



## What Matters to You?

By Fran Blaylock, GNW Region Coordinator

Greetings and Happy New Year to all my GNW ARMA friends! I hope 2008 finds all of you healthy, mentally alert and ready to start the challenges of the New Year. A recent advertising campaign caught my eye that I think is an appropriate question both in our professional and personal lives. The advertising focuses around a single question, "What Matters to You?" I find the content of the ads amusing considering the different items people put on the pedestal. It truly brings to light how each of us is an individual with varying needs, hopes and accomplishments. I have occupied many seats as an ARMA member, leader, and mentor, and I think it is very necessary to answer this question no matter where you are at in your professional and personal growth.

I know our local chapters have struggled with this question trying to determine various ways to reach their membership. I speak often on the need for you as an ARMA member to communicate your needs and interests with your chapter leaders and to ARMA International. I think it is equally as important to touch base and consider what I call a whole life approach. It is easy to lose sight of your goals if you can't find a way to harmonize all the different facets of your life. Take a few moments out of your busy schedule to list what is important to you and then what you need to do to support the top items on your list. This activity may require some soul searching as often we forget to stretch out of our comfort zone! Seriously consider all the possibilities and try something new. View ARMA and its membership as your primary resource for the challenges you face as a RIM professional.

I encourage each of you to review your list of "What Matters to You". If you have professional goals that can't be met due to lack of information or the right connections, contact your local chapter or ARMA International. I have always said a task doesn't get done by contemplating the outcome...just do it! Your GNW Region leadership is also here to help. We do our best to recognize the needs of our region chapters, but we need your help to communicate what those needs are.

One way to support your vision of our profession is to help make ARMA grow in a positive direction. Review the 2008 Board of Directors candidates on the ARMA International website and cast your vote. One of GNW Regions finest is in contention this year. Guess who? Also the GNW Region Conference, hosted by the Oregon chapter is fast approaching. The dates are April 7-9 at the Oregon Convention Center. You will receive the brochure in the next few days. Please take a moment to look it over as there is an excellent speaker list! If you need information now, visit the conference website at [www.regonline.com/armagnw2008](http://www.regonline.com/armagnw2008). Oregon has done a terrific job in putting this conference together, and it is a great motivator to enhance your RIM knowledge and meet other RIM professionals in our region.

I wish you all a Happy Valentines Day and hope to see you at the GNW Conference!

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