



Create a Winning Team

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2009 Annual Conference

May 6-9, 2009

Hilton Daytona Beach
Daytona Beach, Florida



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PRISM International is a not-for-profit trade association whose members specialize in the storage, retrieval, organization and disposition of client information assets. Its nearly 600 member companies are headquartered in more than 60 countries and operate in more than 1000 facilities world-wide. PRISM International members serve private industry and public entities by providing outsourcing services for information management, including: paper file management and storage, electronic and optical information management and storage, disaster recovery and media vaulting services, microfilm and digital imaging project services, electronic vaulting, secured destruction services, software escrow services, and other client-driven information management services.



There is no question that we are in the middle of a challenging economic period around the world and probably the most challenging you will have faced in your careers. I also think this is a time to congratulate yourself for being involved in one of the best industries that can show positive returns, even in these economic times. There

is a famous bit of misinformation involving the Chinese character for “crisis” as being composed of two words, “danger” and “opportunity”. According to Chinese language experts, this is not true – the word for “crisis” in Chinese means the same thing as it does in any other language. It is a time of extreme challenge, and a time when heroic and innovative entrepreneurs are called upon to seek out new resources and directions to keep their businesses and operations growing. It is a perfect time to look around and identify new information management possibilities, and to stretch existing resources further by applying them in new ways.

Our industry is going through a period of great change. New potential services and client needs are multiplying faster than we can absorb information about them. In order to keep up with this pace of change, and the opportunities these changes represent, we need the best information we can get. There is no better place to collect this information than at a PRISM International conference. Our association exists to help us all improve our operations, run more efficiently and profitably, develop more business connections, learn about the latest in technological innovations, and to advocate on our behalf as an industry. Now more than ever we need to learn from each other and from other experts and industry suppliers. The new information we gain from attending conferences can help us reshape our service offerings and improve our operating environment.

This conference also marks a new milestone for PRISM International. We are holding two fundraising events for charitable organizations. Our 2009 golf tournament will feature a Million Dollar Shootout to benefit the ARMA International Educational Foundation. I will also be leading a cross-country charity motorcycle ride starting at the close of the conference that will benefit Action Against Hunger, www.actionagainsthunger.org, an international hunger relief charity. As an industry we have been greatly blessed, and we need to do our part to give back to the communities that have helped grow and sustain our businesses and families.

I am looking forward to an exciting, educational and fun conference in Daytona Beach and I hope to see you there!

Dennis Barnedt III
President



Your Annual Conference Planning Committee has spent the last 12 months assembling what we hope will be a winning program to help you speed ahead of your competition and finish first in the race to win new business.

To help you choose the educational sessions you want to attend, the Planning Committee has laid out four tracks

that focus sessions targeted to the four main service offerings of PRISM International members. Hardcopy Storage, Data Vaulting, Destruction, and Imaging. Whether you are a rookie or veteran we believe the 2009 Annual Conference will help you and your crew find the winners circle. In addition to practical information to help you improve your business, you will have many networking opportunities to help you build new friendships and nourish old ones.

Besides education and networking, a major function of PRISM is to put forth collective efforts on behalf of our industry. Again this year you will have the opportunity to hear about legislation and other regulatory matters that have an impact on your bottom line.

This year the members of the Planning Committee, many of whom you will be meeting when they introduce speakers and panelists, have made special efforts to include more new presenters than ever before. In addition, the Committee has included for the first time this year a roundtable session format at which you can choose from among more than 20 topics being presented in a “speed dating” format.

Daytona will be my 26th consecutive Annual Conference. Whether you will be attending your first Annual Conference this year, or whether you are an old-timer like me, I genuinely hope you find PRISM’s 2009 Annual Conference to be your most memorable. If it is, it will be because of the work of the Planning Committee. To every member of the 2009 Annual Conference Planning Committee, please accept my personal gratitude for a job well done.

See you in Daytona!

Frank Albi
Conference Chair



SCHEDULE AT A GLANCE

WEDNESDAY MAY 6

7:00am-2:00pm Golf Tournament
Sponsored By Storage Systems Ltd.

8:00am-6:30pm Registration

Data Protection Day

9:00-10:00am Collective Wisdom for Daily Operations

10:00-11:00am Economics and Metrics of the Business

11:00am-12:00pm Pricing Strategies, Responding to RFQ's, and Service Level Agreements

12:00-1:00pm Optional Luncheon

1:00-2:00pm Media Vault Sales in the IT Environment: Speaking the IT Language

2:00-3:00pm Conducting Media Vault Audits From the Client's Perspective

2:00-3:00pm Leadership Meeting

3:00-4:00pm Advanced Operators Panel: Case Studies/Lessons Learned

4:00-4:30pm Open Forum: Q & A and Wrap-up

3:00-4:00pm Promoting Business Ethics in the Records Storage Industry

3:00-4:00pm Introduction to Shredding

4:00-5:00pm Introduction to Records Center Management

4:00-5:00pm Introduction to Imaging

5:00-6:00pm New Member Reception
Sponsored By REB Storage Systems International

6:00-8:00pm Opening Reception
Sponsored By Iron Mountain

8:00-10:00pm Optional Networking Dinner

THURSDAY MAY 7

7:00am-5:00pm Registration

7:30-8:30am Task Group Breakfast

8:30-9:30am Opening Keynote: Developing a Winning Attitude in a Changing World

9:30-9:45am Break

9:45-11:00am IT Industry Trends Affecting the Media Vault Business

9:45-11:00am Selling Imaging

9:45-11:00am Managing Accounts Receivable: How to Handle Bad Debts

9:45-11:00am Disaster Recovery Case Study: Tornado

11:00am-12:00pm Exhibit Hall Open

12:00-1:30pm Annual Business Meeting Lunch
Sponsored By Access Information Management

1:30-2:45pm Running a Green Business

1:30-2:45pm Disaster Recovery Planning as a Market Advantage

1:30-2:45pm Selling Through the Web - Effective Website Design

1:30-2:45pm Card Check Legislation and Regulatory Update

2:45-3:00pm Break

3:00-4:15pm E-Vaulting: Problems & Opportunities. . . Issues and Answers

3:00-4:15pm Price Depreciation and Margin Erosion - How to Fight Back

3:00-4:15pm Real Estate and Property Selection Decisions

3:00-4:15pm Scar Tissue Panel

5:30-7:00pm Networking Reception
Sponsored By Boston Rack International

7:00-11:00pm Dinner at The Daytona 500 Experience
Sponsored By Business Records Management LLC

FRIDAY MAY 8

7:00am-4:30pm Registration

7:30-8:30am Breakfast in Exhibit Hall
Sponsored By Digitech Systems

8:30-9:30am Keynote:
Selling Has Nothing to Do With Selling
Sponsored By Gemark Corporation

9:30-9:45am Break in Exhibit Area

9:45-11:15am Special Roundtable Sessions

11:15am-1:30pm Exhibit Hall Open/Apron Lunch
Sponsored By CitiStorage, LLC

1:30pm Exhibits Close

1:30-2:45pm How to Benefit From Your Membership in PRISM International

1:30-2:45pm Route Operations (Part 1): Best Practices for Route Efficiency

1:30-2:45pm Sales Compensation

1:30-2:45pm Hiring the Right Person, for the Right Job, Right Now!

2:45-3:00pm Break

3:00-4:15pm Media Vault SOP: Why You Need One and How to Write It

3:00-4:15pm Referral and Network Marketing & Sales for RIM Companies

3:00-4:15pm Healthcare as a Vertical Market

3:00-4:15pm Route Operations (Part 2): Driver Training, Bonuses

SATURDAY MAY 9

8:00-11:00am Registration

8:30-9:00am Mentoring Breakfast

9:00am-12:00pm Mentoring Roundtable Sessions

FEATURED SPEAKERS



THURSDAY, MAY 7

8:30-9:30am

Opening Keynote: Developing a Winning Attitude in a Changing World

Steve Rizzo



After being told by a guidance counselor that he didn't have the intelligence for college, and having been saddled with the dubious high school honor of "Least Likely to Succeed," Steve Rizzo didn't give himself much of a chance to emerge as anything special, much less a world-class comedian or motivational speaker. Years of negativity had led Steve to believe that dreams were

the luxury of only a fortunate few.

"Looking back," says Steve, "I can see how and why I sabotaged so many opportunities. My perceived limitations had me very confused. I had a fear of failure and a fear of success. I knew I had talent, but I couldn't understand why I wasn't being given a chance. I finally realized that opportunity had been knocking all along...I was just afraid to open the door."

After high school Steve would go on to surprise everyone, including himself, by excelling with honors at the university and post-graduate levels. Eventually Steve even taught at his old high school, proving once and for all that guidance counselors are not fortune-tellers. Perhaps the most unexpected aspect of Steve's career was the stellar degree of success he achieved as a performer, sharing the stage with Jerry Seinfeld, Rodney Dangerfield, Eddie Murphy, and Ellen DeGeneres.

Of course, the surprises don't stop there. What is the next step for a comedian in the prime of his career? For Steve, it was to trade the two drink minimums and standing ovations for maximum fulfillment and well, more standing ovations. After walking away from a promising career as a headline comedian to become a professional speaker, Steve offers a unique and insightful perspective on the journey that brought him to where he stands today.

Steve's quest to remove the boundaries that were keeping him from the life he truly desired has brought his work full circle and he now understands that all of his past experiences were necessary to prepare him for his true calling: To help people learn to be happy and successful no matter what their current circumstances are. "If they laugh while they learn," says Steve, "then that's just a bonus."

Steve spent much of his own life learning how to pursue and achieve his own definition of success. Luckily for audiences worldwide, that definition has evolved to include showing others his blueprint for realizing their dreams and achieving personal excellence and professional satisfaction. As Steve's friend and fellow comic Drew Carey says, "He used to be a stand-up comic, but now he is a speaker who is inspiring people all over the world."

FRIDAY, MAY 8

8:30-9:30am

Keynote: Selling Has Nothing to Do With Selling

Rick Farrell, Tangent Knowledge Systems

Sponsored By Gemark Corporation

RICK FARRELL

Richard P. Farrell is President of Tangent Knowledge Systems. Having been responsible for sales and business development for nearly 25 years, Richard brings a tremendous depth of experience and results to his audiences. His passionate, provocative and interactive style encourages audience participation, learning, and improvement while providing practical, usable "time tested" information. Richard stresses a non-selling posture that allows the sales person to play the role of a "change agent" rather than a product-centric transactional sales person.

He has worked with a range of companies from Fortune 500 companies to start-ups in helping them optimize their performance by assessing their sales people, sales processes, management structure and strategies. In working with his clients Richard has helped identify performance gaps and provided sales plans to help track, measure and execute objectives to increase the company's bottom line. Today in his role of President of Tangent Knowledge Systems, Richard continues to actively sell, prospect and manage client relationships in addition to the high performance training and development program he personally conducts.





WEDNESDAY, MAY 6

DATA PROTECTION DAY SESSIONS

**PRISM International
DATA PROTECTION DAY**

Data Protection Day is included in all full conference registration and kicks off the 2009 Annual Conference with an intensive day of sessions devoted to data protection. This series of educational sessions is designed for both those with an existing data protection business and those who are interested in creating or expanding their data protection service offering. Data Protection Day is available as a separately ticketed event for those operators who may wish to bring in key employees for the day. This event includes access to the opening exhibit reception but not the networking luncheon. Optional lunch tickets available are available for all conference attendees - see the registration form for details.

9:00-10:00am

Collective Wisdom for Daily Operations

Dave Heric, DataSite Northwest

This opening session presents an overview of collective best practices and standard procedures for media vault operations in a small to medium sized data protection company. This session will cover areas like staffing and labor issues, policies and procedures, security, risk management, and client-driven activities.

