



The Building Blocks of Good Business



Andrews Software, Inc.

USERS SEMINAR

CLEVELAND, OHIO

SEPT. 14-15, 2010

Schedule-at-a-Glance

TUESDAY, SEPT. 14

RECORDS CENTER BLOCK

PRESENTER

8:00am – 8:30am	Registration Open	
8:30am – 9:00am	Welcome	Scott Bidwell, ASI
9:00am – 9:45am	Data Input Made Easy with VCK-SQL Excel Import Tool	Brian Chivers, ASI
9:45am – 10:45am	Top InfoKeeper Questions Your Clients Are Asking	Marty Hrovat, ASI
10:45am – 11:00am	Break	
11:00am – 11:45am	Top VCK Questions ASI Clients Are Asking	Dave Campion, ASI
11:45am – 12:30pm	From Startup to Standing with the President	Joe Incarnato, Metropolitan Archives
12:30pm – 1:30pm	Networking Lunch	
1:30pm – 2:30pm	HIPAA to SAS 70: A Regulatory Review & Update	Jim Booth, PRISM International
2:30pm – 3:15pm	Introducing: ASI Mobile 3 for Records Centers	Jim Macmillan, ASI
3:15pm – 3:30pm	Break	
3:30pm – 4:15pm	The Value of VCKweb.NET	Tana McAtee, ASI
4:15pm – 5:00pm	Vault Operations Using VVK and VVKweb.NET	Tim Goodwin, The DataCenter
5:45pm – 10:00pm	An Evening by the Lake Dinner Event	Great Lakes Science Center

WEDNESDAY, SEPT. 15

SHREDDING BLOCK

PRESENTER

7:45am – 8:30am	Registration Open	
8:30am – 8:45am	Welcome	Scott Bidwell, ASI
8:45am – 9:45am	Taking Veri-Shred to the Next Level, Part I	Tana McAtee, ASI
9:45am – 10:30am	Privacy Liability & Your Business	Brian Jungeberg, Oswald Companies
10:30am – 10:45am	Break	
10:45am – 11:45am	Power Your Business with ASI Mobile 3 for Veri-Shred	Jim Macmillan, ASI
11:45am – 12:45pm	Now I Know What I Didn't Know	Moderator: Scott Bidwell, ASI Panel: Monica Kenny, Office Shredding LLC; David Culbertson; Texas Security Shredding LLC; Azia McCord, Access Information Management
12:45pm – 1:45pm	Networking Lunch	
1:45pm – 2:45pm	The Keys to Networking & Generating Referrals	Ray Barry, Total Training Services
2:45pm – 3:30pm	Veri-Shred/Roadnet Anywhere Integration	Jim Macmillan, ASI/Ken Krucenski, UPS
3:30pm – 3:45pm	Break	
3:45pm – 4:45pm	Taking Veri-Shred to the Next Level, Part II	Tana McAtee, ASI
4:45pm – 5:00pm	Closing Remarks	Scott Bidwell, ASI

Records Center Block

8:00am-8:30am	Registration Open	11:45am-12:30pm	From Startup to Standing with the President When Metropolitan Archives owner Joe Incarnato received a call from the Small Business Administration, he thought it might be related to their loan application. He quickly learned this was not the case when the SBA representative mentioned there was a good chance they might have an important visitor soon. "An important visitor?" said Joe. "What? Is President Obama coming to see us?" Attend this session to hear how Joe started Metropolitan Archives six years ago and how he and his partner have grown it from an empty warehouse to occupying approximately 100,000 square feet with over 175 customers in the Washington Metropolitan Area - and warranted a Presidential visit in the process!
8:30am-9:00am	Welcome		
9:00am-9:45am	Data Input Made Easy with VCK-SQL Excel Import Tool The VCK-SQL data entry grid view has been improved to utilize the power of Microsoft Excel. VCK-SQL's brand new Excel import tool allows the import of Excel files for data entry for new boxes and files, or editing of existing boxes and files. This interactive session will provide step-by-step instructions for how to do your own data conversion in VCK-SQL.		
9:45am-10:45am	Top InfoKeeper Questions Your Clients Are Asking There's no better way to instill customer confidence than by promptly and effectively addressing their concerns. We'll outline the questions you can expect from your InfoKeeper clients, along with detailed answers. Topics covered include: security, limited user access, custom fields, complex searches and more.		
10:45am-11:00am	Break	12:30pm-1:30pm	Networking Lunch
11:00am-11:45am	Top VCK Questions ASI Clients Are Asking The ASI Support Team has gathered the most commonly asked questions presented by our clients from around the globe. You may be surprised to learn that the questions you are asking are also being asked by other users. Attend this session where we'll present these, along with in-depth answers and practical examples.	1:30pm-2:30pm	HIPAA to SAS 70: A Regulatory Review & Update PRISM International Executive Director Jim Booth will review the compliance environment and how these requirements impact you and your business. Topics covered will include HIPAA and HITECH (and the current operating environment for medical records that has been created as a result of recent modifications), as well as client compliance issues related to the PCI Data Security Standard and Sarbanes Oxley

