

**ARMA Silver State Chapter
NV Energy
Kick – off Meeting Minutes**

October 20, 2009

Call to Order
12:00 p.m.

Board Members Present

Terri Robertson
Linda Hellow
Jennifer Snyder
Maria Finney
LuFonda Cone

- I. Networking and Brown Bag Lunch
- II. Welcome to Kick-off Meeting

What a great start to a promising year! We are ramping up the year and look forward to the goals that we have to meet. Terri presented some strategic planning goals and objectives for our Chapter. Terri discussed the following initiatives for the Chapter: Membership, Marketing, and Service.

- III. Introduction of Guest Speaker: Anita Ward, CEO – Signatureware Corporation

Cultural Anthropology to the business world was Anita’s contribution to our Chapter Kick-off Meeting! Anita made a dynamic presentation about social behavior, content management, and its relationship to RM. She spoke about our emerging roles in technology and human interaction.

- IV. Discussion of Training for Leadership in the Silver State Chapter

Members discussed training for the Chapter concerning the Pacific Region. One of the goals is to continue to “grow” the Chapter. Opportunities exist to diversify our outreach approach, to collaborate with the other Pacific Regional Chapters and to participate in the Leadership Development Institute. In order to defray some of the costs, the Board will inquire about grant funding to support this initiative.

- V. Opening the Doors – Social Networking

Members in attendance agreed that the meetings should be structured as a viable networking opportunity for RIM professionals by promoting the brown bag approach. In addition, we discussed the development of engaging in “LinkedIn”, “TWITTER”, and “FACEBOOK” to promote activity within our Chapter. The primary objective is to engage other local ARMA members to collaborate on a regular basis and strengthen our Chapter’s presence locally. The Chapter is making great strides, but there is plenty of work for us to do in the coming year!

VI. Increased Marketing

Members discussed how we can accomplish this goal. In addition, the members would like to begin using "Survey Monkey" to gather feedback about how we are doing as a Chapter. Interest was also reflected regarding attending local seminars for CRM continuing education and credits, along with conducting tours of various member work locations. The tours would inform respective members the diverse RMP that we support. It was also suggested that we consider posting personal profiles in order to reflect that we are a user-friendly organization.

VII. ARMA and the Future

Members discussed how the roles and responsibilities of RM professionals are continually growing and changing as new technology is employed. ARMA 2009 addressed the emergence of embracing change and that knowledge management has taken on a whole new meaning for our profession.

VIII. Community Service – a Charitable Cause

This year the chapter will make a donation to 3Square by collecting non-perishable food items. Lafonda will head this initiative. We are encouraging all members to take advantage of this opportunity to contribute to making a difference in the community.

IX. Christmas Holiday Event

The members discussed the upcoming Christmas Holiday and would like to hold an event. The members discussed holding a combined Christmas Event for ARMA and AIIM. The combining of both organizations for the Event will ensure that we have maximum participation for the Christmas Event. The details will be announced at a later date.

X. Installation and Announcement of Officers

The Board Members that were in attendance were introduced at the meeting. Terri also, introduced the Secretary, Mercedes Ward. Terri announced that the Chapter has Committee Chair positions that are open.

XI. Action Items

The Social Networking activities will be established
Members will work on planning the Christmas Event
Mercedes will transition into the role of Secretary for the Local Chapter
Terri will work on updating the Local Chapter webpage
Lufonda will continue to work on the Community Service initiative
Linda emphasized that new ideas are always welcome and consider getting involved

ADJOURNMENT

1:40 p.m.

Recording Secretary

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revised 102109 draft for discussion only

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