10:00-11:00am

Economics and Metrics of the Business

Dale Mitchell, DataSite Northwest

This session explores the financial dynamics of operating a data protection (media/vault) business that has been operating for at least 10 years. The session will explore capital requirements, revenue sources, market dynamics, financial benchmarks, and the special characteristics and financial needs of data protection operations. This session is designed for advanced media vault operators.

11:00am-12:00pm

Pricing Strategies, Responding to RFQ's, and Service Level Agreements

Panel Discussion, Panelists: Angie Fares, Radio Shack Corp.; Dale Mitchell, DataSite Northwest; Deborah Pierce, DataSafe; Moderator: Dave Heric, DataSite Northwest

This panel discussion will focus on multiple issues related to client solicitation and winning business. Panelists will discuss common elements found in requests for quotation or other types of bid solicitations. The panel will explore appropriate response strategies, ways of clarifying language in the response documents and other issues. In addition, the panel will discuss service level agreements, how these agreements are structured and common elements contained in most data protection service level agreements. And finally, the panel will discuss pricing methodologies, (NOTE: PRISM International is prohibited by law from providing a forum for any discussion that could lead to agreement on pricing among competitors).

12:00-1:00pm

**Optional Networking Lunch
\$55.00**

This optional networking lunch features an opportunity for roundtable discussion and will also include a briefing by PRISM International Executive Director Jim Booth on efforts to expand industry awareness and promote data protection outsourcing in Europe. This luncheon ticket is not included in either the Data Protection Day registration or the full conference registration cost. See the conference registration form to order a ticket for this event.

1:00-2:00pm

**Media Vault Sales in the IT
Environment: Speaking the IT Language**

Chris Kelley, DataChambers

When dealing with data protection clients, it is necessary to understand concepts and jargon that may be unfamiliar to sales professionals. This session will explore the concerns of IT professionals in outsourcing data protection services. Terms and terminology will be discussed, as well as business drivers, interacting successfully with IT professionals, and best practices for selling in the IT environment.

2:00-3:00pm

**Conducting Media Vault Audits
From the Client's Perspective**

Angie Fares, Radio Shack Corporation

In this presentation Angie Fares will outline her experience performing audits of data protection facilities. This presentation will outline best practice for selecting a third party data protection provider, will discuss client perceptions and tools to measure risks associated with third party vendors, and will outline techniques and best practices for building successful relationships with third party vendors.

3:00-4:00pm

**Advanced Operators Panel:
Case Studies/Lessons Learned**

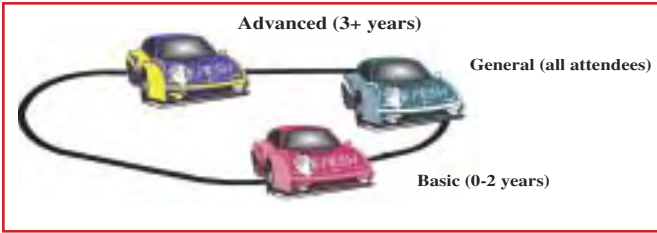
Panel Discussion, Panelists: Jeff Hamra, Titan Private Security Vault; Shaun Stevens, LA Records Management

This high-level program is designed for experienced media vault operators to discuss industry challenges and opportunities created for the industry. Panelists will discuss the impact of new technologies, future trending in the data protection industry, and what kinds of business opportunities that are likely to be created as a result of changing client demands.

4:00-4:30pm

Open Forum: Q & A and Wrap-up

This highly interactive panel discussion will provide an opportunity to discuss issues not raised in other sessions held throughout the day. It will also provide an opportunity to dig deeper into issues featured in other sessions.



SESSION RATINGS: In this conference brochure, you will find each session labeled in one of three ways: General, Basic, and Advanced. These ratings are included to provide guidance as to the level of the material and presentation. General Sessions are appropriate for all attendees. Basic sessions are targeted toward persons engaged in the industry for 2 years or less. Advanced sessions are geared toward attendees who have been engaged in the industry for more than 3 years.

WEDNESDAY, MAY 6

3:00-4:00pm



Promoting Business Ethics in the Records Storage Industry

Panel Discussion, Panelists: Dale Poston, Archives Management Centers; Vance Goss, Brazos Record Storage; Paul Leonard, Leonard Brothers Data Management; Tim Walker, GRM Information Management Services

A panel from PRISM International's Ethics and Standards Task Group will review the revised PRISM International Code of Ethics and discuss real-world examples of ethical dilemmas that face industry operators during the course of business. This thought-provoking panel will help to frame the operating practices of the industry and how proper application of business ethics can help to shape positive outcomes that benefit individual operations and the overall industry.

3:00-4:00pm



Introduction to Shredding

Panel Discussion, Panelists: Pete Pancel, All Source Security Container, Mfg. and Lloyd Williams, Shredall Ltd and SDS Moderator: DeAnne Toto, Storage & Destruction Business,

In this session, panelists experienced in the confidential destruction industry will share their insights on starting up a confidential destruction service offering. Topics to be covered include: locating ideal destruction customers, plant based shredding overview, mobile shredding overview, consoles-containers-bin rotations, sorting lines, the shredded paper commodities market, labor issues, safety, and selling strategies. Time for question and answer will be provided at the conclusion of the session.

4:00-5:00pm



Introduction to Records Center Management

Panel Discussion, Panelists: Michael T. Sullivan, Automated Records Centre; Michael Lenhard; Giorgio Spadoni, Omtra S.r.l.; Jim Spinney, Spinney & Huber, LLC; Moderator: Kathi Albertini, Management Growth Institute

This session will review the fundamental elements of a successful hard copy records center operation and is designed for those who seek to enter this business or expand limited operations in hard copy records management services. Items to be

covered include: building characteristics, racking systems, material handling equipment, software functionality, client site procedures, labor requirements, codes requirements, legal protections and contract basics, selling strategies, customer identification and qualification, building business value, marketing and more. Time will be provided at the conclusion of this session for question and answer.

4:00-5:00pm



Introduction to Imaging

Gail Bisbee, Confidential Records Management

At this session attendees will investigate the opportunities for business expansion by offering imaging services to clients. Panelists will discuss the fundamental selling proposition for imaging, economics and cash flow possibilities, imaging equipment, imaging software, quality control, labor and staffing, document preparation, estimating and bidding on business accurately, and other issues. Time will be provided at the conclusion of this session for question and answer.

THURSDAY, MAY 7

8:30-9:30am



Opening Keynote: Developing a Winning Attitude in a Changing World

Steve Rizzo

This highly energetic and entertaining program unlocks the secrets to the power of permanent change and a lasting positive attitude. You can be sure that your group will be feeling fantastic and walking away more productive than ever, not just for a day, but for a lifetime. Learn why Steve is known by so many as the "Attitude Adjuster." "What you think is what you get", Steve Rizzo.

In this program you will gain the secrets of...

- New ways of thinking that will transform obstacles into opportunities instantly
- How to bring out the best in yourself and everyone around you
- Learning the five steps towards your destiny
- How to laugh off your fears and take control of your emotions
- The number one way to achieve success and happiness. Don't miss this opportunity to hear an exceptional speaker who will inspire you to win in both your personal and business life.



9:45-11:00am



**IT Industry Trends
Affecting the Media Vault Business**

Fred Moore, Horison Technologies

In this high-level program Fred Moore will discuss the future of the data protection industry and where new business opportunities are likely to be created. A sampling of his analysis is available from the abstract to his book Storage Panorama:

“In 2000, 93 new storage companies were launched with a first round of funding. In 2007 just five new storage companies were funded with first-round money. This has had the effect of slowing down the flow of new ideas and invention, suggesting that we are now in a period of re-invention rather than invention. There were over 60 disk drive manufacturers in 1980 and today just six remain as consolidation has taken its toll. Data centers are consolidating their oversupply of storage devices by undertaking extensive virtualization projects. Five tape formats make up the majority of all tape sales and 12 vendors supply OEM tape libraries.” Don’t miss this opportunity to explore data protection’s future with this expert in the field.

9:45-11:00am



Selling Imaging

John Becker, FortDocs

In imaging services it is easy to think in terms of processing speed, indexing and prepping difficulties, or accurate estimation of costs. All of these components, while necessary to an effective imaging operation are meaningless to the client. What the client cares about is their ability to retrieve documents that have been scanned. In this session we will discuss: focusing on client needs, areas of client concern, hot button issues for clients, and obstacles to closing an imaging sale and how to overcome them.

9:45-11:00am



**Managing Accounts Receivable:
How to Handle Bad Debts**

Steve Wright, Business Records Management LLC

With an economic downturn, some clients may slow payment or even halt payment altogether. In order to maintain good business cash flow, small businesses need to be prepared with strategies for collecting aged receivables and other bad debts. This session will explore contract enforcement remedies, other legal remedies, and will offer a forum to share effective techniques to collect past due receivables.

9:45-11:00am



**Disaster Recovery Case Study:
Tornado**

Jim Teske, RecordMax USA

This session explores actual events that occurred when a tornado struck a RecordMax records facility. This session seeks to review the facts regarding the incident, preparations that had been taken prior to the incident, response strategies following the incident, client and media communication strategies, business resumption activities and timelines, insurance-related issues and lessons learned and changes made as a result of the experience.

1:30-2:45pm



Running a Green Business

Fred Moore, Horison Technologies

Many companies around the world have been changing the way they operate in order to lower their environmental impact. These companies have made a great deal of these changes by initiating “green” marketing campaign and other client communication programs to increase awareness of their activities. In this session, storage technology guru Fred Moore will discuss the advantages of adopting a green business strategy and how that can positively position your business in the marketplace.

1:30-2:45pm



**Disaster Recovery Planning as a
Market Advantage**

*Richard Cooper, MBCI, MIOR,
Business Protection Systems International*

More than ever before, clients are requesting copies of disaster recovery plans and procedures to provide for business continuity in the event of a disaster. Those operators who have well developed and tested business continuity plans, policies and procedures are in a superior competitive position over those who do not. In this presentation, the market drivers for the creation of a well-designed disaster plan will be explored, as well as the fundamental elements of a well crafted disaster plan and resources that can assist in the creation of a disaster plan.

1:30-2:4pm



**Selling Through the Web -
Effective Website Design**

Tom Adams, RIMPro Marketing

One of the most important functions of any successful business is effective marketing techniques that attract new customers. Website design is a huge contributor to that marketing effort. Tom Adams uses this presentation to demonstrate how effective website design, as a critical component of an overall strategy of

effective prospect capture, can act as a magnet to pull interest prospects into the top of the sales funnel where other systematic activities can develop the prospect to a fully qualified client.

1:30-2:45pm



Card Check Legislation and Regulatory Update

Panel Discussion, Panelists: Warde Comeaux, Fire Protection International Consortium; Neal Goldman, Iron Mountain; Larry L. Varn, Esq., Sullivan & Worcester LLP. Moderator: Lee Miller, Andrews Software

This session will review developments in the Card Check (Employee Free Choice Act) legislation and strategies for accommodating any changes to union organizing within the business operation. In addition, developments in codes and standards, European regulatory issues, and reports from PRISM International task groups devoted to regulatory issues in North America and Europe will be reporting. Time will be allowed at the end of the presentations for discussion of industry issues.

3:00-4:15pm



E-Vaulting: Problems & Opportunities . . . Issues and Answers

Panel Discussion, Panelists: Chris Kelley, DataChambers; Ray Ganong, Applied Recognition; Jeff Hamra, Titan Private Security Vault. Moderator: Shaun Stevens, LA Records Management

This panel will explore the evolving service offering of electronic vaulting. With online backup companies entering and exiting the marketplace, a significant amount of misinformation and confusion has been created. The session will discuss the advances in technology that enable and improve e-vaulting as a service offering, VAR vs. hosted solutions, capital requirements, primary customers and market development, and selling strategies. At the conclusion of the presentation time will be allowed for discussion and question and answer.