Records Center Block cont.

and how these client requirements overlap to your operation. Jim will also review PRISM International's work to create a friendlier operating environment in these areas and in other areas such as fire codes compliance.

2:30pm–3:15pm

Introducing: ASI Mobile 3 for Records Centers

ASI Mobile has helped designate Veri-Shred as the software solution of choice for results-driven shredding businesses. While ASI Mobile 3 may be new for records centers, it's not new for ASI. Attend this session where we'll demonstrate how ASI is leveraging this know-how for the benefit of records centers like yours.

3:15pm – 3:30pm

Break

3:30pm – 4:15pm

The Value of VCKweb.NET

Working in conjunction with VCK-SQL, VCKweb.NET delivers the capabilities needed to enable your records center clients to perform data entry, request boxes and files, download inventory reports to Excel, and manage user access. As a records center-hosted solution, VCKweb.NET replaces VCKwebCONNECT to provide your records center clients with real-time, web-based access to their information assets.

4:15pm – 5:00pm

Vault Operations Using VVK & VVKweb.NET

As owner and operator of The DataCenter Data Protection, Inc., Tim Goodwin shares his methodology for selecting media vault software

for his growing business during this highly informative session. Tim is currently utilizing ASI's VVK, VVKweb.NET, and performing FTP transmissions from TMS. Tim draws on his experience as a media vault business owner and former employee of Iron Mountain to provide you with the factors that led him to not only implement ASI's vault software as a solution, but also how he uses these tools to help increase his business.

5:45pm – 10:00pm

An Evening By the Lake Dinner Event

We're taking this year's dinner event to a whole new dimension at the Great Lakes Science Center! The perfect views of the Cleveland skyline and Lake Erie will be our backdrop as we enjoy cocktails on the outdoor terrace, a gourmet meal PLUS a fun mystery activity.



Shredding Block

7:45am – 8:30am	Registration Open		way communication between Veri-Shred and drivers and integrated barcode scanning. These are a few of the many features you can expect to see as we reveal all that ASI Mobile 3 has to offer your business.
8:30am – 8:45am	Welcome		<p>Now I Know What I Didn't Know Representing three distinctly different backgrounds and approaches to business, our panelists will provide first-person accounts of how they are implementing Veri-Shred and what they have learned in the process. Examples of how they use Veri-Shred to differentiate themselves (such as scanner demonstrations during sales calls) and the importance of ongoing software training to better maximize its value to their companies will also be discussed.</p>
8:45am – 9:45am	<p>Taking Veri-Shred to the Next Level, Part I Join us as we delve into more than scheduling and invoicing during this information-packed session. You'll be introduced to a wide range of benefits to be gained through the utilization of Veri-Shred's sophisticated Route Planning feature offering truck and route maximum capacities and a maximum service time utility. We'll also discuss expiring schedules and how these can be extended when contracts are renewed, as well as how to create pop-up reminders to ensure soon-to-expire contracts are renewed in a timely manner.</p>	11:45am-12:45pm	Networking Lunch
9:45am-10:30am	<p>Privacy Liability & Your Business With changing state and federal laws, it's never been more important to address privacy liability and its implications for your business. We'll discuss the latest developments and what you'll need to do to ensure your coverage is properly structured to protect your growing business.</p>	12:45pm-1:45pm	<p>The Keys to Networking and Generating Referrals It's a fact that companies that network effectively and generate the most referrals grow the fastest. The companies that depend on cold calling to grow their business are going to get left behind. Networking is the best way to make a "connection" with your prospects and clients and the most effective way to build "know, like and trust" feelings. In this session we will discuss the most effective strategies in networking, the questions to ask at every networking event, and how to generate endless referrals for your business. We will show you</p>
10:30am-10:45am	Break	1:45pm-2:45pm	4
10:45am-11:45am	<p>Power Your Business with ASI Mobile 3 for Veri-Shred Paperless, wireless and powerful, ASI Mobile 3 is exceptionally easy to use. We'll demonstrate how its WebServices program uses the Internet with Wi-Fi and cellular devices to perform pre-determined functions. Other examples include wireless two-</p>		ASI USERS SEMINAR 2010

