

Editorial

Dear colleagues

In this first issue of 2015 we focus on the seminar which will be offered by two schools of applied science in Switzerland. This 5-day seminar is supported by ARMA Swiss chapter and targets on practitioners who would like to get further education about hot topics in the fields of information management & governance. Further we all invite you to the next Spring meeting which can be announced for the 29th April at SwissRe Zurich, who have kindly offered to host this event. In addition we would like to request all our members to contribute to the survey about the status of Information Governance in Switzerland which is organized by our board member Daniel Burgwinkel. The results shall be summarized in an anonymous form and presented at the next European ARMA conference in Brussels June 8-9 2015. Please help us to support this activity.

We are also happy that our colleagues from the Benelux have established their chapter now and recently there was even a “Mediterranean Chapter” founded by Joao Penha-Lopes ([LinkedIn](#)) covering Spain, Portugal and Italy. There was a post sent to our members from LinkedIn.

Juerg Hagmann

President ARMA Swiss Chapter

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1. Review , General Assembly & Annual Conference Zurich, 5th Dec 2014

The general Assembly in Zürich, December 5th 2014 (morning)

The president Jürg Hagmann welcomed the members present and introduced the topics of the agenda for the annual meeting

1. Annual Report

The president presented the annual report to the members. The discussion focused around the management shake-up at ARMA International and the lack of information members and the

Swiss board shared alike. The assembly discussed possible changes in the strategic direction of ARMA International and its impact on our chapter. The report was approved *unanimously*.

2. *The Treasurer Report*

Tolu Olowoye in her responsibility as treasurer presented the definitive balance and the Profit/Loss figures for the fiscal year 2013 (which equals to the calendar year). The year closed with a profit of CHF 723.50; total assets are CHF 1.720.75 per end of year *The Annual financial statement and the audit report were approved unanimously approved by the members.*

3. *Finance*

The budget for the upcoming FY was presented by Jürg Meier. It is balanced and calculates with a member fee of \$ 55.00.

The members discussed the fact that there is a gap between the treasurer results (2013) and the budget (2015). There was a suggestion from the members that the General Assembly shall be planned in future as part of the spring meeting, to make the treasurer report better comparable. The board will take up the proposal during one of his upcoming meetings. *The budget including the amount of the membership fee was approved unanimously.*

4. *Membership development*

The board informed the audience that the number of members has increased again in the 2013/2014 period, from 45 to 50. There have been 8 new members, while 3 members left the chapter.

5. *Elections*

There were the following elections: both members have been elected by end of Sept 2014 in an online election

New member of the Board: Daniel Burgwinkel, who will conduct member surveys & research
Elected unanimously

New Auditor (replacing D. Burgwinkel): Tanja Aenis (Nestlé)
Elected unanimously

6. *Forthcoming Events for 2015*

Spring meeting: will be held on April the 29th in Zürich (afternoon), hosted by Swiss Re.

European Conference: 8/9 June 2015 in Brussels (Marriott Hotel). The call for papers will end on February the 4th.

The next General Assembly & Annual Conference is planned for Friday Nov 27th 2015; no location

and sponsor has been yet fixed.

Beside these major events, an informal get together will take place every second month in Zurich, always on the last Thursday of an impair months; dates see below section 4 (reminders are always sent to the members prior to the get together).

7. Members Survey

Daniel Burgwinkel presented the results of the first member survey who sheds light into our membership structure and the potential interests of the participating members. The details of the survey will be published on our exchange platform box.net for the members of the chapter.

8. Further education program: Seminar FHNW Olten / HTW Chur

Stephan Holländer presents the new Seminar (5 days) entitled "Herausforderung Informationsressource" (engl.: "Information Resources as a challenge") planned at the FHNW Olten; which should start on April 2015. For details see the information in detail below

9. Sundry

The president announced the date of the Information Management Forum for May 12th in Zurich. Even though this is not an ARMA event, the chapter will be present with a booth at this Swiss IM/RM event.

After the Assembly all participants were invited for lunch at nearby Restaurant "Mucho Gusto". The lunch was sponsored by PDF Tools.

The professional conference, December 5th 2014 (afternoon)

More than 30 participants (members and non-members) attended the conference in the afternoon at the Zurich Business School (HWZ) near the main station.

The event was sponsored by the Swiss company PDF-Tools who gave an introduction to some of their tools under the title: [File formats & archiving \(Link to box.net\)](#), presented by Hans Bärffuss. He highlighted some interesting and critical aspects of format conversion (non-embedded fonts, differences in representation, non-searchable text etc.).