3:00-4:15pm



Price Depreciation and Margin Erosion – How to Fight Back

Rick Farrell, Tangent Knowledge Systems

Rick Farrell is a sales innovator. He says, “The underlining theme of my presentation is that sales people should stop selling, presenting, answering objections and closing and should instead play the role of a “change agent”. Salespeople have to adopt a “CEO mentality”. They need to view their territory/account list as a separate company that they run with P/L responsibility. In running this company they will have to protect “5 vital assets” in order to insure maximum leverage and return on assets: time, information, resources, relationships and self-concept.” In this advanced session, Rick Farrell tackles one of the toughest issues

in any industry – the temptation to discount during the selling process in order to compete based on price.

According to Farrell:

- The way you buy is the way you'll sell. If you personally buy on price you'll tend to be vulnerable to prospects who buy on price.
- The way you win business is the way you'll lose business. If you were rewarded the business because of low price, you'll eventually lose it because of price.
- Price is never the real issue. The real issue is, clients don't believe you are worth the price and sometimes you aren't, according to their standards.
- The job of good salespeople is to realize who is willing to pay more knowing they could get it for less elsewhere. One of the greatest contributors to commoditization and price depreciation is traditional value proposition selling (features and benefits). This archaic methodology of selling will have you looking and sounding like all of your competitors, resulting in lower margins and depreciation of your market prices.” Don't miss an opportunity to explore this critical sales issue!

3:00-4:15pm



Real Estate and Property Selection Decisions

John Kenny, Iron Mountain

This session will explore the challenges of finding appropriate facilities and land for commercial records center operations. Areas for discussion include: hazard analysis and awareness, proper permitting and difficulties arising from improper permitting, lease arrangements and buy vs. lease decisions, economic and finance considerations of real estate in business valuation, and other areas. Time for question and answer will follow the presentation.

3:00-4:15pm



Scar Tissue Panel

Panel Discussion, Panelists: Sherri Taylor, Armstrong Archives; Daniel Bruce, Underground Archives; Alan Pevy, Business Development Partnership. Moderator: Ryan Puliz, Puliz Records Management

As a wise man once said, “Good judgment comes from experience. Experience comes from bad judgment.” In this session a panelist of operators will talk about mistakes they made in the development of their business and what they would do differently, given an opportunity to start over. This session is especially directed at those who are new to the commercial records industry, or who are considering starting a commercial records business. If you enjoy storytelling and fun, mixed with valuable information and hard-won wisdom, don't miss this session.





FRIDAY, MAY 8

CONFERENCE SESSIONS

8:30-9:30am



**Keynote: Selling Has
Nothing to Do With Selling**

Rick Farrell, Tangent Knowledge Systems

Sponsored By Gemark Corporation

Rick Farrell is a sales innovator. He says, "The underlining theme of my presentation is that sales people should stop selling, presenting, answering objections and closing and should instead play the role of a "change agent". Salespeople have to adopt a "CEO mentality". They need to view their territory/account list as a separate company that they run with P/L responsibility. In running this company they will have to protect "5 vital assets" in order to insure maximum leverage and return on assets: time, information, resources, relationships and self-concept."

This session will cover the following key areas:

- How the feature/benefit style of selling will marginalize your selling position and reduce you to a commodity.
- Why the mandate of sales people is to play the role of a neutral "change agent" and help clients independently discover on their own if they have a compelling reason to change and what the cost of change represents to them.
- Why selling is no longer just "what are your requirements/application needs and how can we meet them?" Now it is "what is your company's vision/mission, your critical success factors and what is preventing you from achieving them?"
- Why the value of product knowledge is being diminished in today's marketplace and being superseded by industry knowledge, the intricacies of your customer's business and knowledge of your customer's clients. Building a product superiority justification is being replaced by building a sound business case and a ROI analysis.
- Why traditional skill sets in persuading and convincing are far less important in today's marketplace. What truly differentiates one company from another is their ability to be a business resource, a strategic advisor, an objective partner and a business strategist.
- Why your value propositions and your added-value are now valueless in today's competitive marketplace.
- Why sales managers may be unwittingly sabotaging the company's sales effort.
- Why sales people should adopt a "non-selling posture".

The goal of their sales call is to have prospects sell them as opposed to putting all their effort into selling prospects.

9:45-11:15am



Special Roundtable Sessions

This session slot features numerous roundtable sessions each session is focused on a single topic. Attendees will have an opportunity to enjoy three different roundtable sessions. All roundtable sessions are held simultaneously and will be repeated a total of three times. All sessions are 30 minutes each. This is the first time PRISM International has offered this roundtable format and we are looking forward to attendee feedback on this session format.

1. Getting Into the Shredding Business to Maintain and Grow Your Business

Presented by Scott Bidwell, Andrews Software

This round table session will discuss utilizing shredding services to grow your business. For those record center operations not offering shredding services, this is a great opportunity to see what it is all about. Already offering shredding services? This may be an opportunity to compare what you are currently doing with other industry operators. We will discuss avenues for selling to new and existing customers, retaining current customers, as well as what the profit opportunities are. We will also discuss how to get started in the shredding business, along with the ingredients that go into putting the operation together.

2. Design Ideas for a Successful Entry into the Media Vaulting Industry

Presented by Hugh Smith, FIRELOCK

This session will discuss preliminary design for the facility to attract the "Sweet Spot" in the Media Storage and Vaulting arena. Photos and Design Plans of successful players in the Industry will be revealed. A growth timeline and Income ProForma will also be provided to use in your financial plan with your investors or banker.

A marketing plan will also be provided to jump start your entry into the market. Questions will be answered on:

- 1) "How to Compete with Existing Players in the Geographic Area."
- 2) "How to differentiate your company to appeal to the IT Professional."
- 3) "How to establish a Phased Growth Plan."
- 4) "How to create Top of Mind Awareness among the Decision Makers."
- 5) "How to Network with Other Companies to accelerate your growth."
- 6) "How to position your company for changing trends in the market."

Attendees will leave with a White Paper that covers each area so that it may be of use for them next month or next year.



3. Save the Planet – Look Like a Hero

Presented by Will Scott, The Fortress

You've always wanted to find ways to help the environment but you've probably been too busy managing the record center, searching for ways to increase your margins or looking for alternative sources of revenues. Here's your chance to do all 3 & come out smelling like a rose. Approach your customers (or potential customers) with a simple idea like "let's do something together to help save our planet". Now you'll have their attention and this approach has been proven very successful. The next time your customers orders back a file, instead of delivering it the "conventional" way by vehicle, suggest imaging as an alternative. You've now enhanced your delivery service options all for the cost of a scanner, which is a lot less than your delivery vehicle. This is much cleaner alternative for the environment and you'll both be entitled to carbon credits. Having the document in an electronic format enables you to view it or send it anywhere on this planet. Your margins on imaging are at least 100% greater than delivering with your vehicles. You'll spend less on gas, repairs and probably need fewer vehicles. Don't forget to tell the world what you're doing to "help save our planet". You can't get a better marketing spin on imaging then by having your local press applaud you for your efforts and exalt you for your initiative.

4. Increasing Density and the Perils of Permitting

Presented by Jeff Andrews, Boston Rack

Racking systems are typically one of the largest capital expenditures of a records center. They are also the major source of revenue for the owners. Therefore the systems need to be designed with the greatest box storage capacities possible. There are many "tricks" of the trade regarding racking designs to increase density and storage revenue that involve simple modifications to shelf clearances, row orientations, office locations, dock areas and stairways, to name a few. These secrets can add hundreds of thousands of dollars to the bottom line over the life of the boxes. There are also ways to save money on sprinkler and lighting designs, including skylight placement and types of fixtures. On the other side of the coin, the "permitting" process can cost unnecessary amounts of time and money if not handled properly. Racking systems can be fraught with problems from the local municipalities and fire departments if not designed to meet structural codes, building and life safety codes, or egress and exiting codes. Most municipalities look at the entire scope of the project including racks, sprinklers and lighting as a package. If multiple trades are pulling permits simultaneously then a higher level of coordination must be executed. We can give helpful hints regarding upfront information that can be reviewed with building and fire officials to alleviate many of the delays typically experienced when pulling permits.

5. How to Double Storage Revenue with Small Business Accounts

Presented by Cary McGovern, Fileman Records Management

The largest part of the existing unvented records storage market consists of small business accounts. Small business accounts are by far the most profitable of all accounts yielding as much as two to three times the average CRC account price per unit (box) of storage. Learn how to develop "A Packaged Approach" for Under 200 Boxes; Under 100

Boxes and under 50 Boxes that includes several services and quarterly billing using Credit Card Payment in advance. Learn how to market to these clients without a salesman and how to develop a constant "Small Business Account" marketing strategy.

6. Media Storage

Presented by Joe Malerba, Russ Bassett Corporation

The Media Storage Presentation will provide information on the various products available in the market place to store physical media, such as DLT, LTO, Cartridge Tape, CD, DVD, and other tape and disk media. There are many types of storage products available that will enhance PRISM Members current media storage collection. In utilizing the proper media storage product some benefits realized will be reducing the current floor space used to store media and reallocated the reclaimed space for other revenue producing services. Information will also be discussed in how to secure net new media storage business from traditional paper archive customers Most paper archival records services are provided to companies that also require safekeeping of their data tape and disk media information. This session will be beneficial for PRISM members that are considering entering the media storage business or wanting to maximize the efficiencies of their current media library.

7. Enhancing Your Business Through Additional Revenue Streams

Presented by Steve Hyman, DHS Worldwide Software Solutions

Records management professionals are exploring alternative revenue streams to raise profitability in today's economy. Draw higher profit margins and increase customer satisfaction by expanding your value added services. Asset management and forms management can be a complementary add-on profit center to your current records management operation. Your existing facilities, personnel, warehouse equipment can be utilized for special projects such as asset management, forms fulfillment, copy and scan services. Discuss successful marketing techniques, educational methods, and technology that will ignite your expansion of these additional revenue streams.

8. Cold Calling 101 and 1/2

Presented by Dick Siegel, ON-SITE-TM

This session is designed to help Prism members improve their prospecting skills on the telephone. Topics covered during the 1/2 hour session will include: How we communicate by phone vs. in person; Tips for handling the screener; Power statements to the decision-maker; and Overcoming objections. Time permitting, participants will have the opportunity to develop their own personalized script. We anticipate using workbooks.

9. Safety in Your Racking; Preventing Workman's Comp. Claims

Presented by Mark Mitchell, Integrity Material Handling Systems, Inc

Just how safe is your rack system? Do you even know? This discussion reviews the basic components of safe systems and identifies the typical "oh-no's" of the unwary designs. Key features are dead-end aisles, trip hazards,



blocked egress, limited lighting, bad shelf surface material, etc. These are things you must insist on avoiding for your future installations. Take your current rack plans to the roundtable for an on-the-spot assessment of your safety score. A private review is also available. Don't leave the show until you get this review.

10. Doing Business In A Small Market

Presented by Vance Goss, Brazos Record Storage

Professional records and information management services are just as necessary in small markets as they are in large cities. The challenges to small business owners operating in these small markets can be much different as owners deal with a smaller customer base, less potential for growth, and restrictions in skilled labor. This session will explore these challenges and also the positive elements of small market operation including improved access to decision makers, lower startup and overhead costs, more efficient operations due to less traffic congestion and less competitive pressure.

11. Timid Networkers Have Skinny Children

Presented by Noeleta Lacey, Advanced Records Management, Inc.