Shredding Block cont.

that if you network effectively and have a referral system in place you can't help but grow your records management and shredding business!

2:45pm–3:30pm

Veri-Shred/Roadnet Anywhere Integration

You need solutions that are simple, powerful, secure and flexible. Veri-Shred and Roadnet Anywhere provide these benefits and more in an integrated solution that can transform your business. Roadnet Anywhere is a transportation management application designed to help small companies manage their delivery vehicles. Its complimentary modules address distribution processes such as daily route planning, driver dispatching, real-time GPS tracking and reporting, not to mention, it integrates seamlessly with ASI's Veri-Shred software to deliver bottom-line results.

3:30pm–3:45pm

Break

3:45pm–4:45pm

Taking Veri-Shred to the Next Level, Part II

As a Veri-Shred user, you're well aware of its operational benefits. How about its ability to help better manage your business? Did you know it also includes reports that include data useful to your clients? Attend this session to learn what critical information Veri-Shred holds for both you and your clients and how this innovative software can help your business be more profitable and efficient.

4:45pm–5:00pm

Closing Thoughts

Our Speakers

Ray Barry

President

Total Training Services (Shred School)

With 16+ years experience in sales training, sales management and marketing, Ray Barry has trained over 180 different companies in best practices of sales and marketing and retention. (See what his clients say about his training on You Tube). He also enjoyed success in major account sales in various industries. Having grown two businesses into Inc. 500 companies, Ray delivers results for his clients. He currently serves as Secretary on the NAID Board of Directors and was also named Shred First Employee of the Year 2002.

Scott Bidwell

President & COO

Andrews Software, Inc.

Named President & COO of ASI in January 2008, Scott's tenure as an Andrews employee began in 1990. He began with Andrews Records Management, now Cintas Document Management, where he held positions as driver, operations manager, customer service, and sales representative. In 1997, Scott moved to ASI as its sales manager and was instrumental in expanding ASI's customer base in the US, Canada and abroad to 130 installations. In 2001, Scott became ASI General Manager, where he was responsible for operations. In 2005, he became the VP Sales and Marketing. Scott has held various volunteer positions in ARMA, and is an active member of PRISM, where he is currently a member of the Membership and Nominating Committees.

Jim Booth

Executive Director

PRISM International

Jim entered the association management profession in 1983 as Administrative Assistant of the Missouri Hotel and Motel Association. He furthered his association management career as Director of Membership and eventually Director of Operations for the Missouri Restaurant Association. Booth joined the staff of Association of Records Managers and Administrators (ARMA) International as Director of Marketing. He then moved to take the helm of the National Records Centers Consortium (NRCC) as Executive Vice President. He currently serves as PRISM International's Executive Director. Jim oversees operations for this not-for-profit

trade association composed of commercial records centers, data protection companies, imaging services companies and confidential destruction vendors from the US and around the world.

Dave Campion

Customer Support Manager Andrews Software, Inc.

Dave has worked for Andrews Records Management, now Cintas Document Management, and Andrews Software for 17 years. Dave has hands-on experience in virtually every aspect of the ASI business, including serving as general manager of a remotely located records center later acquired by Andrews Records Management. Dave moved to Andrews Software in 1997 as a member of the Support Team and today he oversees the Support Department.

Brian Chivers

Customer Support Andrews Software, Inc.

Brian's career in records management began in 1997 when he joined Andrews Records Management, now Cintas Document Management, as a second-shift laborer. He then filled the role of assistant operations manager where he had direct responsibility for the records center, media vault and transportation departments. Eventually, Brian assumed a short-term responsibility as an outside customer service representative before accepting a position on the sales staff. In December of 2002, Brian took a position with ASI as one of the key customer support representatives, where he continues to utilize his extensive RIM knowledge to find successful solutions to client support issues each day.

