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**\*\* We Need You!! \*\***

If you are interested in serving in any of the vacant positions, please contact one of the board members!! ~ Thanks!!

## Naming Files and folders... Simpler is not always better.

By Manuel Bulwa, Integrated Scanning of America, Inc.

Simpler is only better if you choose smartly from all possible "simple" options. Naming your files and folders using keywords and values (a.k.a. "metadata" (\*)) contained in your documents is **not** necessarily your smartest choice. I know, this practice is quite common, but so is drinking and driving.

This practice is popular because modern Operating Systems (\*) provide you with a graphical tree interface that helps visualizing the folder structure and file names. However, this simplistic searching process may be somehow adequate for a handful of files (dozens, maybe hundreds), but definitely not good enough for larger business environments and serious use.

So, what's wrong with it?:

- Metadata is subject to changes. These changes, whether they are natural or caused by data maintenance needs, often affect just the way you search and find your documents, which remain intact. You may be forced to move or rename a file, only because you corrected a misspelled keyword or added a new one. It may even be impossible to move or rename files if you have them stored on read-only media or under restricted permissions, which are often necessary.
- In a multi-user environment (\*) you are exposing a vulnerable file system to misuse and abuse by others. You don't really want others to drag, drop, move and rename files and folders.
- Folder and file names may be too long or contain special symbols that are illegitimate in current or future operating systems (\*). Many such document sets failed when upgraded to a new version.
- Duplicates can become a nightmare. You may permanently lose valuable files that were overwritten by a different document named identically. Or you may be caught in the trap of naming files "-001, -002", etc. which makes maintenance and searching less efficient.
- Abbreviating and concatenating (\*) words in a folder or file name creates trouble as well. It also restricts your ability to experiment with different hierarchical views (\*) of your data when presented. I have witnessed convoluted naming with trailing and leading blanks and underscores, etc, just to improve on the visual presentation.
- Microsoft™ Windows Explorer is particularly risky when not used carefully. It makes "mousing around", dragging and dropping, moving columns and files unsafe. The slightest quiver can cause files to be lost or misplaced without notice.

(Continued on page 4)

### Inside This Issue:

Feature Article .....	1	New Board Member Bio .....	3
Credit Card Fraud - Protection.....	2	2008 Leadership Conference .....	3
10 Ways to Find More Time .....	2	Available Board Positions .....	5
Upcoming Meeting .....	3	Advertising Opportunities .....	6

### How to protect yourself from credit card fraud

When another person succeeds in using your credit information to commit credit fraud, it can cause a lot of hassle in your life. So how do you protect yourself?

Here are a few tips on how to avoid becoming the victim of this type of crime:

- Periodically review your credit reports. There are three main credit bureaus. Order your credit report from each of them at least once a year. Request copies of your credit report from TransUnion (800.680.7289), Experian (888.397.3742) and Equifax (800.525.6285).
- Properly discard documents. Cut up, shred or otherwise destroy credit card statements, bank statements, preapproved credit offers or any other documents that contain your personal information. Destroy credit card receipts, too.
- Limit identification pieces. Carry only essential identification pieces in your purse or wallet, backpack or car. Do not carry your Social Security card or your birth certificate with you unless absolutely necessary.
- Limit the number of credit cards you carry. Try to only carry one or two.
- Memorize your PIN and password numbers. Do not write them down.
- Make and keep copies of credit account and bank account numbers in a secure place.
- Guard your personal information. Don't give out credit card or Social Security numbers to people you don't know.
- Do not have your Social Security number printed on your checks or driver's license.

