

ARMA CHICAGO

Spring Seminar

2025

8am-3pm
May 20, 2025

UIC Student Center East
750 S. Halsted Street
Chicago, IL 60607

Tickets

\$75.00 Member Ticket
\$100.00 Non-Member Ticket

Registration and other
information: ARMA Chicago

Our speakers



SHANNON PETERSON,
CRM/CIGO, IGP

*Global Director, Records
Information Management at
Crawford & Company*



RAE LYNN HALIDAY,
MBA, CRM, CIGO, FAI

*Curator Animal Management Services -
Animal Records, Transport & Compliance,
St. Louis Zoo*



JOE SUSTER
Retired, NARA



JENNA FEENEY, CRA
Compliance Analyst II, Athene

About the in-person seminar

Join ARMA Chicago for this full-day, in-person conference tailored for information management, information governance and records management professionals. Join us at the University Center in downtown Chicago, where ARMA Chicago will present educational sessions & a speaker panel designed with you in mind.



Spring Seminar 2025 Schedule

8:00–8:30	Registration & Continental Breakfast
8:30-8:45	Welcome and Opening Remarks ARMA Chicago President Mike Chamberlin
8:45–9:45	PRESENTATION: Joe Suster will explain <i>Record Values, Record Retentions, and the Record Retention Approval Process</i>
9:45–10:00	BREAK
10:00-11:00	PRESENTATION: Shannon Peterson will discuss <i>Transforming your RIM Program from Reactive to Proactive/Shannon Peterson</i>
11:00-12:00	PRESENTATION: Rae Lynn Haliday will highlight <i>History RIM Program at STL Zoo, Regulatory requirements, Working virtually, Training effectiveness, Leadership & advocacy for RIM professionals</i>
12:00-1:00	LUNCH
1:00–2:00	PRESENTATION: Jenna Feeney will discuss <i>Turning Risk into Resilience: Building Smarter Assessments</i>
2:00-2:45	Panel discussion with all presenters
2:45–3:00	Thanks/Wrap-Up/Raffle



Spring Seminar 2025 Menu & Parking Information

Lunch Menu:

Smoked Beef Brisket

Cole Slaw

Baked Beans

Potato Salad

Corn Bread

Spring Salad

Brownies

Brewed Iced Tea, Iced Water

Vegan Options available upon request

Parking: For all events taking place in Student Center East, parking is available across the street in the Halsted and Taylor Street Parking Structure (760 West Taylor Street). The entrance to this parking structure is on Taylor Street. Upon entry, guests should take a ticket and upon exit, guests should present this ticket to the cashier and pay the appropriate total (cash, debit cards, and credit cards are accepted at this lot). Cost is \$15 for the day.





About Our Spring Seminar 2025 Speakers



Bio: Shannon Peterson is the Global Director of Records Information Management at Crawford & Company – the world’s largest independent provider of claims management for the insurance industry, operating in over 70 countries. She brings over 15 years of experience in records information management and information governance and has a proven track record of leading successful RIM initiatives across various sectors, including insurance, financial services, legal, and utility industries. Most recently she has been responsible for shaping Crawford’s global records management framework, RIM policy, and global retention schedule.

**SHANNON PETERSON,
CRM/CIGO, IGP**

Transforming your RIM Program from Reactive to Proactive: Shannon Peterson will share real-world strategies for embedding a Records Information Management Program into the very fabric of your company. You’ll discover how to move beyond compliance checkboxes and turn RIM into a proactive force that adds value, reduces risk, and supports business goals. You’ll learn how to build meaningful partnerships with key departments – from IT and Legal to Privacy and Procurement – and create seamless, compliant processes from the ground up. Whether you’re looking to elevate your RIM Program or just starting to modernize your approach, this session will provide the roadmap you need.



Bio: Rae Lynn Haliday began her zoological career at the San Antonio Zoo in 1985 working in different capacities. She accepted the newly created position of registrar at the Saint Louis Zoo in 1991 and celebrated 30 years working for this amazing zoo in January 2021. She has a long history of leadership service in key organizations including ARMA International, the St. Louis Chapter of ARMA, the Institute of Certified Records Managers (ICRM), the Association of Zoos and Aquariums (AZA), and the Institute of Certified Records Managers (ICRM), serving in multiple leadership roles in all of these organizations over the past 30 years. Rae has a Bachelor’s degree in Business Management and an MBA. She earned her CRM in 2003 and her CIGO in 2021.

**RAE LYNN HALIDAY,
MBA,CRM, CIGO, FAI**

Topic: History RIM Program at STL Zoo, Regulatory Requirements, Working Virtually, Training Effectiveness, Leadership & Advocacy for RIM Professionals:



JOE SUSTER

Bio: Joseph Suster is a former career employee at the National Archives and Records Administration (NARA) and currently serves as Secretary to the ARMA Chicago Board. During his 41 years at NARA, he worked as a manager, records analyst, and RIM instructor. Joseph has presented at numerous ARMA education sessions over the years, both here in Chicago and at other chapters in the Midwest.

Topic: Record Values, Record Retentions, and the Record Retention Approval Process : All records have value to the organization creating or receiving them. Identifying the value(s) of a record is integral to determining its appropriate retention period. Understanding these value(s) as a criterion for deciding what happens to records can assist in proposing retention periods and dispositions that satisfy organizational needs. In this session, we will identify those values and demonstrate how they contribute to RM and IG professionals drafting reasonable retention periods for their organization's records.



**JENNA FEENEY,
CRA**

Bio: Jenna Feeney (she/her) is a corporate compliance professional specializing in Records and Information Management (RIM) within the annuity sector. She focuses on identifying RIM risks, building comprehensive risk assessments, and implementing strategies that strengthen risk-based information governance programs across the enterprise. Jenna brings over three years of practical experience in RIM, with a strong background in corporate compliance, records retention, and policy development. She holds the Certified Records Analyst (CRA) credential and is actively pursuing the Certified Records Manager (CRM) designation to further deepen her expertise. Before transitioning into compliance and RIM, Jenna worked in insurance operations, with a concentration in fraud detection and prevention. Jenna earned dual bachelor’s degrees in Music and Psychology, with a minor in Liturgical Music, from Loras College in Dubuque, Iowa. Outside of her professional life, she enjoys reading, drinking coffee, biking, and spending time with her husband and three children.

Topic: Turning Risk into Resilience: Building Smarter Assessments



Looking Towards the 2025-2026 Season

Join the ARMA Chicago Board & Committees for 2025-2026!

The ARMA Chicago Board is looking ahead to our 2025-2026 program year, and we need a few volunteers to join us on the board!

We are looking for volunteers for the following positions:

- Education Committee members
- Communications Committee members
- Membership Committee Chair & members
- Vendor Chair & Committee members

Joining the ARMA Chicago Board is a great way to bolster your resume and demonstrate service to the Information Governance profession. Plus, the time commitment is minimal—less than 2 hours a month! All board meetings take place remotely.

If you enjoy the programming that the ARMA Chicago Chapter provides, please consider joining the Board. If you have questions about a specific role or are interested in joining the Board, please reach out to me at carriestuard@gmail.com. We will finalize the candidates for the Board and send out election materials in early June

Thank you for your support of the ARMA Chicago Chapter.