David Culbertson

EVP & COO Texas Shredding Company

David is a document destruction industry expert and has served the industry for 25 years. He previously served as President & CEO of Texas Shredding Company, as an industry consultant, and is now the Executive VP & COO for Texas Security Shredding LLC. He served on the National Association for Information Destruction's board of directors for nine years including two years as the organization's president from 2000-2002. David was instrumental in helping pass the NAID Certification standards which are the highest security standards in the industry today and holds the highest award given to individuals in the industry as a Lifetime Honorary Member of NAID.

Timothy Goodwin

CEO The DataCenter Data Protection Inc.

Timothy entered into the vault management industry as owner of OFFSITE Services Inc., a full-service data protection company. OFFSITE grew to over 500,000 active volumes and movement of 15,000 tapes daily, servicing 24 markets across the United States. After being purchased by Iron Mountain in 2003, Timothy continued with the company as a Manager of Account Services for Chicago, Milwaukee, and Minneapolis. In 2006, he launched The DataCenter Data Protection Inc., offering secure media protection, co-location of client systems, secure data destruction, electronic vaulting, and disaster recovery planning.

Marty Hrovat

Customer Support Andrews Software, Inc.

Marty began working in records management in 1993 for Andrews Records Management, now Cintas Document Management. In his 17 years of experience, he's held positions from transportation to account manager. As an account manager, Marty was involved in on-boarding many new clients, which included all aspects of setting up and training on the InfoKeeper program. In August 2009, Marty accepted a position to join the ASI Support team. He is a graduate of Kent State University.

Joe Incarnato

President Metropolitan Archives

A graduate of the University of Maryland, Joe has spent most of his professional career as an active member of the RIM industry in the Washington, DC/Maryland market. He has been involved in the design and construction of 3 records centers and has managed the movement of approximately 3.6 million cubic feet of records into these facilities. These companies include Professional Records Storage, Recall and Metropolitan Archives, the company he founded in 2005. As president of Metropolitan Archives, Joe provides records and media storage, shredding, scanning and digital imaging services to over 200 clients.

Brian Jungeberg, CIC

Business Development Oswald Companies

Brian Jungeberg, CIC, serves as an insurance specialist for Oswald Logistics Insurance, a group of dedicated insurance professionals catering to the records and

information management industry. His areas of expertise include property & casualty related exposures, specifically gross business income and professional/privacy liability issues. Brian is a frequent contributor to several records and information management industry publications as a trusted advisor on insurance-related topics and concerns.

Monica Kenny

General Manager

Office Shredding LLC

General Manager for Office Shredding since 2008, and with a background in transportation, Monica's business experience is diverse. From sales to operations to customer service, she has been directly involved in all facets of the business. Monica was elected President of the Movers and Warehouseman's Association of Maryland from 1991-1993 and served for many years on the board of directors. She is currently a member of NAID and ARMA.

Ken Krucenski

National Sales Manager

UPS Logistics Technologies

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. Ken holds a Bachelor Degree from Towson University in Baltimore, Maryland.

Jim Macmillan

Account Representative

Andrews Software, Inc.

Jim joined ASI as an account representative in 2001 and is recognized for his attention to client needs. He emigrated from the UK to the US in 2001, whereupon he set about learning the records business working for Andrews Records Management, now Cintas Document Management. This ultimately led to his current position with ASI. Prior to joining Andrews, he held positions all unrelated to the records industry – from small business owner, ski instructing in the US, Canada, Europe and New Zealand, to professional tree surgery in the UK.

Tana McAtee

Customer Support

Andrews Software, Inc.

Tana has worked in the records management industry for the past 10 years. She started her career in inside customer service with Andrews Records Management, now Cintas Document Management. In November 2001 she was promoted to an outside customer service position where she was responsible for account maintenance and sales within existing accounts. Although Tana worked with clients in all industries, her focus in this position was the medical industry. She accepted a position with ASI in September 2005 working on the support team. Current responsibilities include software installations and training, training materials, and customer support. Tana is a graduate of Kent State University.

