

Register Online
https://www.eventbrite.com/e/2024-spring-conference-attendee-registration-tickets-828456414437
Credit card or check payment options are available.

Conference Location
McNamara Alumni Center
University of Minnesota
200 Oak Street S.E., Suite 100
Minneapolis, MN 55455
mac-events.org
Meeting Room: The Swain
Breakfast: The Commons

Parking
Preferred parking is available in the adjacent University Avenue Ramp, connected by tunnel to the McNamara Alumni Center. Please download the parking voucher (link in confirmation email) and scan upon exit to the parking ramp.

Registration Fees
Closes April 17, 2024
Members $150
Non-Members $200
Company Rate (2 or more) $125
Student $75

Cancellation Policy
Cancellations must be received no later than noon on April 12, 2024. If you cancel prior to that time, you will be issued a full refund. No shows and cancellations received after the noon deadline will be required to pay the full registration amount. The Chapter incurs a cost for the venue and food based on the number of reservations. Twin Cities Chapter members may transfer their meeting registration to another individual at any time.

Registration or Cancellation Questions? arrangementstcarma@gmail.com
Directions

University Avenue Ramp

From the north, heading south on 35W
1. Take Exit #18, 4th St-University Ave exit
2. Cross 4th Street SE; turn left on University Ave
3. Stay in the right lane, drive 9 blocks to the University Ave Parking Ramp — located on the right side of the street

From the south, heading north on 35W
1. Take Exit #18, 4th St-University Ave exit
2. Turn right on University Ave
3. Stay in the right lane, drive 9 blocks to the University Ave Parking Ramp — located on the right side of the street

From the east or west on I-94
1. Take Exit #235B, University of Minnesota/Huron Boulevard
2. Follow Huron Boulevard one block and turn left onto Fulton St (1st stop light)
3. Drive 3 blocks and turn right onto Oak St
4. Follow Oak St past the Alumni Center (on the left) and cross over University Ave.
5. Oak St will curve to the left and turn into 4th Street
6. Turn left at the first available street (18th Ave, 17th Ave or 16th Ave)
7. Drive 1 block and turn left onto University Ave
8. Immediately get into the right lane and turn right into the University Ave Parking Ramp
Parking Instructions When Guests Will Use a Voucher

4.23.24 ARMA Spring Conference

The University Avenue Ramp is adjacent to McNamara and is connected by tunnel. It is the recommended parking ramp for events held at the McNamara Alumni Center. There are two alternate ramps nearby and two surface lots within walking distance of McNamara (see map).

- Upon approaching the ramp, if space is available, the ramp signage will be green and say “Open.” Proceed into the ramp, pulling a ticket from the kiosk. Park in any unmarked space. Spaces are first come first serve.

- Upon approaching the ramp, if space is not available, the ramp signage will be red and say “Full” or “Reservation Only”. You will need to park in another ramp (see map). Upon finding a ramp with available parking, proceed into the ramp, pulling a ticket from the kiosk. Park in any unmarked space. Spaces are first come first serve.

At the ramp exit kiosk, insert the parking ticket received upon entry. Cost of parking will display. To pay, scan your voucher (see at right). The gate arm will rise and you may exit. Press “Help” for assistance.

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Please use this voucher at the pay station
- Insert or scan your parking ticket
- Scan this voucher

Voucher #: 11990990010040167092