



The Power of Collaboration (co+labor+ation)

Dear Great Northwest Region of ARMA members:

I recently had the pleasure of working with my local bar association on a collaborative seminar. For the fourth time, we (my home chapter, Puget Sound, and the Tacoma-Pierce County Bar Association) sponsored a successful seminar entitled: “*Recent Developments in Electronic Records Management.*” It has been our desire to “link” the two groups, records managers and the legal community, with information that can be of common interest to each other. I believe this undertaking is a step in the direction of our goal – which is to work together in sharing information on the importance of good records management practices. I think the legal profession is often aware of cases and laws that shape what we do, but it is up to us, the records professionals, to apply that information in appropriate ways to our records programs. It is a good match!

At the same time, ARMA International has been collaborating with several other professional organizations including SNIA (Storage Networking Industry Association), AIIM (Enterprise Content and Document Management Association) and the Sedona Conference (a legal “thinktank” organization). Why is this important? Because the issue of properly managing records – be they in paper or in electronic format – is essential for all of us. I believe it is so important, that we need to think beyond our own jobs and industry and work toward educating others about it.

I bet, to a degree, you have been doing it all along, yourselves. Have you ever advised a family member or friend on how long to retain their household records? Did you run out (like me!) and buy a shredder for your personal use when identity theft became rampant? And, then, did you persuade your parents or children to do the same? Sure, you have! I challenge you to take the next step, however. Discuss, persuade, introduce, educate or **collaborate** with an individual or group *outside* your comfort zones (work, family) about the importance of managing records.

The word “**collaborate**” implies to work together on a project with another individual or organization with which one is not normally connected. So, with whom will you collaborate? Which person or organization can you work on a project and share the “good word” about records management principles? Think about it and....go for it!

Me? Well, I still haven’t written Oprah yet (I know, I know, I’ve been talking about it for months!), but, now, I think I will do just that! It would be a dream come true! Imagine Sue and Oprah (how “not normally connected” is THAT?) discussing RM principles on TV.....!

I wish you a Happy Thanksgiving!
Very truly yours,
Susan M. Lord, Manager
Great Northwest Region of ARMA