—adapted from the TransUnion Web site

### Computer Storage Requirements for Various Digitized Document Types

1 scanned page (8 1/2 by 11 inches, A4) = 50 KiloBytes (KByte) (on average, black & white, CCITT G4 compressed)

1 file cabinet (4 drawer) (10,000 pages on average) = 500 MegaBytes (MByte) = 1 CD (ROM or WORM) 2 file cabinets = 10 cubic feet = 1,000 MBytes = 1 GigaByte (GByte) 10 file cabinets = 1 DVD (WORM)

1 box (in inches: 15 1/2 long x 12 wide x 10 deep) (2,500 pages) = 1 file drawer = 2 linear feet of files = 1 1/4 cubic feet = 125 Mbytes

8 boxes = 16 linear feet = 2 file cabinets = 1 GByte

- <http://www.ArchiveBuilders.com/whitepapers/index.html> -

## Your Ad Could Be Here!

3.5" x 2"

Advertise in the Chapter Chatter  
[Newsletter@ccarma.org](mailto:Newsletter@ccarma.org)

90% of attorneys admitted that their company's program is vulnerable when it comes to **electronically stored information** and preparedness for electronic discovery.

- *The Metropolitan Corporate Counsel, Oct. 2007* -

### 10 Ways to Find More Time

You have a sink full of dishes, three loads of laundry, 17 bills to pay, you're not sure how many e-mails to answer, a big stack of novels you'd love to read, and zero — count them — ZERO minutes of free time. "Where does the time go?" you lament. Here are some ideas to get you started on your quest to have a life:

1. **Reduce waiting time.** If your doctor or meetings always run late, plan ahead. Make good use of this time and carry note cards, bills and magazines in your tote.
2. **Limit your television watching.** Sensible limits may relieve guilt from overindulging, while freeing up time for more worthwhile pursuits. TIVO or tape your favorite shows and skip the commercials.
3. **Say no to yourself.** If you're not excited about attending a social function, then don't go! Stay home and relax. Or if you planned to go grocery shopping, but the sun is shining and you'd rather be in your garden, it's perfectly fine to change your mind and do your shopping tomorrow.
4. **Cut down on cleaning.** Keep cleaner within reach and spray the shower before getting out. Wipe the sink after each use. If you're inclined to make the bed, pull up the quilt before you get out of it. Use washable throw rugs with rubber backs in heavy traffic areas. Change filters on the heating/cooling system frequently to cut down on dust.
5. **Batch tasks when you can.** It takes longer to do small administrative tasks one at a time. Instead practice "saving up" these items. Put all your copies in a "to be copied" project file; your filing in a "to be filed" bin; etc. Pick a regular day and time to handle all these tasks at once.

(Continued on page 4)

**Get Connected - We're on the Web**  
<http://www.ccarma.org>



**Upcoming Meeting News - Save the date!!**

**Hearst Castle® Archives**  
**A guided tour of Hearst San Simeon State Historic Monument**



Hoyt Fields, Museum Director, will lead us on a guided tour on Friday, September 12, 2008.

Mr. Fields has over 35 years of curatorial experience at Hearst Castle®.

In 2001, under Mr. Fields leadership, Hearst Castle® archived accreditation by the American Association of Museums.

Please join us on:

Friday, September 12, 2008\*  
11:300 a.m. - 4:30 p.m.

CCARMA Member \$20 / Non-Members/Guests \$25

Prices include box lunch - *each box lunch comes with a sandwich, drink, chips, dessert, and side salad*

\*Please see our new website for more information: <http://www.ccarma.org/hearst.html>. The flyer has a form that you can fill out and return electronically.

Space is limited - Priority will be given to CCARMA members.

**On-line Graduate Certificate in Records and Information Management (RIM) - Fall 2008**

Based on ARMA's RIM core competencies, the 15-hour (5 course) graduate certificate is designed to address the most pressing educational needs of RIM professionals that are not being addressed in any other degree program.

Complete details about the RIM graduate certificate are available on our website: [www.lisp.wayne.edu](http://www.lisp.wayne.edu).



**ARMA International Podcasts**  
<http://www.arma.org/podcast/index.cfm>

If you manage the records and information of your organization as a strategic corporate asset, this is one more way to stay up-to-date and catch programming you may have missed!



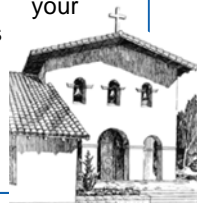
**Upcoming ARMA Pacific Region Events:**

**2008 Leadership Conference**  
**"Building on the Past to Lead us into the Future"**  
*Hosted by the Riverside, CA Chapter*  
**July 17-18, 2008**

Please join your fellow Pacific Region Chapter Leaders at the historic Mission Inn in Riverside California for a terrific leadership-training program. This years' goal will be to create an active, engaged combination of presentations and discussions. The motivational leadership training will be facilitated by Dale Mask of Alliance Training and Consulting. His half-day workshop will address some of the behavioral skills that are important for contemporary leaders.