This session will be all about proven successful networking. In keeping with everyone's need for instant gratification, Noeleta will get right to it, so do not be late. Grab a seat FAST. First 15 mins will be devoted to you at the table so have your questions about networking ready to share with tablemates. The second half will be devoted to tips on how to work towards fattening up your skinny kids. She will cover how-to's, when-to's, etc, and leave you with the ONE-WORD SECRET to successful networking. When has a woman (or man) ever said it all in one word?

12. Fee Fatigue - How Opposing Lawyers Can Run Up YOUR Legal Fees

Presented by Frank Albi, Business Information Storage, Inc.

Imagine being sued for \$100,000 by a law firm that was trying to avoid paying your perm out fees. Imagine how pleased you would be to get the case settled by being paid ALL your perm out fees PLUS \$37,000 in damages. Now ask yourself this: Would you be willing to stick it out if you knew the case would drag on for eight years and the lawyers who sued you would cause you to spend \$230,000 in legal fees to defend yourself? Hear the whole story at this presentation.

13. Record Center Cash Flow-It can make you or it can break you

Presented by Powell Jones, Secure Records Solutions

A profitable records and information business is considered by many to be an annuity. This session will take a broad look at how sales, customer billing and collection philosophies, vendor payables, facility lease/borrowing costs can work together to allow you to use your cash wisely. Bring your own ideas to share as we consider new approaches that allow us to produce better results.

14. Creating a Revenue Growth Machine

Presented by Rob M. Alston, Access Information Management

Many Records and Information Management companies are not focused on creating and closing new sales opportunities. Many don't employ a sales team or even a sales team member beyond the owner of the company. Why? When you consider that lost new sales opportunities allow for your competitors to seize market share that often times is very difficult to get back, and that incremental EBITDA value add per client is extremely high, it makes sense that new sales should be a core focus within any company. This session is designed help you implement and manage a new sales program.

We will discuss:

- Why isn't new sales a core focus?
- Exploring, understanding and reducing the number of lost opportunities and thereby increasing your close rate
- Putting a solution in place to make sure you hire, recruit and train the right team.
- Creating a budget in place for maximum growth from new sales.
- Implement sales/commission compensation programs
- Managing a sales team utilizing any of one of today's effective technologies to track your pipeline and measure your results
- Generate valid, qualified leads.

15. Becoming a Certified Records Manger

Presented by Alan A Andolsen CMC CRM, Naremc Services Inc.

The Institute of Certified Records Managers™ (ICRM) is an international certifying organization of and for professional records and information managers. The ICRM was incorporated in 1975 to create a standard designation or CRM by which persons involved in records and information management could be measured, accredited, and recognized in accord with criteria of experience and knowledge established by their peers. The roundtable will provide the opportunity for PRISM members to learn more about the Institute, the application and testing process, the benefits of certification, and the process for certification maintenance.

16. Racking 101

Presented by Lori Palmer and Mike Baily, REB Storage Systems International

Are you new in the business? Thinking of getting into the business? Building a new building? Adding on to an existing system? We will discuss basic box configurations for storage. Preferred aisles in both catwalk and order picker systems. Different types of Racking, Shelving, Decking, grating, VRC's, Pallet Drops, etc. What additional types of accessory equipment is needed to work efficiently in these types of systems.



17. Competitive Advantages through Collection Efficiencies

Presented by Craig Busch, All Source Security Container Mfg.

Wouldn't it be great if your trucks could shred and/or collect more paper every day? How would you like to reduce your monthly fuel bill? What does your future look like if you can be the lowest cost operator in your area while providing the highest level of customer service? At this session we will discuss how to win in your market through cost reduction, increased revenues and exciting new marketing opportunities.

18. Five Keys to a Successful Record Center

Presented by Jim Spinney, Spinney & Huber, LLC

This roundtable session will feature the five keys to focus on for building and growing your record center. The discussion will revolve around those issues that must not be ignored or taken lightly when planning your business start-up.

19. The Boston Marathon and Its Impact on My Business

Presented by Michael T. Sullivan, Automated Records Centre

Mike will expand on information presented at the Introduction to Records Center Management Session. His training for the Boston Marathon drove the establishment of four principles for running his business.

20. Starting a Records Center in Europe

Presented by Giorgio Spadoni, Omtra S.r.l.

Giorgio will expand on information presented at the Introduction to Records Center Management Session. He will include mistakes to avoid when establishing a high standard business with American standards in Europe.

21. How to Improve Profits in 2009 with SaaS Technology

Presented by Brian Wiffin, Digitech Systems, Inc.

As the economy weakens, more records management companies are using the proven value of Software as a Service (SaaS) technology to increase their cash flow and to help customers manage more information with fewer resources. Records management companies are expanding their offerings with SaaS Enterprise Content Management (ECM), because not only does it provide all the secure, online document management, storage and disaster recovery services their customers are looking for, it doesn't require them (or their customers) to invest in more hardware or IT expertise. Plus, it generates recurring revenue. Additionally, more businesses are adopting ECM as a SaaS solution, because it provides rapid implementation, lower cost of ownership and quicker time to value.

Additional roundtable sessions will be added as submissions are received. Look for updates on new roundtable sessions at the PRISM International website (www.prismintl.org)

1:30-2:45pm



How to Benefit From Your Membership in PRISM International

John Ulmer, PRISM International

This session will focus on the benefits of membership in PRISM International and how the use of PRISM International resources and services can save money, improve efficiency, and contribute to enhanced professionalism and profitability.

1:30-2:45pm



Route Operations (Part 1): Best Practices for Routing Efficiency

Ken Krucenski, UPS Logistics Technologies

Best Practices for Routing Efficiency describes what daily route planning is, how it helps businesses, and what options are available to meet specific business needs. This informative presentation sheds light on routing basics and offers UPS best practices for delivery success.

1:30-2:45pm



Sales Compensation

Ken Hopkins, National Records Centers

In this session, Ken will report on survey results describing the methods operators use to compensate sales personnel and will discuss the advantages and disadvantages of various methods. Metrics and benchmarks will be discussed, as well as measurement and sales management tools employed to track results. Ken will also discuss differences in various types of service-based sales and how compensation and incentive programs differ depending on the type of service being sold (hard copy, imaging, shredding, etc.). Time will be provided at the conclusion of the presentations for question and answer.

1:30-2:45pm



Hiring the Right Person, for the Right Job, Right Now!

Vic Coppola, Predictive Index

Is your current organization structure and are the people in your company designed to achieve the objectives of the business in the most effective way possible? Do you have the right people in the right jobs? Do you know what traits make a person successful in your organization especially in key positions? This session will discuss how Behavioral Surveying can help you to answer those questions and to bring into your organization, promote and give responsibility to, only the most qualified people, and ensure those people will be developed and managed so as to make them as effective and productive as possible, while deriving satisfaction and self-fulfillment from working for your company. Attendees will be provided with a

WEDNESDAY

REGISTRATION

8:00am-6:30pm

EXPOSITION

6:00-8:00pm

Opening Reception

GENERAL SESSIONS

MEDIA VAULT

9:00-10:00am

Collective Wisdom for Daily Operations

10:00-11:00am

Economics and Metrics of the Business

11:00am-12:00pm

Pricing Strategies, Responding to RFQ's, and Service Level Agreements

1:00-2:00pm

Media Vault Sales in the IT Environment: Speaking the IT Language

2:00-3:00pm

Conducting Media Vault Audits From the Client's Perspective

3:00-4:00pm

Advanced Operators Panel: Case Studies/Lessons Learned

4:00-4:30pm

Open Forum: Q & A and Wrap-up Panel

OPERATIONS & TECHNOLOGY

3:00-4:00pm

Promoting Business Ethics in the Records Storage Industry

3:00-4:00pm

Introduction to Shredding

4:00-5:00pm

Introduction to Records Center Management

4:00-5:00pm

Introduction to Imaging

SALES & MARKETING

STRATEGIES FOR SUCCESSFUL BUSINESS

SOCIAL/OPTIONAL EVENTS

7:00am-2:00pm

Golf Tournament

12:00-1:00pm

Optional Networking Lunch

5:00-6:00pm

New Member Reception

8:00-10:00pm

Optional Networking Dinner

MEETINGS

2:00-3:00pm

Leadership Meeting



THURSDAY

7:00am-5:00pm

11:00-12:00 Exhibit Hall Opens
 2:45-3:00pm Break
 5:30-7:00pm Networking Reception

8:30-9:30am Opening Keynote: Developing a Winning Attitude in a Changing World

9:45-11:00am IT Industry Trends Affecting the Media Vault Business
 1:30-2:45pm Disaster Recovery Planning as a Market Advantage
 3:00-4:15pm E-Vaulting: Problems & Opportunities... Issues and Answers

9:45-11:00am Disaster Recovery Case Study: Tornado
 1:30-2:45pm Running a Green Business
 3:00-4:15pm Scar Tissue Panel

9:45-11:00am Selling Imaging
 1:30-2:45pm Selling Through the Web - Effective Website Design
 3:00-4:15pm Price Depreciation and Margin Erosion – How to Fight Back

9:45-11:00am Managing Accounts Receivable: How to Handle Bad Debts
 1:30-2:45pm Card Check Legislation and Regulatory Update
 3:00-4:15pm Real Estate and Property Selection Decisions

9:30-9:45am Break
 7:00-11:00pm Dinner at The Daytona 500 Experience

7:30-8:30am Task Group Breakfast
 12:00-1:30pm Annual Business Meeting Lunch

FRIDAY

7:00am-4:30pm

7:30-8:30am Breakfast in Exhibit Hall
 9:30-9:45am Break in Exhibit Area
 11:15am-1:30pm Exhibit Hall Open/Apron Lunch
 1:30pm Exhibit Close

8:30-9:30am Keynote: Selling Has Nothing to Do With Selling
 9:45-11:15am Roundtables 20-30 programs (see page 10)

3:00-4:15pm Media Vault SOP: Why You Need One and How to Write It

1:30-2:45pm How to Benefit From Your Membership in PRISM International
 1:30-2:45pm Route Operations (Part 1): Best Practices for Route Efficiency
 3:00-4:15pm Route Operations (Part 2): Driver Training, Bonuses

1:30-2:45pm Sales Compensation
 3:00-4:15pm Referral and Network Marketing & Sales for RIM Companies

1:30-2:45pm Hiring and Retaining Quality Employees
 3:00-4:15pm Healthcare as a Vertical Market

2:45-3:00pm Break

SAT.

8:00-11:00am

9:00am-12:00pm Mentoring Roundtable Session

8:30-9:00am Mentoring Breakfast





list of key questions for a successful interview.

Other learning objectives include:

- Learn to apply a disciplined selection process.
- Develop and implement strategies to identify the most qualified candidates. Improve techniques to match the right people to the right jobs.
- Enhance skills for conducting behavioral results focused interviews and reference checks.
- Utilize a key position attendees are, or will be, or have been recruiting for to illustrate how to successfully implement behavioral interviewing techniques.
- Identify for the aforementioned position three to five performance objectives in specific measurable, results oriented terms and time frames and link behavioral interview questions to those objectives.

3:00-4:15pm



**Media Vault SOP:
Why You Need One and How to Write It**

John Ulmer, PRISM International

In 2007 PRISM International published "Guidelines for Developing Standard Operating Procedures for Media Vaults." The author of this publication was John Ulmer, who was assisted by PRISM International's Media Vault and Publications Task Groups. In this session, John Ulmer will explore the need to develop SOPs for media vault operations and how well-crafted SOPs can improve business productivity, efficiency and also help to effectively market your business to potential customers.

3:00-4:15pm



**Referral and Network
Marketing & Sales for RIM Companies**

Cary McGovern, Fileman Records Management

The most effective method ever devised for selling anything is referral sales. Nothing beats your client introducing you to a decision maker at another client and vouching for your value to his company. Referral plus Networking adds a new dimension to this formula. Today in a growing technological era where decision makers are savvy, well educated and very busy ... we struggle to get to the right person to present our "value proposition". This session focuses on a model and a method for doing just that. Both the model and the method will be distributed at to session attendees.

