2017 Nevada E-Records Forum

Registration Form

"The Communication of Things"

October 5th, 2017

8:30 am to 4:30 pm

The *E-Records Forum* brings stakeholders together from various governmental entities to discuss shared interests and concerns about the creation, management, use, and preservation of records in an electronic format.

Early registration: $60.00 (by 9/25/2017)
Late registration: $75.00 (after 9/25/2017)

Location: Carson City
National Guard- Auditorium, 2460 Fairview Drive
ID required at entrance

Audience: Nevada state agency and local government program managers, records managers, archivists, IT managers and specialists, legal managers and counsel, court clerks, municipal and county clerks, managers of electronic information.

The Communication of Things

SCHEDULE

8:00 – 8:30 a.m.   **Registration**

8:30 – 8:40 a.m.   **Opening Remarks**
❖ Barbara K. Cegavske, Secretary of State

8:40 – 10:10 a.m.   **Social Media as a Tool: Saving and Managing Online Communication**
Melody Condron

Social Media is used not only to communicate person-to-person, but as a news source and outreach tool for businesses and organizations. Groups and individuals both have the ability to archive that communication, and it is advantageous for them to do so for many reasons. In this session I will review the reasons why you might chose to archive social media communications. In addition, I will evaluate the built-in and aggregate tools used for social media archiving and management.

10:10 – 10:25 a.m.   BREAK (Sponsored by Digital Mountain)

10:25 – 11:10 a.m.   **Managing Cyber Risk—Threat Trends, Prevention & Response**
Cordero Delgadilo, Digital Mountain

Digital Mountain's cybersecurity expert and attorney, Cordero Delgadillo, will highlight emerging cyber threats to individuals and organizations, including regulatory enforcements and trends in civil litigation. Audience members will gain an understanding of the US policy and Nevada-specific law and policy regarding data breach notification, incident response and other best practices for better securing organizations critical records and data.

11:10 – 11:55 a.m.   **Effective Communication through Contracts**
Jeff Haag

This presentation will touch on clear communication with vendors through contracts to be sure the needs of both parties are included. Topics covered will include using records management principles such as applying retention and disposition schedules, determining ownership of records, and proper disposition of records.

11:55 – 12:00 p.m.   **Thank you from our Lunch Sponsors (Hometown Health and Iron Mountain)**

12:00 – 1:00 p.m.   LUNCH (BUFFET PROVIDED ON SITE – INCLUDED WITH PAID REGISTRATION)

1:00 – 2:30 p.m.   **Best Practices when Communicating with IT**
Andrew Ysasi, MS, CRM, FIP, CIPM, CIPP, CISM, PMP, IGP

Communication isn't easy. Tech talk and geek speak can make a record manager feel like they aren't l33t enough, and make even the simplest of communication appear difficult. Andrew will discuss acronyms, terms, scenarios, and general tips that will help record managers communicate with IT departments and staff. Further, record management challenges will be put through the IT filter to help one understand what is important to IT, so record management and information governance initiatives and programs can be successful.

2:30 – 2:45 p.m.   BREAK

2:45 – 3:30 p.m.   **Communicating to End-Users through Classification**
Jeremy Floyd, UNR

Data classification is a means for providing the context and value of the records that your organization maintains, and communicates that information to your end users. This presentation will discuss ways in which data classification can be applied at a variety of levels, and taxonomies for records management can be developed. It will also show a variety of tools for applying a classification system to your records that are available.

3:30 – 4:15 p.m.	**Understanding the Value (and Risk) of Digital Breadcrumbs** Hunter McMahon

During litigation or investigations, we are quick to look for the content-based smoking gun – the substance of communications. What did he say in the email? What did she text about?

Traditionally, that may have been the fastest way to the core of the issue; however, today's interconnected world is changing that landscape in many ways. The digital breadcrumbs we leave behind about our interactions can tell us far more about individual events than just content itself.

The widespread adoption of technology, including the proliferation of IoT devices, is creating an ever-growing repository of user event data (logins, connections, GPS, communications, etc.) that can offer insight unlike any content-based analysis can. This event data is frequently neglected both from a records management standpoint (thought to only be useful to IT) and, unfortunately, during inquiries. While often hidden in deep dark databases or in scary things called tables, following and analyzing these digital breadcrumbs can prove invaluable. By leveraging event-based analytics and interactive visualizations, we are able see event relationships, correlations, anomalies, and much more.
There are three questions all organizations should be asking themselves around event data, especially when considering new cloud solutions:
What event data are we keeping? And does it pose a greater risk (e.g., privacy, security, etc.) than it does business use value?
How are we leveraging that data to benefit the company (e.g., compliance monitoring, audits, etc.)?
Can we combine our traditional content-based analysis with event analysis for greater efficiencies in litigation, investigations, etc.?
In this discussion, we will outline how you can approach these questions, and determine their answers, for your organization or clients.