Why should you meet your ARMA peers in Riverside this July? Because "leading" either within your organization or within ARMA requires expanding your knowledge and skills. This year's programs will be led by some of the very best leaders within ARMA.

Don't miss out on this excellent opportunity!



**Bio of our NEW Chapter Director-at-Large**



Manuel Bulwa, President of Integrated Scanning of America, Inc.

A document imaging veteran, Manuel pioneered innovative products and strategies in the computer industry for over four decades. His imaging products were sold domestically and internationally to public and private sectors in all industries, including Government, Nuclear and Healthcare. In the early 70's he developed an on-line document retrieval system for the Iron and Steel Industry. His first document image capture and retrieval system was sold to the largest U.S. nuclear plant in 1988. He spearheaded imaging technology in several countries, where he participated as a speaker in international document imaging conferences. Since 1992, he focused on technology and strategies for document image capture services.

Manuel has devoted intense years to University teaching, software development and process improvement. A naturalized US citizen, Manuel moved to California in 1979 and worked for General Automation, Excel Business Systems, Optilan, Wellmark, Microseal and Digital Check. He is the President of I.S.A., a woman owned small business established in Newbury Park in 1993. I.S.A. specializes in medium to large, on and off-site document image capture services.

*Manuel, welcome! And THANK YOU for answering the call of service! It is because of members like you, that our chapter continues!*

(Continued from page 2)

6. **Don't put things down "just for now."** Temporary places too often become permanent places. Put something away while it's in your hand rather than allowing large piles to accumulate.
7. **Reduce time at the store.** Use catalogues – or store websites – which will gift-wrap and mail presents for you. Buy gourmet gifts from an online bakery or specialty store to have on hand when you attend parties – nuts, jams, teas and candies make excellent gifts.
8. **Hire it out.** You can get the kid down the street to mow your lawn for \$20. Now think about hiring out housekeeping, laundry, cooking and other tasks you don't enjoy or need to do.
9. **Change your pace.** If you normally do your grocery shopping on Saturday, pick a weeknight to go instead. The stores are much less crowded on Wednesday evening than Saturday afternoon. The desire to get home after work, instead of feeling like you have all day, will keep you clipping down the aisles.
10. **Focus on simple pleasures.** When your day's work is done, make time for yourself. Relaxation doesn't have to be expensive or complicated. A bubble bath or really good cup of coffee can be as satisfying (and less time consuming) than a spa visit or fancy restaurant. Yes, extravagant occasions are nice but when you focus on simple pleasures, you'll get more for less, in less time, more often.

**Make it a productive day!**™

© 2008 Laura Stack. Laura Stack is a personal productivity expert, author, and professional speaker who helps busy workers *Leave the Office Earlier® with Maximum Results in Minimum Time™*. She is the president of *The Productivity Pro®*, Inc., a time management training firm specializing in productivity improvement in high-stress organizations. Since 1992, Laura has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. She is the bestselling author of the books *Find More Time* (2006) and *Leave the Office Earlier* (2004). Her newest productivity book, *The Exhaustion Cure* (Broadway Books), hits bookstores in May 2008. To have Laura speak at your next event, call 303-471-7401. Visit [www.TheProductivityPro.com](http://www.TheProductivityPro.com) to sign up for her free monthly productivity newsletter. ♦

## RIM Thought Blog

<http://www.rimthought.com>

Records and Information Management – Essential To Business Success written by Doug Allen, CRM, CDIA+.

Doug currently serves on the Board of Directors of ARMA International, and works as the Business Development Manager for Information Outsource Services for Global 360's Work Management Group. He writes regularly about issues pertaining to Records and Information Management and is a Certified Records Manager (CRM), and Certified Document Imaging Architech (CDIA+).