3:00-4:15pm



Healthcare as a Vertical Market

Gail Bisbee, Confidential Records Management

One of the most productive vertical markets for the information management industry is the health care market. Special privacy concerns, security concerns and confidentiality requirements provide both barriers and opportunities for servicing this market. As the industry transitions to more digital operations, a discus-

sion of the business opportunities presented by these transitions will be a special focus of this presentation. Regulatory restrictions and special handling requirements, policies, procedures and training will also be review. In addition, the special sales requirements and sales pathways will be discussed. Time will be provided at the conclusion of the session for question and answer.

3:00-4:15pm



**Route Operations (Part 2):
Driver Training, Bonuses**

Tom Dumez, Kent Record Management, Inc.

In this session, Tom will explore human resources issues related to drivers and how these issues relate to the bottom line, risk management, and overall image of the enterprise. The primary focus of the presentation will be on training issues related to delivery drivers and real-world examples of training that sticks. Risks associated with improper or incomplete training will be explored. In addition, the presentation will discuss compensation and incentive payment schemes designed to provide driver incentives for higher productivity and more positive customer relations and soft sales functions.

SATURDAY, MAY 9

9:00am-12:00pm

Mentoring Roundtable Sessions

Saturday morning of the PRISM International Annual Conference is reserved for mentoring roundtable sessions. These sessions feature experienced PRISM International mentors who will lead a small discussion group on topics of interest to the group. This session is also a great opportunity to explore the PRISM International mentoring program and how it can help you grow as an individual and as a business. Each roundtable will have a particular focus for an initial discussion, then the discussion will open up to general topics. The following is a list of table leaders and their opening topics:

Finding New Customers

Martha Mayer, Business Data Record Services

Financial Management

Frank Albi, Business Information Solutions

Imaging Services

Gail Bisbee, Confidential Records Management

Data Protection Services

John Ulmer, PRISM International

Document Destruction Services

Steve Richards, Richards and Richards

Operations & Material Handling

Louis Weiner, CitiStorage

Regulatory Issues, Codes and Standards

Lee Miller, Andrews Software

SOCIAL EVENTS

Wednesday May 6
7:00am-2:00pm
Optional \$200.00
Golf Tournament

Sponsored By Storage Systems Ltd.



The LPGA Champions Course will be the host for the 2009 PRISM International Golf Tournament. Since 1994, the LPGA International has been the home course of the LPGA Tour. Conveniently located near I-95 in Daytona Beach, Florida, it gained in reputation as the host of numerous LPGA Tour Championships and is now the host of the final state of the LPGA Tour Qualifying School. This signature Rees Jones golf course is a favorite of the tour players. It is a traditional links style 7,088 yard design. You'll enjoy the strategic mounding, numerous expanses of sand bunkers, natural marsh areas, beautiful lakes and undulating greens. While extremely playable for all skill levels, the ingenious and inventive player is rewarded with multiple options on nearly every shot. One reviewer had this to say about the LPGA Champions Course, "LPGA International - Champions Course, the host of an annual LPGA event, has generously wide and mounded fairways. There are a number of lakes and wetlands throughout the course. The greens are quite large and are protected by sand and grass bunkers. From the Blue tees, (the first sane choice), the par-3s range from 141 to 174 yards. The par-5s are 510 to 550 yards. Four of the par-4s are more than 400 yards."

All tournament players will also automatically entered in a Million Dollar Shootout to benefit the endowment of the ARMA International Educational Foundation. Players will qualify throughout the tournament and will have a playoff before one lucky player takes a shot at winning \$1,000,000.00! Not only will you have a great time at this event, you will also be helping to promote the cause of records and information management research, scholarships and grant assistance to benefit records managers around the world.

Wednesday, May 6

12:00-1:00pm

Optional \$55.00

Data Protection Networking Lunch



SOCIAL EVENTS



For those conference attendees not involved in the PRISM International Golf Tournament, an optional networking luncheon has been added to the 2009 Annual Conference program. This is a separately ticketed event, which will feature PRISM International Executive Director Jim Booth, who will speak on efforts to generate more business for data protection companies in Europe. The luncheon also provides an opportunity to meet other conference attendees, build friendships and business contacts, and share information. See the conference registration form to order tickets for this event.

Wednesday, May 6

5:00-6:00pm

New Member Reception

Sponsored By REB Storage Systems International



In 2006 PRISM International initiated a mentoring program which is still in its infancy. New members of PRISM International, first-time conference attendees and Mentors, Mentees and Ambassadors of PRISM International are invited to this special event. Come learn more about the organization, the conference and meet the ambassadors who can help introduce you to other conference attendees!



Wednesday, May 6

6:00-8:00pm

Opening Reception

Sponsored By Iron Mountain

Wednesday, May 6

8:00-10:00pm

**Optional \$65.00
Networking Dinner**



At the conclusion of the opening networking reception, PRISM International offers conference attendees an opportunity to continue the great networking into the evening. The conference networking dinner is an optional event that creates a more structured opportunity to meet with other conference attendees and share a good meal. This event sold out completely in Anchorage, so make sure that you have reserved your ticket for this event in order to ensure a seat. Guests are welcome. See the conference registration form for more details and pricing.

Thursday, May 6

5:30-7:00pm

Networking Reception

Sponsored By Boston Rack International



Thursday, May 6

7:00-11:00pm

**Dinner at the Daytona 500 Club
and the Daytona 500 Experience**

Sponsored By

Business Records Management LLC



This special dinner event begins with a short motor coach trip from the headquarters hotel to the infield of the Daytona Motor Speedway. Attendees will enjoy a delicious buffet dinner at the Daytona 500 Club with great views of the start and finish line and victory lane. Following dinner, attendees will shuttle to the Daytona 500 Experience, reserved exclusively for the use of PRISM International attendees. The Daytona 500 experience offers an IMAX theatre, racing simulators, pit crew competition, historical and technical displays, and more! Don't miss this fun evening of networking and entertainment, racing style! The dinner event is included in your full conference registration.

Friday, May 6

7:00-8:30am

Breakfast in the Exhibit Hall

Sponsored By Digitech Systems

Friday, May 6

11:15am-1:30pm

Exhibit Hall Open/Apron Lunch

Sponsored By CitiStorage, LLC



MEETINGS

Wednesday, May 6 2:00-3:00pm Leadership Meeting

The Nominating Committee of PRISM International is always seeking interested individuals who may have a desire to become leaders of the association. At this session, members of the Nominating Committee will identify opportunities available for leadership within the association and will answer questions regarding what is involved in serving as a task group leader, member of the Board of Directors, or Officer of PRISM International.

Thursday, May 7 7:30-8:30am Task Group Breakfast

Much of the work that is accomplished by PRISM International during the year is due to our very active task groups. A few of the task groups meet during our Asia Pacific and European Conferences but the rest of the task groups take advantage of the Annual Conference to meet face to face to conduct business. If you would like to become part of a PRISM International task group, please take some time to review the task group poster session in the exposition and come to the 2009 Task Group breakfast. Volunteers are always welcome in PRISM International task groups!

Thursday, May 7 12:00-1:30pm Annual Business Meeting Luncheon *Sponsored By Access Information Management*



This luncheon is a great networking opportunity, as are all PRISM International social events. However, this luncheon is also the annual meeting of the corporation where business is conducted, Bylaws changes are voted on, and reports to the membership on finances, strategic objectives and other business of the corporation are presented. We also use the Annual Business Meeting Luncheon as an opportunity to recognize individuals who have gone above and beyond the call of duty in helping PRISM International fulfill its strategic goals and objectives. Make sure to attend this event, which is included in your conference registration fee.

SPEAKERS

TOM ADAMS

Not content to be ordinary, Tom Adams makes it his goal to live everyday in an extraordinary way. His mission is to assist businesses and individuals to competently flourish in their world. Tom assists his clients to implement innovative, attraction based marketing systems that come back with leads attached. He is a frequent speaker and writer within the RIM services industry and works predominantly with record centers, shredders, and media vault companies. Tom's unique history includes being a church minister, a retail executive and a professional speaker. He has also produced and hosted two television series. Before his current role serving the RIM services industry Tom was the managing partner of a commercial records center. This diverse experience base provides a wealth of wisdom that he brings to his business and clients every day. Tom lives in Kitchener, Ontario, Canada and is the proud dad of two incredible teenage boys, Sawyer and Knox.

FRANK ALBI

Frank Albi founded Business Information Storage, Inc., in 1980. BIS used this 4,000 square foot facility to rotate and store backup computer tapes, primarily for large mainframe data centers located in Greater Cincinnati. In 1982 BIS began offering document storage services. Introduction of this service resulted in BIS becoming the first commercial records storage company in the US to adopt personal computers to catalogue and track stored records. In 1998 BIS changed its name to Business Information Solutions to describe more accurately its focus on helping customers solve records control problems.

KATHI ALBERTINI

Kathi Albertini is president of Management Growth Institute, Inc., a second generation family owned business. She leads Profit Enhancement Groups (PEG) for PRISM members. In addition to the PEGs, her work in includes workshops for upper management and supervisory personnel on operations, sales and marketing, finance and control and organizational issues. Her consulting work focuses on organizational growth and technology assessment. In addition, she leads Profit Enhancement Groups in other industries and provides consulting services.


ALAN ANDOLSEN

Alan Andolsen is a Certified Management Consultant, a Certified Records Manager, and currently serves as the President of the Institute of Certified Records Managers. With more than 30 years of experience as a records management consultant, he also serves as the President of Naremco Services Inc, a management consulting firm founded by Emmett Leahy in 1948. During the past two decades, he has pioneered practical techniques for the management of digital records and lectured on their application in Japan, China, Europe, and throughout the United States and Canada.

MIKE BAILY

Mike Baily, Senior Vice President for REB Storage Systems International has been active in the records management industry for more than 22 years. For over 11 years, Mr. Baily was the Director, Facilities Engineering for Iron Mountain Inc. The worlds' largest records management company. In this capacity, he was responsible for the design and construction of new records centers, storage systems, and fire protection/life safety systems. For the past 11 years Mike has been with REB specializing in the large system projects for the records management industry. Mike





has done extensive research, development and design of high density storage systems for the records management industry. For over 10 years, was the Chairman of PRISM's Regulatory Affairs Committee, which is responsible for working with regulatory agencies on issues that affect the industry. Mike continues as a member of this vital committee, as well as an Alternate member of NFPA 232, Protection of Records committee. He has been a frequent speaker on these issues at PRISM and ARMA conferences.

JOHN BECKER

John Becker is President of Fort Docs, a document management company located in Santa Rosa, CA. Fort Docs offers both storage and imaging of documents for a variety of clients. John purchased his company in 2000 after being laid off from his marketing job at a NYSE listed company. John's background in sales and marketing, which included stints at Clairol (tops) and Levi Strauss and Company (bottoms) and running a large wholesale bakery (middles) provides a unique perspective on business operations. He received his MBA from Columbia University and has yet to figure out where document management fits into his experience matrix.

GAIL BISBEE

Gail Bisbee is CEO/Owner of Confidential Records Management, Inc. Her experience as a professional registered nurse with over 19 years of experience as a manager, consultant and trainer have allowed her business to focus on health care as a critical vertical market. She is Secretary/Treasurer of the PRISM International and a member of ARMA International, AHIMA, and numerous other health care associations and contingency planning groups. She is a consultant to the commercial information management industry and the health care industry on the subject of HIPAA and in 1999 she received the Sam Walton Business Leader Award sponsored by the Wal-Mart Foundation.