Azia McCord

Branch Manager

Access Information Management

Azia P. McCord is the Branch Manager of Access Information Management in Hawaii where she manages the operations and administrative functions for its four Island facilities. Azia was born and raised on the Island of Oahu and continues to reside there with her family. She earned a degree in business management from the University of Hawaii and has over 10 years of experience in the RIM industry. Azia served in multiple leadership capacities within the ARMA Hawaii Chapter, including two consecutive terms as Chapter President in 2007 and 2008.

Lee Miller

CEO

Andrews Software, Inc.

Lee joined Andrews Records Management (ARM) in 1984. Recognizing the need to accurately track storage and services and provide an accurate invoice and historical database, he hired a programmer. Through this initiative, Andrews Software, Inc. (ASI) was launched in 1985. Lee piloted both companies and expanded to Columbus, Ohio in 1986. He added Andrews Destruction Services (ADS) in 2003. In February of 2005 Lee and his business partner, Tom Marshall, sold ARM and ADS to Cintas. Today, Lee serves as owner and CEO of ASI. Always an active member of the RIM industry, Lee has held various positions in NRC, PRISM and the local ARMA chapter.

Location/Hotel Information

The beautiful, vibrant Hyatt Regency Cleveland at The Arcade is the site of this year's ASI Users Seminar. Set within a historic landmark in downtown Cleveland, the Hyatt Regency Cleveland at The Arcade offers an ideal location across from the lively East 4th Entertainment District and is just blocks from major sporting arenas that house the Cleveland Cavaliers and the Cleveland Indians. It is also the perfect backdrop for the Users Seminar's two full days of interactive educational sessions and relaxed social activities.

Attendees of this year's Users Group Seminar who stay at the Hyatt Regency will enjoy:

- Affordably priced room at \$119/single per night
- Complimentary in-room Internet
- Complimentary breakfast coupons for use in the Hyatt's 1890 Restaurant or 1890 Coffee Bar
- Discounted valet parking of \$15
- Double Gold Passport Points

This is your opportunity to:

- Network with your peers from around the world.
- Learn from others' experiences.
- Check out our latest enhancements and software tools.
- Expand your knowledge to help you grow your business.

Room Reservations

[Click here to book your room online.](#)

If you prefer to make your reservation by phone, call:

Toll-free: 1-888-421-1442 or 1-402-592-6464.

If booking by phone, be sure to mention you are attending the Andrews Software Users Seminar to receive the specially negotiated room rate.

Cut-Off Date

To ensure receipt of the specially negotiated ASI Users Seminar room rate, reservations must be made on or before **August 23, 2010**. Reservation requests received after **August 23, 2010** will be based on availability at the Hotel's prevailing rates.

Area Airport Information

Cleveland Hopkins International Airport (CLE)

Distance: 9 miles

Akron-Canton Regional Airport (CAK)

Distance: 42 miles





Andrews Software, Inc.

Users Seminar Registration Form

September 14-15, 2010 ■ Cleveland, Ohio

Registration includes:

- Registration & Conference Materials
- Educational Sessions
- Lunch Tuesday & Wednesday
- Tuesday Evening Event

Registration fee per attendee:

- \$225.00 On or before August 1st
- \$265.00 After August 1st

Please indicate the following events you plan to attend:

These events are included in registration. We simply need to estimate participation.

- Tuesday Lunch
- Tuesday Evening Event
- Wednesday Lunch

To Register:

Email, fax or mail completed form:

Email: 2010Seminar@AndrewsSoftware.com

Fax: 1- 440-627-2089

Mail: Andrews Software, Inc.
6900 W. Snowville Rd.
Cleveland, OH 44141



Cancellations:

Registration cancellations must be received in writing prior to August 1st, 2010 to be eligible for a full refund. A 50% refund will be made available for written cancellations made between August 2nd – August 31st, 2010. Cancellations made after August 31st, 2010 and “no shows” will not be eligible to receive a refund, however substitutions are acceptable.

Please register the following person: *Please duplicate for each additional registrant.*

Company Name: _____

First Name: _____

Last Name: _____

Nickname for Badge: _____

Title: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal: _____

Country: _____

Phone: _____

Fax: _____

E-mail: _____

Please indicate payment option below:

VISA MasterCard Invoice

Credit Card Number: _____

Cardholder's Name (please Print): _____

Signature: _____

Expiration Date: _____