(Continued from page 1)

- Your backups are ineffective or unnecessarily complicated. You are forced to create lengthy backups with the exact same intact files, but now relocated elsewhere or named differently. If you distribute duplicates, they may become prematurely obsolete.

Which, "simpler" option is better or smarter?:

- Name your files after a unique value such as a zero-filled sequential number. (If you feel brave you may even use a GUI (\*)). If you deal with thousands of files or more, you may want to group them in folders (also named numerically) of approximately 1,000 files each. However, this is entirely optional and even unnecessary if properly handled.
- Create and maintain a separate "Table of Contents" (TOC) (\*), using a spreadsheet or a data base. You may even use a text or HTML editor if you don't need to get too fancy.
- The TOC will contain columns with each search index (\*), one of which will contain a hyperlink (\*) to the actual document. Hyperlinks are very simple to create, maintain and use.
- Search and rearrange presentation views using the columns in the TOC, then click on the hyperlink when you need to view your selected documents.
- Keep your TOC read-only, except for an administrator to perform maintenance on it.
- Backup your files only once and when truly added or changed file contents, not just names.

In essence, all we did is:

- We separated metadata from document files, and
- We stopped using a "poor man's database" (the file system).

You do not need to be an expert or ask for expert assistance to implement any of the simple techniques I suggested. In fact, you will need such expertise to repair (when repairable) the consequences of using a flawed (although extremely popular) methodology.

### (\*Glossary

**Metadata, Index:** Collection of words and values used to describe a document for cataloguing and/or searching purposes.

**Concatenate:** Append or link values together.

**Hierarchy, structure:** The ordering, sorting and grouping of a set of values.

**Operating System:** Software used to run a computer, such as Microsoft Windows™, Unix, etc.

**File System:** The methodologies and formats used for storing, naming and retrieving files on a disk.

**Graphical User Interface (GUI):** A graphics-based user presentation format that incorporates movable windows, icons and a mouse

**Database, DBMS:** Collection of data or information organized for rapid search and retrieval. Databases are

(Continued on page 5)

## Your Ad Could Be Here!

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Advertise in the Chapter Chatter

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### Inside the Record Room" - Talk Radio

It's about boxes ... It's about files ...  
It's about people... It's about you!

Join us .... Inside The Records Room™

A weekly talk show dedicated to the Promotion  
and education of RIM.

[www.insidetherecordroom.com](http://www.insidetherecordroom.com)



### If RIM Were a Song, What Would the Title be?

Recently, some of the the Records Management ListServe participants (*with too much time on their hands!*) came up with a list of RIM related song titles. Here are the top 10

1. "Don't Know What You Got, Till it's Gone" by Cinderella
2. "I still haven't found what I'm looking for" by U2
3. "One way or another" (I'm gonna find ya, I'm gonna getcha getcha getcha)
4. "Dust in the Wind" by Kansas
5. "To dream the impossible dream"
6. "Amazing Grace" (I once was lost, but now am found...)
7. "Why Have I Lost You?"
8. "Baby Come Back"
9. "Don't want to lose you"
10. "I will always love you"

### Available Board Positions - We Need YOU

CCARMA directors (the few of us remaining) met in January to discuss several issues. One item discussed was the current board vacancies.

Without the needed support, the great meeting opportunities we've provided in the past and the quality of our other chapter programs will be *seriously* impacted.

The current OPEN positions remain as follows:

- Secretary
- Treasurer
- Programs Director - Northern Chapter area *and* Southern Chapter area
- At-large Director - Northern Chapter area

Service on the Board is a 2 year commitment. While this may seem like an arduous assignment, when the board is fully staffed, the work, being evenly shared, is minimal. The most time spent is attending the actual meetings.

Also, if you are interested in any of the positions listed below, please let us know. The individuals currently serving in these positions have done so *far longer* than what the Chapter bylaws call for; however, they have continued to do so voluntarily until replacements can be found.

These positions are:

- President
- Vice President
- Membership Director

For more information, please speak to one of the current board members, or email: [info@ccarma.org](mailto:info@ccarma.org). *Thank you!*

(Continued from page 4)

structured to facilitate storage, retrieval, modification, and deletion of data. A database consists of a file or set of files that can be broken down into records, each of which consists of one or more fields. Using keywords and sorting commands, users can rapidly search, rearrange, group, and select records to retrieve or create reports according to the rules of the database management system (DBMS) being used.