DANIEL BRUCE

Daniel Bruce is the President and owner of Underground Archives. He is also President and owner of the Brady's Bend Corporation, and an Owner of Bruce-Wish Development LLC. In 2003, he undertook operational control of the Brady's Bend facility, focusing on business and operational development. In 2005 Daniel identified purchase of the Gateway facility as a unique growth opportunity. He created Underground Archives to manage national archival records accounts and provide greater brand identity to the regional accounts represented at each facility location. Daniel was elected President of UA upon its formation and has since focused his efforts of brand development and operations strategy. He has since enhanced core competencies, established a robust and highly professional product offering, and maintained triple-digit growth for each of the last three years throughout all business segments. Earlier in his career, Daniel worked as an advertising executive on national accounts, including Milk and Taco Bell. He graduated from Carnegie Mellon University in 1998 with a double major in business and graphic communications and a minor in Economics.

CRAIG BUSCH

Craig is President and Founder of All Source Security Container Mfg. He has been the recipient of several government and community awards for entrepreneurship and the environment including the Entrepreneur of the Year award from Barrie, Ontario Chamber of Commerce in 2004. Craig is also President of Busch International, a manufacturer and distributor specializing in providing recycling container solutions to a wide range of industries. The company manufactures more than 170 products.

WARDE COMEAUX

Warde Comeaux is a Fire Protection Consultant and the principal of Fire Protection International Consortium, which provides unbiased and independent evaluations based on code requirements, cost-effective solutions and sound industry practices. The Fire Protection International Consortium provides consulting services in all facets of fire suppression systems design and implementation.

RICHARD COOPER, MBCI, MIOR

Richard is one of the Founders of Business Protection Systems International (BPSI) with over ten years experience in the business continuity and risk management marketplace. Richard is a certified business continuity professional (MBCI) and Member of the Institute of Operational Risk (MIOR). As an early adopter of business focused continuity management; Richard is committed to the alignment and integration of business continuity, disaster recovery, high availability, risk management and security into an overall risk and resiliency strategy. Richard travels extensively and has helped introduce the Business Protector suite of business continuity tools internationally to many of the world's largest organizations and professional service providers. Prior to joining BPSI in 1998, Richard was the President of the Packing House, Inc., a California based Information and Vital Records Management Company.

VICTOR V. COPPOLA, C.P.A.

Victor Coppola is CEO of P. I. Associates, a consulting firm focused on helping enterprises maximize the benefits of their most valuable resource, people. His background includes over 20 years as a Partner of PricewaterhouseCoopers f/k/a Coopers & Lybrand, including 12 years on Firm Council, an elected group of 100 Partners responsible for governance and other critical areas of the Firm's management. As National Chairman of Middle Market Business Services, he directed programs and training for the Firm's 100 domestic offices and provided counsel to various international practices. Vic is an advisory board member of several public and privately held companies with sales up to \$350 million. He was a member of the Securities and Exchange Commissions Executive Committee on Small Business Capital Formation. He served as a board member of the Florida Institute of Certified Public Accountants, University City Science Center, Ben Franklin Technology Center, and the Greater Philadelphia Economic Development Coalition. He has been active in several civic, cultural and professional organizations in Florida, Philadelphia, New York and Baltimore. In 1995 Vic received the Technology Councils Blair Thompson Entrepreneurial Award for outstanding service to the Greater Philadelphia business community. Vic also co-authored the Coopers & Lybrand Guide to Growing Your Business (John Wiley & Sons) which offers both the new entrepreneur and the experienced business owner the financial and operating advice and techniques to flourish in an increasingly competitive market and served as a regular columnist for the Philadelphia Business Journal.

TOM DUMEZ

Tom Dumez has worked for Kent Record Management, Inc, headquartered in Grand Rapids, MI, since 2000. His rise from a box pick up driver to Operation/Fleet Manager took place as the company grew tremendously from 2000 through 2002, and the need for tighter management of routes and drivers arose. His previous experience in the trucking and transportation industry proved helpful. Tom and his staff have developed numerous policies, procedures and standards throughout that time, as well as implementing a training program to better improve route and driver efficiencies and accountability. He currently serves as the Director of Human Resources for KRM.

ANGIE FARES, RHIA, CRM, CISA

Angie Fares is the Director of Corporate Records and Information at RadioShack Corporation. She has over 25 years of experience in records management, systems analysis, business process engineering, information technology auditing, regulatory compliance, and management of information systems. She earned a BS in Health Information Management from Louisiana Tech University. In 1996, she earned her MBA in Management of Information Systems from Dallas Baptist University and was the first woman to graduate from the program with honors. In 1997, she finished an MBA in International Business. She is a member of the American Health Information Management Association (1984), Information Systems Audit and Control Association (2000), Society of Southwest Archivist (2001), and the Institute of Certified Records Managers (2003). She is currently certified as a Registered Health Information Administrator, Certified Records Manager, and Certified Information Systems Auditor.

RAY GANONG

Ray is currently the CEO of Applied Recognition (www.appliedrec.com), a face recognition software company. Ray is also Chairman of the Board and co-founder of ERMS Corp (www.ermcorp.com), an emergency notification company. Ray was previously Chief Technology Officer and co-founder of EVault, Inc., a developer of Internet-based backup technology that was sold in January 2007 to Seagate for \$185 million. Prior to EVault, Ray was founder and President of VytalNet, a developer of tape, records and information management.

NEAL GOLDMAN

As vice president of Business Services for Iron Mountain Corporation Neal is primarily responsible for business development and government relations. Former owner of Allsafe and 20 year veteran of the information management industry, he has been an active association member since 1989 and currently serves as Immediate Past President of PRISM as well as liaison to the Regulatory Affairs Committee. Neal sees the Association's role for its members and industry as one of providing education and information. As "Community Leader of the Year" for the New England Anti-Defamation League, Neal is active in several charitable organizations in his community.

VANCE GOSS

Vance Goss is the owner of Brazos Record Storage in College Station, Texas. Vance founded Brazos Record Storage in 1995. As the owner and founder, Vance has experience in all aspects of running a RIM company and continues to be active in every phase of Brazos Record Storage. Vance currently serves on PRISM TG-12 Ethics and Standards Task Group. Vance is involved in the local Chamber of Commerce and has served on various non-profit boards including serving as Vice-President of the Bryan/College Station Habitat for Humanity. Vance contributes much of the success of Brazos Record Storage to his membership in PRISM International because of the networking and educational opportunities it offered.

JEFF HAMRA

Jeff Hamra grew up in Oklahoma. Following college Jeff owned and managed an industrial construction company for almost 20 years. Now Jeff Hamra is the owner/manager of Titan Private Security Vault. He started Titan in 1996 to offer many business continuity services in the Oklahoma area such as Electronic Vaulting and Alternate worksites and Co-location for computers. He is a past president of the Oklahoma chapter of Association of Contingency Planners (ACP), on the board of the Tulsa AIIM chapter, and a member of PRISM for 11 years. Jeff served

on the PRISM Technology Committee for 5 years and now is Vice President of the Tulsa AITP. Jeff has three sons and several hobbies that kept him very busy.

DAVE HERIC

Dave Heric has over 24 years experience in the data protection and records management industry. A co-founder and President of DataSite Northwest in 1993 Dave and his partners established DataSite Business Archives in 2002. The DataSite companies provide media vault protection, hard copy records management and secure shredding solutions to the Greater Puget Sound region. A long-time PRISM member, Dave also assisted in the development and marketing of a vault specific suite of software tools. As Senior Consultant Dave served numerous fledgling and established data vault operations in developing their service offering. Dave lives in Shoreline, Washington with his wife Cindy. They have two children Heidi and Christopher

KEN HOPKINS

Ken is the Vice President Sales for National Records Centers, managing lead generation, RFP and Proposal responses and implementation of awarded contracts. He works with over 90 Affiliates and Agents in the US and Canada, coordinating the sales process. Ken has over 20 years in the temporary help industry as a Branch Manager, GM, Vice President and for 7 years as President of his own company in Tampa Florida. His specialty area was the staffing and management of project based business, coordinating teams of people for meeting client objectives. The majority of these projects were records management related and many were in conjunction with the Records Storage Industry. Ken also spent 6 years with the source document micrographics division of Anacomp, managing over 100 people in sales, operations and administration across three states. Ken also is Vice President of Hopkins and Hopkins, a consulting company providing customized training programs for sales, customer service, management and leadership. His primary focus has been in the Records Storage industry; however he has also provided training for the restaurant and legal industry as well. Ken is a 27-year veteran of ARMA International, and has served on the International Board of Directors and as its President in 1996. He has been a frequent speaker at ARMA local, regional and national conferences, and has presented at 6 PRISM International conferences. He is also a member of Rotary International, and served as District Governor in 2000 in Florida. He is a graduate of the Dale Carnegie Human Relations Course, and a recipient of the ARMA Distinguished Service Award.

W. POWELL JONES

Powell is President of Secure Records Solutions, a records center serving the Tallahassee, Florida and South Georgia area. Powell joined the records management industry in 2003 starting his business from the ground up after a career working in the food distribution business beginning in a small way at age 6. Powell brings a logistics background to our industry, a passion for serving customers, and a commitment to give back to his community. Powell is married with four children ranging from age 21 to 10.

CHRIS KELLEY

Chris Kelley is COO for DataChambers Records Management a Division of Twin City Warehouse, Inc., headquartered in Winston-Salem, NC. He has over 25 years of experience in the Commercial Records Center industry at both the national level and local level. 19 of his 25 years have been spent in North Carolina working for DataChambers. DataChambers is a full service Commercial Records Center with facilities in Winston-Salem, Greensboro, High Point and Charlotte, servicing over 900 clients. They





offer the widest range of Information Management Services available. DataChambers has been imaging since 2001 and in 2004 began assisting other independent commercial records centers enter the document imaging service bureau market. This partnership program now includes 20 different companies.

JOHN F. KENNY, JR.

John Kenny was named executive vice president of corporate development in April 2007. In this role, Kenny is responsible for the strategy and execution of Iron Mountain's real estate and corporate development activities, including mergers, acquisitions and global expansion. Previously, Kenny served as Iron Mountain's executive vice president and chief financial officer from 1997 to 2007, during which time the Company experienced sustained periods of remarkable growth and profitability. Kenny joined Iron Mountain in 1991 and held several operating positions before becoming vice president of mergers and acquisitions and initiating the Company's strategic acquisition program in 1994. Before joining Iron Mountain, Kenny was a vice president with CS First Boston Merchant Bank in New York, where he was responsible for risk capital investments. He has also served as a director and as treasurer of PRISM International. Kenny holds a bachelor's degree from the Massachusetts Institute of Technology and an MBA from Harvard Business School.

KEN KRUCENSKI

As National Sales Manager for UPS Logistics Technologies, Ken is responsible for sales and business development for the Roadnet Anywhere web-based routing and tracking solution. This includes managing a domestic sales team, working with strategic partners, and developing new channel relationships. His focus is helping small to mid-sized clients and prospects seek out prevalent transportation challenges that can be solved using technology. Prior to joining UPS Logistics Technologies, Ken spent 15 years as a business owner and consultant in the service industry. During that time he was directly involved with the launching and sale of numerous business ventures. His specialty is maximizing profits for businesses that operate on limited budgets and thin margins. Ken holds a Bachelor Degree from Towson University in Baltimore, Maryland.