The president followed with an overview of issues and problems with Information Governance implementation. Information [Governance: Barriers, pitfalls and fallacies](#). The major challenges of IG implementation are related to corporate culture and politics. These aspects have been completely underestimated so far, therefore so many programs are struggling or even lurching from crisis to crisis as an AIIM paper reported ([It's not Information Governance, it's Information Opportunity](#)). The pretention here is however not true that the RIM community has hijacked the Information Governance topic.

The speaker has practical experience of 3 years with IG implementation in a major Pharma company. One of the big problems is the fact that IT governance is confused with Information Governance mostly in cases where the IG-unit is hooked in IT.

Elisabeth Bühlmann (former records manager at Philip Morris and now working for Fontis Int.) made some [reflections from the Geneva area](#) where she was working most of her time. She highlighted on well known issues we struggle when setting up and developing IG programs.

The last speaker from Zurich Insurance (Chris Stadlin) gave a presentation about current issues with EDRM implementation where reluctant user adoption is still the long runner. Under the title "[Why is it so hard to implement an EDRMS? A sociological, historical and anthropological explanation](#)" he went through all the change management issues (culture) we are facing day-to-day.

After the conference we gathered in the Irish pub nearby for further networking.

2. Seminar at FHNW Olten about Information Mgmt & Governance

Information Resources as a challenge

Learning major aspects of managing your information resources

The board of ARMA Swiss Chapter is happy to announce a 5-day seminar for its members in the field of RIM in close cooperation with the universities of applied science in Olten (FHNW) and Chur HTW).

The seminar «Challenges of Information Management» will bring light into the information darkness and chaos: what's really behind all these acronyms and concepts under which software and services are often offered (ILM, RIM, DMS, ECM, IMS etc.)? How is records management linked to process management, what are the differences between needs and requirements, how to embed your records and information management activities into a larger information governance program and what are the expected benefits? During four days critical aspects of information management areas and disciplines are treated from a practical point of view, showing possibilities and methods how to tackle and solve them.

Basic concepts of Information Management and Information Governance will be explained. The aspects of emails, social media as means of remote virtual collaboration will be presented to participants of the seminar. How to set up a RIM project in the enterprise is being explained by an expert. The requirements of change management are being highlighted in an enterprise context. At the end of the seminar participants will present and discuss a case of their context to demonstrate the applications of discipline learned during the seminar.

The five day seminar will start on April, the 17th 2015 and will take place at the University of Applied Science FHNW in Olten. **The seminar will be held in German.** For details see our home page or the following link:

<http://www.fhnw.ch/wirtschaft/weiterbildung/seminar-herausforderung-informationsressource>

3. IG-Survey Swiss chapter

Survey on the status of Information Governance and Records Management in Switzerland

In the first phase Daniel Burgwinkel gathered the results from 5 organizations. In order to have a larger sample for the survey he is preparing another survey which will be soon sent to you.

The results shall be shown at the European ARMA conference in June 2015 in Brussels.

(db)

4. Outlook 2015

➤ **RIM Professionals Meetup (Zurich)**

The meetups are planned as an ongoing series, always taking place on the last Thursday of even months in the James Joyce Pub in the center of Zurich (starting 17.30 Aperó time). The board will be happy to see a growing number of RIM professionals taking this opportunity for exchange and networking. Reminders will be sent prior to those meetings by Juerg Meier (vice-president).

Please remind the dates fixed already for 2015:

March 26, May 28, July 30, Sept 24 and Nov 26.

(jm)

➤ **Spring meeting: 29th April, Swiss Re (Sood) afternoon from 13.30 – invitations with program will follow**

➤ **Annual conference: Nov 27th 2015, afternoon (location tbd) – save the date !!**

Europe:

ARMA Europe Conference Brussels: 8-9 June 2015 (Marriott) ; call for papers has finished. The program is being prepared.

See: [Link armaeurope.org](http://link.armaeurope.org)

Switzerland:

- IM-Forum Zurich Oerlikon (Swissotel): 12th May – ARMA will have a booth and roundtable is given about the new book from KRM ([Leitfaden Information Governance](#)) covering the new methodology MATRIO®

International:

- Oct 5th-7th 2015, [ARMA Annual conference](#), Washington D.C.

5. Sundry

Interesting blog discussion about keeping everything forever.

Barclay Blair: [MOVING TO A WORLD WHERE WE WILL KEEP EVERYTHING FOREVER](#)

OpenText has published an interesting paper about the myth of paperless.

Box.net: [The Less Paper Businesses Use, the More Problematic it Becomes. Resolving the Paper Paradox](#)

Stephan Holländer / Jürg Hagmann