**Permissions:** The ability in a file system to control and restrict file access (read, write, execute, traverse, etc.) by certain users and groups of users.

**Globally Unique Identifier (GUID):** A unique value that is generated by an application to unambiguously identify an object.

**Hyperlink:** A convenient way of linking to a file or a section of a document by simply clicking on a value. Frequently blue and underlined.

**Multi user environment:** A computer scenario where more than one user may have access to the same files or other computer resources. ♦

### Join ARMA Today!

Expand your skills and share your experiences.

### New and Renewing Members - WELCOME!

*If you know someone who might benefit from an ARMA Membership, please let our Membership Director know.*

Affiliating with a chapter provides you with a local outlet not only for education, but also for meeting people in the area faced with the same challenges as you face in the profession. Local educational and involvement has proven to be many members' most valuable benefit.

### Advertising Opportunities

We are excited to announce that advertisements will now be accepted for the Chapter Chatter!

Rates for sizes Sizes .5" x 3.5" and 3.5" x 2" are available on our website at: [www.ccarma.org](http://www.ccarma.org) under newsletters

E-mail [Newsletter@ccarma.org](mailto:Newsletter@ccarma.org)

### ARMA Washington Policy Briefs

News and analysis of U.S. legislation affecting information management  
<http://www.arma.org/news/policybrief/index.cfm?Type=W>

### HHS Releases HIPAA Compliance Information

In response to continuing interest in Department of Health and Human Services' enforcement of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule, the Office for Civil Rights (OCR) made available to the public additional information about these activities. (for the rest of this article: <http://www.arma.org/news/policybrief/index.cfm?BriefID=2662>)

### NARA Issues Plan for Online Access to Founding Fathers' Papers

Archivist of the United States Allen Weinstein announced the appointment of Kathleen M. Williams as executive director of the National Historical Publications and Records Commission (NHPRC). Williams, who has been acting executive director since January 2008, replaces former director Max Evans. (for the rest of this article: <http://www.arma.org/news/policybrief/index.cfm?BriefID=2663>)

### Online Classifieds Aimed at ID Theft

The Financial Industry Regulatory Authority (FINRA) warned investors about a new scam involving online job classifieds that fraudsters use to carry out identity theft and financial fraud. (for the rest of this article: <http://www.arma.org/news/policybrief/index.cfm?BriefID=2665>)

### What is ARMA International?

The leading professional association in the growing field of records and information management. ARMA International provides a wide range of benefits to help its members grow in their chosen profession. Members are offered technical publications, a certification program, and a variety of continuing education opportunities, including local meetings and seminars on records management topics, plus a comprehensive annual conference. ARMA International has over 10,000 members in countries around the world. Founded in 1955, ARMA International has more than 140 local chapters, providing networking opportunities as well as local, regional, and international events.  
[www.arma.org](http://www.arma.org)

### Records Management ListServ

The RECMGMT listserv operates from the US with members from all over the world. There are about 2, 500 members currently subscribed. A range of records and information management topics are discussed via the list, which is quite active.

### To subscribe to the RECMGMT listserv,

Send an e-mail message to:

[listserv@lists.ufl.edu](mailto:listserv@lists.ufl.edu)

In **subject line** of your message, type

Subscribe

In the **body** of the message, type

sub RECMGMT-L Your Name

DO NOT type in your e-mail address.

e.g. sub RECMGMT-L John Smith would subscribe someone named John Smith.

Chapter Chatter is a publication of the Central Coast Chapter of ARMA International.

This newsletter is published to inform members and interested parties of the activities of the Chapter and to disseminate news and information.

We welcome all articles, letters, comments and contributions from interested individuals.

The information contained in this newsletter does not necessarily reflect the official policy or opinion of ARMA, the Central Coast Chapter of ARMA or its members, nor is there any endorsement of ads, seminars, articles or commentaries intended; it is offered as a source of information only.

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