NOELETA LACEY

Noeleta Lacey, a long-time member of PRISM, is the CEO of Advanced Records Management, Inc., a fast-growing and innovative RIM firm operating from three locations in the Los Angeles area. Noeleta started working in her teens and hasn't stopped. Somewhere along the way, she discovered her entrepreneurial core and continues to thoroughly enjoy her role in supervising the day-to-day operations of the company she founded in 1993. When asked her opinion of the current economic situation and the future of the industry, she responded that chaos heightens creativity; you need to embrace it and get ready for the ride of your life. As for her personal "ride," Noeleta is an avid traveler, having been on six of the seven continents, visiting over 138 countries. She will book her ticket to her 7th continent, Antarctica, as soon as her new snowshoes arrive. When not traveling and running her business, she enjoys a good read, great food, fine wines, stimulating conversation, PRISM conferences, and taking care of her two Komondors and five cats. In her spare time she is attending the Istituto Italiano di Cultura and working hard to achieve her goal of speaking Italian at the September 14-16 PRISM conference in Rome

MICHAEL LENHARD

Michael's introduction to the Records and Information industry was through the moving and storage industry where he focused on Records Storage and Services. In 1996, he started Eagle Business Archives in South Hackensack New Jersey to serve the Metropolitan New York City Records Community. Over the next 10 years he built Eagle Business Archives into sizeable boutique Commercial Records Center that catered to the high service demand clientele. In December of 2006, he sold Eagle and continued working with the new company during the transition period. Michael is currently perusing other opportunities in the RIM industry. Throughout his career in the RIM industry, he has been actively involved in the Association of Records Managers and Administrators (ARMA) where he twice served as President of the Metro New York City Chapter, in addition to serving various Chapter Board positions over a period from 1991 to 2006. In October of 2008 he rejoined that board and currently serves as Vice President of Advertising and Promotion. Michael was one of the founding member of National Records Centers, Inc. (NRC) and served on its Board from its inception in 1999 until February of 2006. Prior to the formation of NRC, he served as Chairman/President of the National Records Centers Consortium (NRCC).

PAUL LEONARD

Paul is the COO and part owner of Leonard Bros. Data Management, located in Ferndale, Michigan (a suburb of Detroit). Leonard Bros. is a family owned and operated business that has been servicing the Metro Detroit area for the past 128 years. Paul was brought up in the furniture moving business and made the switch to document storage 16 years ago. Since that time, Leonard Bros. has developed into a full-service Information Management company. When not at work Paul spends his time with his wonderful wife and 3 beautiful children.

CARY MCGOVERN, CRM

Cary McGovern is President of (FileMan) File Managers, Inc. Over the past 31 years, he has assisted in development of more than 430 commercial records centers in the USA, Canada, Europe, South America, Africa and the Middle East with his "Executive Education and Start-up Training Engagement". Over the past 10 years he has trained more than 1,000 RIM Sales Representatives and Sales Managers in FileMan's unique "7-Step Consultative Selling Method". Cary has personally conducted more than 1,200 Client Needs Assessments for companies ranging from Fortune 100 to large and small local and regional companies. McGovern writes monthly for Inside Self Storage Magazine and has written more than 200 RIM related articles. He holds a professional designation as a Certified Records Manager.

LEE MILLER

began his career in the records business in 1984, as President of Andrews Records Management. Under his leadership Andrews grew from a start up company to a 9 million dollar a year business, comprised of Andrews Records Management (Cleveland and Columbus, Ohio), Andrews Software, Inc. and recently Andrews Destruction Services. He has served in many capacities for ARMA. He was Chapter Member of the Year, and had a leadership role in the soon to be released ARMA "Guidelines for the Evaluation & Selection of an Off-Site Records & Information Storage & Services Provider." Lee served on the National Records Centers (NRC) board from 1994 -2003. He has been a member of the PRISM Regulatory Affairs Committee for the past several years where he has contributed to PRISM's efforts surrounding NFPA, NARA, Records Center Contracts/ Agreements and other related subjects. Lee is an active member of



TEC, an international organization of CEO's who meet monthly to exchange ideas and offer solutions to current business challenges others may be having. Lee Miller and his wife Linda have two children, Douglas and Mark. Lee serves as a volunteer for his national fraternity, Sigma Alpha Epsilon, where he serves as National Director of Alumni Leadership and Education and is also the Chapter Advisor at Mount Alliance, Ohio. He enjoys golf and classic cars.

DALE MITCHELL

Dale Mitchell is co-founder and Chairman of DataSite Northwest. He is a graduate of Santa Clara University and began his career in 1980 with an international accounting firm. Dale received his CPA in 1982. He was a controller for a national real estate syndication firm in San Francisco, before moving to Seattle and being hired on with a national self storage firm starting up a records management firm. DataSite was established in 1993 as a Media Storage only company and in 2002 expanded into the Hard Copy and Shred business. DataSite is currently the largest independent records management firm in the Seattle area with two facilities in the Seattle area and is currently considering a third facility. DataSite has three owners, David Heric, Doug Jordan and Dale Mitchell. Dale handles the financial information and accounting for DataSite.

MARK MITCHELL

Mark has focused 19 years on the same industry, designing and selling warehouse storage equipment, specializing in the "Archive Storage" sector. Having worked with three equipment manufacturers in that time span, he recently became an independent rep. to all manufacturers in June, 2007, upon joining Integrity Material Handling. Mark has been the point person for some of those suppliers in developing the safety and standards protocol for archive systems. Mark enjoys a wonderful 13 year marriage with his wife, Becky, and their two kids and granddaughter. Mark resides near Nashville, TN and enjoys traveling to all parts of the country and abroad.

FRED MOORE

In 1998, Fred Moore founded Horison Information Strategies, an information strategies consulting firm in Boulder, Colorado that specializes in marketing strategy, industry analysis and business development for the IT industry. Fred began his 21-year career at StorageTek as the first systems engineer and concluded as corporate vice president of Strategic Planning and Marketing. Fred served as Storage Editor for West World Productions and has written numerous books, articles and reports for the storage industry. He is a 1989 recipient of the Distinguished Alumnus Award and a 2004 recipient of the Arts and Science Scholar-In-Residence Award at the University of Missouri where he received a bachelors degree in mathematics and a masters degree in computer applications in physical geography. A sought-after IT speaker, motivator and writer worldwide, Fred completed the Berkeley Executive Program in 1997. He currently serves on a few select boards in the storage networking industry.

LORI PALMER

Lori Palmer is Executive Vice President for REB Storage Systems International. Currently in her 27th year with REB, her responsibilities include overseeing sales and marketing for REB. She is involved in direct customer sales internationally, which include design and layout for all types of Records Storage Facilities. Her association affiliations include Past Board Member of AMSA (American Moving and Storage Association), Past President and Past Chairman of the Board for the ARMA (Association of Records Managers and Administrators), Chicago Chapter.

Currently serves on the Strategic Planning, Membership, and Networking Committees of PRISM International. She is also active in ISS, SSA, IFMA and several other associations. Lori enjoys golf, tennis and boating.

PETE PANCEL

As Vice President, General Manager and Shareholder of All Source Security Container Mfg., the industry leader for distributing and manufacturing security containers in the document destruction. Pete has been activity involved in the industry over the past 5 years. Prior to ALL Source Pete had owned and operated his own sales & marketing consulting company, working with a wide variety of clients, in very diverse range of industries from package goods, banking and manufacturing. This is third year that Pete has been facilitating the Fundamentals of Document Destruction workshop, a session that continues to receive strong reviews from participants.

ALAN PEVY

Alan Pevy is the owner and director of Alfran Business Development Limited located in the UK. Before Alfran, he was the business development director of Recall Europe and negotiated and completed a number of Document Management and shredding acquisitions. Alan is a member of PRISM European Task Force to establish Regulatory effect on RM in EEC. He is also a member of the Institute of Directors and the Institute of Sales and Marketing Management (UK). In the past Alan has held a number of international directorships in Recall including Workers Representation and Director of Brambles UK Pension Fund.

DEBORAH PIERCE

Debra has worked in the Records Management industry for almost 16 years, all with DataSafe, Inc. in the San Francisco Bay Area. Starting as the Customer Service Manager, she has also worked as the Director of Operations and Vice President of Sales and Marketing and is currently the Vice President of Corporate Affairs. Debra's responsibilities include evaluating and implementing Records Center and CRM software, creation and documentation of Standard Operating Procedures, Training, Quality Assurance, RFPs and Audits and Client Services.

RYAN PULIZ

Ryan Puliz is the General Manager and Partner of Puliz Records Management in Reno and Las Vegas, Nevada. He is in the third generation of the Puliz family business which also includes, moving and storage, records storage, document destruction, and mobile storage units SAM (store and move). Ryan is the Vice Chairman of the planning committee for the 2009 PRISM conference and will be the Chairman for the 2010 conference in Reno, NV. He holds a bachelors degree in Business Management and is a member of ARMA, NAID, and PRISM.

GIORGIO SPADONI

Giorgio Spadoni is President of Omtra S.r.l. (Records Management, Logistics & Office Support), founded in 1956. Omtra was the first Italian company to offer outsourcing services in records management. Spadoni is also President of "Self Service Storage S.r.l." (Information Management Solutions). Giorgio is a member of the Board of Directors of Assolombarda, the prestigious entrepreneurs association in Milan and also Vice President of the Transports & Logistics Committee; member of the Scientific Committee for PKF Italia Spa; member of the Rotary club Milano Fiera; Member of the International Relations Committee (IRC) in Italy for ARMA International; PRISM International's Ambassador for the Italian territory; promoter of the ERC Network (European Records Centre); and has been a member of



ARMA International since 1992. Giorgio was the first President of API's Milan Group of Young Entrepreneurs of API (Association of small and medium-sized industries in Milan and hinterland); he is a member of API's Milan Executive Committee and of the National CONFAPI Committee; he is a member of the Board of Directors of the "Centro sulla Storia e dell'Innovazione" of Italy – Milan; and has been assigned to the "Archivio Distrettuale" (Records Management of the District 2040) for Rotary International.

JIM SPINNEY

Jim Spinney is president of Spinney & Huber LLC, a firm that specializes in providing consulting services for commercial and private records storage centers. Prior to forming his consulting service, Jim was president and founder of Data Storage Centers, a nationwide records and information management company. His involvement in the records storage and warehouse management industry spans more than 35 years. A long standing member of ARMA and Prism, Jim and his partner, Patty Huber, have worked with over 150 records centers throughout the United States and Iceland. Their consulting services for these centers include startup, sales training, operations and systems training, acquisition assistance, efficiency assessments, and establishing standard operating procedures. Jim is also a qualified expert witness for litigation support for commercial record centers.

SHAUN STEVENS

Shaun Stevens has been in the data protection industry since 1989. During his tenure, he has worked with many industry service providers and large clients. His experience and skills are best know of business development, operational processes and robust service offering. Shaun has worked at every level in the industry from being a driver/librarian to his most recent role at LA Records as the Vice President of Data Protection Services. Shaun holds a bachelors degree in business administration with emphasis on information technology and has great passion for the business. Presentations performed by Shaun offer candid professional experience and case studies.

MICHAEL SULLIVAN

As President and founder of Automated Records Centre Mike is very passionate about the marketing of his records management services. He is also passionate about running The Boston Marathon. Having run 28 marathons, Mike shares his passion along with 4 basic principles that have catapulted him to outrageous success in both the marathon and in his business. Mike has been in the records management business for nearly 11 years. He started his sales and marketing career in the office products industry. Learning from the likes of Tom Stemberg, founder and former CEO of Staples, that if you are to succeed in business, you must first succeed in the marketing of your business. Mike spent the next 16 years marketing his moving and storage services before selling Sullivan's Moving & Storage in 2006. Today Mike is wildly passionate about his business, because as he says "I love what I do. More important, my customers love what I do". "I am in the business of marketing my services. My staff is in the business of delivering these services. Selling in a small market (Central PA) is different than that of a major market, but it doesn't make it any less fun". Mike has been a member of PRISM since 2003

SHERRI TAYLOR

Sherrri Taylor is President and Partner of Armstrong Archives in Dallas, Texas. She has been actively working in the Commercial Records Center industry for over 22 years, and a PRISM member for more than 20 years. Armstrong Archives was founded in

January, 1996 and is the second Records Center she has started during her career. Her experience in the industry covers all aspects of Records Management from Sales and Marketing, Budgeting and Accounting, through Operations and Customer Service. Armstrong Archives is a founding member of National Records Centers of which Sherri serves as Secretary on the Board of Directors. She currently also serves on the PRISM Conference Planning Committee.

