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*Enhance -- The PEG Newsletter
December 2010*

Greetings from MGI!

Unemployment, foreclosures, government gridlock, emerging technologies, and WikiLeaks continue to populate the news. My father has always said: examine that bad news for opportunities. Tough times have spawned some successful businesses (<https://personal.vanguard.com/us/insights/article/davis-innovation-11292010>) e.g. despite downturns in the late 1800s, General Electric and IBM started up; in 1929 United Technologies opened for business; Federal Express, Microsoft, and Apple started operations during the 1970s.

During the fall meetings I attended, business owners in many industries mulled over the potential impact of the recent elections, the confusing signs of economic recovery, the increased role of security in every aspect of business and other changes in their local markets. They tried to make sense of these changes. *Can your business offer new products/services? Do local/national/international trends suggest a different priority for your sales and marketing efforts? How can your business stay ahead of trends instead of playing catch-up?* As you plan for 2011, look for opportunities.

The season of holidays closes out the year. We wish you great cheer and a good start to 2011.

Keep up the good work!

A handwritten signature in black ink that reads "Kathi". The signature is written in a cursive, flowing style.

Kathi Barry Albertini

PEG Update



Photo: Terri Armstrong, Richards and Richards, demonstrates disc shredder.

ISM I PEG will meet at Automated Records Management Systems, Inc. hosted by Eric Haas on April 27 - 29, 2011. The new format of the meeting will include a session on one topic - TBD or a tour of a local pulp mill. ISM II PEG will meet at Stevens Records Management Waterford, MI near Detroit April 13 - 15, 2011

The key operations representatives of the ISM I companies will meet at DataSafe September 29 - 30. We will be polling attendees to build an agenda with an in depth tour of DataSafe's S San Francisco location and sessions for the whole group and subgroups.

Learn more about fellow PEG members from recent media articles and interviews. Dave Heric (DataSite NW), Steve Richards (Richards & Richards) and Cheryl Creviston (Jayhawk) were interviewed on the RIMproReport by Tom Adams - <http://rimproreport.com/>. The September/October Issue of *Storage & Destruction Business* featured Steve Richards - <http://www.sdbmagazine.com/sweating-the-small-things-september.aspx>

Strategic Planning for RIM Companies

As you work on reviewing your strategy for 2011 and beyond, think about companies who 40 - 50 years ago were storing and/or transporting other items and invented the RIM industry. They took those steps knowing they would face challenges. We know the information services needs are changing. How will your company take advantage of those changes to position yourself for the future?

We'll talk about this at the 2011 PEG meetings. The items below may stimulate new perspectives:

- Bill Safady, author and professor of information management, closed the spring PRISM conference with some interesting facts about records management: many industries are moving aggressively toward electronic records; while paper consumption declines in the US, it increases in China, India and Eastern Europe; some work environments in the US remain paper intensive e.g. local government, law firms; the murky legal status of electronic records causes organizations to retain

paper; and missing retention policies for electronic records prevent organizations from destroying paper.

- The theme of the 2011 PRISM conference is *Hot Tips and Cool Strategies for Success*. As a member of the task group that plans the 2011 conference, I gathered information from several PRISM members about their view of hot topics. Maurice Auger, Cube Global Strategy in Vancouver, Canada, who will give a session in the spring, sees lots of opportunities in the future: green technology, private clouds (large companies can afford this now, what services could be offered for smaller companies?), mobile technology (will be integrated with business systems - implications of mobile business applications for services like backup and archiving suggest new products), backup (is a dying product as many vendors provide it bundled with the hardware).
- Other industries and regulations force changes for RIM companies as the electronic wave builds e.g. EMR, Business Insurance policies.

We already have evidence that RIM companies have added new products and services: server housing, fine art storage, training for other RIM companies, training for customers of other RIM companies, partnerships with large organizations to create a storage services for the future. Having new product/service ideas ready positions your company for the future. Companies review strategy regularly to take advantage of changes in the local/national/global environment.

IM Survey of Executives

A recent survey by Iron Mountain of 500 information management executives (most with less than 5000 employees) listed cost-effectiveness, business efficiency and information compliance as challenges of roughly equal weight. Interestingly, many of the questions yielded close to equal weighting among the choices. Some findings sound like prime selling opportunities for PEG members: 80% are considering a formal destruction program, 78% indicate a need for retention schedules, 42% claim the growth of paper and digital records as a key concern. At the fall PEG meeting, members indicated an increase in shredding business while storage and service stayed the same or declined in some cases.

http://img.en25.com/Web/IronMountain/10Q4_ExecInfoManagement_Survey_Results.pdf?mdl=SR_ExecutiveManagement10Q4

Moving Update

The PEG workshop at the Wheaton Van Lines conference in November left the attendees with several tools to take back to their businesses. We'll look forward to the AMSA conference in March (<http://www.promover.org/content.asp?contentid=10208>) to lead more movers toward profitability. Give us a call if you'd like to see the tools we developed or see you at the AMSA conference. *** AMSA members have the ability to view webinars available on Wednesdays. MGI will be presenting a webinar on January 26. We'll send an email with details in January. ***Military moving continues to challenge movers. AMSA's latest update provides details: <http://www.promover.org/content.asp?contentid=10239>

New on the MGI Website!

We've updated the MGI [web site](#). Check out the new articles and you can always find a previous newsletter there.

REMINDERS **Guest Policy**

Members may bring one guest to a PEG meeting. If you would like to bring additional guests, check with the MGI office before making reservations.

Billing and Payments

Thanks for remembering that all invoices from MGI are net 30 days and for having all invoices paid before each meeting. Late fees of 1.5% will be applied after 30 days until the invoices are paid.



Life is like riding a bicycle. To keep your balance, you must keep moving.
Albert Einstein

Thanks for your business!
Enhance - The PEG Newsletter
From Management Growth Institute, Inc.
Vol. 10 No. 4