4:15 – 4:30 p.m.	**Closing Remarks** Joy Sowle, President Sierra Nevada Chapter of ARMA

SPEAKERS

Melody Condron, MLS

Melody Condron has worked in libraries for over nine years and has managed many data organization projects both on the job and in her personal work with genealogy and associated research. She is passionate about personal digital archiving, digital legacy management, and social media archiving. Melody received a Master's in Library Science with a focus in Information Organization from the University of North Texas, and a B.A. in Communications and Media Studies from Penn State. Her book, "Managing the Digital You" was released from Rowman & Littlefield in March 2017. She currently works at the University of Houston Libraries.

Cordero Delgadilo

Cybersecurity Ecosystem Alliances Manager & Corporate Counsel of Digital Mountain, manages business development activities across law firms, insurance carriers and corporations. He also manages privacy issues and works with law firms on corporate legal needs. Before joining Digital Mountain, Cordero counseled clients on complex litigation matters and transactions as a member of Husch Blackwell LLP's Privacy, Data Security and Breach Response group. He received his Bachelor of Science and Law Degree with Honors from Arizona State University, earning a certification in Law, Science and Technology with a specialization in Genomics and Biotechnology Law. Cordero is an active member of the International Association of Privacy Professionals and the Sedona Conference's Working Group 11, co-authoring official commentaries on Data Security and Privacy Liability.

Jeff Haag

Jeff Haag is the Administrator for Nevada State Purchasing Division.
Jeff comes to us from Southwest Airlines with more than 15 years' experience in procurement, strategic sourcing, supplier diversity, contract law, and government contracting for State and Federal government, Higher Education, and Fortune 500 Corporations. In addition, Jeff has is an active member of the National Association of State Purchasing Officers, US Communities, National Defense Transportation Association, and the Society for Government Travel Professionals.
His responsibilities include performing all functions related to Service Procurement and the purchasing, renting, or leasing of supplies, materials and equipment needed by state agencies. Its purpose is to timely obtain supplies, equipment and services; to secure best value, and to give all vendors an equal opportunity to do business with the State. The Purchasing Division maintains limited distribution centers in Reno and Las Vegas, delivers statewide, handles the reallocation and disposal of excess state property, maintains an inventory of state fixed assets, administers the Federal Surplus Property Program and distributes USDA food to all eligible recipients.

Andrew Ysasi, MS, CRM, FIP, CIPM, CIPP, CISM, PMP, IGP

Andrew is a respected executive who achieved senior roles using a proven business and technology acumen amassed over a 20-year career. Since 2007, he has provided senior leadership, led complex multimillion-dollar projects, and consulted with small local and multibillion-dollar companies at Kent Record Management, Inc. Throughout his career, he has conducted scores of presentations on leadership, information governance, records management, cloud computing, business development, privacy, security, project management, and career planning.

In addition to his role at Kent Records, he is a former adjunct professor at Davenport University and taught global project management and the technology capstone courses. He is the founder of the career coaching company Admovio, where his resume review work and career advice is published on CIO.com. He founded myPACT that will enable individuals to showcase themselves to employers in a modern way and will be launching in 2017. He has served as a volunteer test writer on the Institute of Certified Records Managers (ICRM) Exam Development Committee (EDC) since 2012, and he is the Regent for the EDC for the 2017-2019 term. In 2016, Andrew was elected to the PRISM International Board of Directors.

Jeremy Floyd

Jeremy Floyd is the Metadata Librarian at the University of Nevada, Reno. He has a Master of Library Science degree with a specialization in archives and records management from Indiana University. Before working for UNR he was a processing archivist at Buffalo State College in Buffalo New York and at Texas A&M University Commerce in Commerce, Texas.

Hunter McMahon

Mr. Hunter McMahon is the Director of Data Analytics for iDiscovery Solutions (iDS), bringing over a decade of experience in technology and the legal field. He focuses on providing innovative solutions to overcome the unique challenges, and maximize potential advantages, from a variety of data systems. Clients rely on Mr. McMahon as a strategic partner, leveraging data analytics for litigation, investigations, data privacy, compliance issues, and more. He has served as a testifying and consulting expert to corporations both large and small, while working with Am Law 100 and boutique law firms. Mr. McMahon is a member of The Sedona Conference, Working Groups 1 (Electronic Document Retention and Production), 6 (International Electronic Information Management, Discovery and Disclosure), and 11 (Data Security and Privacy). He is also a member of the American Bar Association, Defense Research Institute, and the International Association of Privacy Professionals (IAPP). Mr. McMahon began his career running IT and litigation support for a mid-size law firm and has recently led teams of experts for similarly situated companies.

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