JIM TESKE

is currently President of RecordMax USA, LLC with records centers or affiliates in Alabama, Louisiana, Mississippi and Tennessee. Mr. Teske is a 20 year practitioner in the records and information management profession and is based in Birmingham, Alabama. For the last fifteen years, Jim has held senior management positions with several leading information storage businesses and related technology companies. He has been a member of ARMA International (Association of Records Mgrs. and Administrators) since 1985 and has been affiliated with PRISM International (Professional Records & Information Services Management) since 1989.

DEANNE TOTO

DeAnne Toto is editor of Storage & Destruction Business, a trade publication serving professionals in the information management sector. She is a graduate of Ohio University's E.W. Scripps School of Journalism and has been writing about the information management industry since SDB magazine launched in 2004. She also writes on the topic of electronics recycling and the issues related to securely disposing of data on electronic devices for SDB as well as for sister publication Recycling Today.

JOHN ULMER

John Ulmer has over 24 years experience in the media vault and records storage industry. After selling his three very successful operations located in Knoxville, Nashville, and Chattanooga he has been a consultant to the industry for the past three years. His specialty is media vault start ups, best practices for operations and selling to IT executives. He has authored several articles on Leadership and Vault Operations, which have appeared in PRISM's In-Focus magazine. He joined the staff of PRISM in 2008 as Director of Member Development.

LARRY VARN, ESQ.

Larry L. Varn, Esq., is a partner and co-chairs the Litigation Department of the Boston office of Sullivan & Worcester LLP. Larry is a practicing attorney and partner with the Boston-based law firm of Sullivan & Worcester LLP with nearly 25 years of commercial litigation experience. He represents a broad array of clients in a broad range of commercial and financial litigation, corporate investigations and crisis management, including investigations and claims and defenses arising out of large loss fires and other catastrophes, and also matters involving fire and life safety codes and standards. He represented Iron Mountain in numerous matters arising out of three arson fires in New Jersey in 1997, and he is responsible for the company's investigation of the East London fire and its relationships with law enforcement, fire and life safety officials and others. Larry has also represented PRISM International in numerous matters arising out of fire and life safety codes and standards promulgated by the National Fire Protection Association/NFPA International, and serves as a member of NFPA's Committee on Record Protection that is responsible for NFPA 232, Standard for the Protection of Records. Larry is an active member of PRISM International, NFPA and the International Association of Arson Investigators, and an allied professional member of the

Society of Fire Protection Engineers and speaks regularly to business and professional audiences on fire protection codes and issues. Mr. Varn authored the second edition of Expert Witness Checklists and the third edition of Pattern Deposition Checklists for publication by Lawyers Cooperative Publishing. Mr. Varn is a member of the Boston, American and Massachusetts Bar Associations. He is admitted to practice in Massachusetts. He received his B.A. from the University of Nebraska in 1978 and his J.D., magna cum laude, from Harvard University Law School in 1982.

TIM WALKER

Tim is the Vice President of National Operations of GRM Information Management Services, which is headquartered in Jersey City, New Jersey. GRM is a privately owned and operated business, with 8 locations throughout the USA and 3 locations in China, that has been servicing its clients for the past 22 years. Tim began his career in public accounting as a CPA and transitioned into the information management industry 21 years ago. Tim is a past President and past Board Member of PRISM and currently resides in the Philadelphia area with his wife Sharon and stepdaughter Paige.

LLOYD WILLIAMS

Lloyd Williams is co-owner and Managing partner of Shredall Ltd and SDS (Shredall Data Storage). His business was established in 1997 and helped pioneer onsite shredding in the U.K. The company now offers a successful confidential waste paper shredding service and Electronic waste destruction service to all types of customers on and offsite. Over the last 12 years the company has expanded with locations now in Nottingham, London and Glasgow, Scotland. In 2005, Lloyd formed SDS, a document management and storage company providing box, deed and media backup tape storage to an ever-growing client base. Still ever ambitious, Lloyd has now moved into document scanning, offering his clients Document Imaging to complete the loop of related services. He is an active member and contributor to NAID and PRISM Intl USA and has attended most NAID/PRISM conferences in the USA and Europe for the last 10 years.

STEVEN B. WRIGHT

Steven is President of Business Records Management LLC (BRM), an information management company servicing Western and Central Pennsylvania, Eastern Ohio and Northern West Virginia. BRM operates twelve facilities in five locations storing over 3,000,000 boxes and tracking more than 7,000,000 files. Additionally, BRM operates four separate computer media storage vaults providing storage and rotation services to over 500 companies. BRM has over 110 employees providing management and delivery services to more than 2,500 organizations. Steven joined BRM in 1995 and has been involved in all aspects of the business including operations, sales, and finances. A change of control occurred in February, 2008 with Goldman Sachs becoming the majority owner with the goal of using BRM as a platform to acquire other companies.



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MEETING INFORMATION

ALL SESSIONS AND MEETINGS WILL BE HELD IN THE HILTON DAYTONA BEACH OCEANFRONT RESORT

Conference Attire: Business casual attire is appropriate for all conference sessions.

AIRPORT INFORMATION

Two airports service Daytona Beach, Daytona Beach (DAB) - 10 miles from hotel. Orlando International (MCO) - 60 miles from hotel. Taxis are readily available at the Daytona Airport. Taxi fare is approximately \$20.00 from the airport to the Hilton. There is a shuttle service, DOTS, from the Orlando airport to Daytona. Reservations should be set up directly through DOTS. Their telephone number is +1-386-257-5411.





Please register the following persons for the
PRISM INTERNATIONAL 2009 ANNUAL CONFERENCE
May 6-9, 2009

ALL SESSIONS AND MEETINGS WILL BE HELD IN THE
HILTON DAYTONA BEACH OCEANFRONT RESORT DAYTONA BEACH, FLORIDA
(Please duplicate for each additional registration)

FULL REGISTRATION
includes complete session hand-
outs, all educational sessions,
(including Data Protection Day)
lunches on Wednesday and
Thursday, breakfast, breaks
and receptions in the exhibit
area, and Thursday evening
dinner event.

SECOND REGISTRATION
includes all items shown above
for full registration. Each com-
pany must have one full registra-
tion paid before additional
attendees may register as second
employees from the same com-
pany.

SPOUSE REGISTRATION
Lunches on Wednesday and
Thursday, breakfast, breaks and
receptions in the exhibit area, and
Thursday evening dinner.

EXHIBITOR REP.
Lunches on Wednesday and
Thursday, breakfast, breaks and
receptions in the exhibit area, and
Thursday evening dinner.

HOUSING
Please complete the housing form
and fax it to the number shown on
the housing form. All housing is
arranged through CMIG, PRISM
International's meeting planning
partner.

SPECIAL NEEDS
If you or your guest should have
special needs, please contact
PRISM International. We will do
our best to accommodate any spe-
cial requirements.

FOR MORE INFORMATION
E-mail: staff@prismintl.org
Voice: +1 919-771-0657
Fax: +1 919-771-0457
www.prismintl.org

NOTE: If paying by check,
please make check payable in
US funds to PRISM
International and mail to
1418 Aversboro Road, Ste. 201
Garner, NC 27529 USA.

If paying by wire transfer,
please call Wendy Gordon
at PRISM International
+1 (919) 771-0657 for
wiring information.

Name (Last / First / MI)
Job Title Nickname for Badge
Guest/Spouse Name Nickname for Badge
Company
Address
City State/Province
Zip/Postal Code Country
Phone Fax
E-mail Address

- I am a new member of PRISM International
This is my first conference
I would like to serve as a mentor for first time conference attendees

REGISTRATION FEES table with columns: REGISTRATION FEES, EARLY (by April 1), REGULAR (after April 1), FEE (\$U.S.)

Meals below are included in the cost of the full registration - Indicate only additional tickets needed
Annual Business Meeting Luncheon
Friday Apron Lunch
Thursday Dinner

Optional Events (NOT included in Registration)
Networking Lunch Wednesday
Networking Dinner Wednesday
Golf Tournament

Total Payment Enclosed
Credit Card: MasterCard Visa American Express
Security code (3 or 4 digits on back of MC & Visa and on front of American Express)
Card Number Exp.
Cardholder's Name (Please Print)
Signature

HOUSING FORM

Please register the following persons for the
PRISM INTERNATIONAL 2009 ANNUAL CONFERENCE

May 6-9 2009

**ALL SESSIONS AND MEETINGS WILL BE HELD IN THE
HILTON DAYTONA BEACH OCEANFRONT RESORT DAYTONA BEACH, FLORIDA**

ALL HOTEL REGISTRATIONS MUST BE RECEIVED BY MARCH 23, 2009

(Please duplicate for each additional registration)

Arrival Date _____ Departure Date _____

Name (Last/First) _____

Spouse/Guest Name _____

Company _____

Address _____

City _____

State/Province _____ Zip/Postal Code _____

Country _____

Phone _____ Fax _____

Email _____

ROOM PREFERENCES/RATES

One King Bed \$189.00 US

2 Double Beds \$189.00 US

THE HILTON DAYTONA BEACH IS A NON-SMOKING FACILITY

DEPOSITS/PAYMENTS

A one night's deposit as reflected by your choice of accommodations as listed above, along with a 12.5% local tax is required with this form. American Express, VISA, MasterCard, Diners Club and Discover are accepted.

Mail or fax form along with payment with credit card number and exp. date to CMIG:

Checks should be payable to **The Hilton Daytona Beach**

PAYMENT ENCLOSED

Credit Card American Express VISA MasterCard Diners Discover

Card Number _____ Exp Date _____

Cardholders Name (please print) _____

Signature _____

Special Request (Honored on availability basis only) _____



HOUSING FORM



IMPORTANT

Hotel reservation deadline is March 23, 2009.

(Hotel room availability cannot be guaranteed after March 23rd.)

Mail or Fax this Form To:

CMIG

Robin Powers

804 Salem Woods Dr.

Suite 204B

Raleigh, NC 27615

Fax: +1 919-782-5131

Tel: +1 919-782-9417

E-mail: robin@cmig.com

Hotel Address:

Hilton Daytona Beach

Oceanfront Resort

100 North Atlantic Avenue

Daytona Beach, FL 32118

Tel: +1-386-254-8200

Fax: +1-386-253-0275

Fax this form to +1 919-782-5131

EXHIBITORS

**ALL Source
Security Container Mfg. Corp.**

Allegheny Shredders

Andrews Software, Inc.

AXO Shredders Corporation

Boston Rack International

CK Designs Mfg. Inc.

DACS, Inc.

DHS Worldwide Software Solutions

Digitech Systems

DocuData Software

Douglas Mfg. Corp.

**Fire Protection International
Consortium, Inc.**

FIRELOCK Fireproof Modular Vaults

**Institute of Certified
Records Managers**

Invicta Storage Systems Ltd.

Jake, Connor & Crew Inc.

Kilch Enterprises

MacFeat Brothers

Modular Protection Corporation

Munters Corp.

On-Site TM

O'Neil Software, Inc.

Perm-A-Store

REB Storage Systems International

Russ Bassett Corporation

Scanning America, Inc.

Security Shredding & Storage News

Shred-Tech

**Storage & Destruction
Business Magazine**

Teilhaber Mfg. Corp.

TheBoxCompany.com

The Paige Company

UltraShred, LLC

UPS Logistics Technologies