



Welcome and Happy Holidays!

Did you know we now include a [Spanish language version](#) of our quarterly newsletters? Enjoy!

AIIM Florida Chapter works hard to provide Intelligent Information Professionals up-to-date information on the latest information management technologies and providers, through continuous research, consulting, collaboration, regular educational events and communications. Our methods to provide news, trends and best practices to the community include webinars, on-site gatherings across the state of Florida, newsletters and special partner projects. The AIIM Florida Chapter, formerly known as the AIIM Gulf Coast Chapter, is one of the key Chapters of 16 worldwide.

A Letter From Our President



Hello and Welcome.

It really has been a great and productive 2022 for the AIIM Florida Chapter, and that cannot happen without the excellent support of each and every one of you who are reading this.

The year provided the Chapter with many areas in which we found ways to advance our initiatives and further grow those programs for educating our members, prospects and constituency. In this manner, we have been able to mature our webinar program as we offered 7 live webinars this year. The topics and subject matter ranged from trends in IDP and tendencies that are shaping the digital transformation landscape, to ease of use in SaaS-based workflow and Accessibility along with the strength of putting top scanner hardware to work via TWAIN Direct.

We took our message to Denver in April by attending the AIIM Conference there. Not only in their first live conference after two years did we have a very attentive audience to our messaging regarding what the Florida Chapter is doing to provide more knowledge, but also were successful in achieving sponsorships for our website, newsletter and webinars as well as live events to take place in 2023.

Our 2023 plan includes 7 to 9 webinars and 3 to 4 live Lunch & Learn or evening networking events in the Tampa area sponsored by companies with technologies and solutions that have a compelling story to tell prospective attendees that are increasingly in need of information as they evaluate their own companies' needs for capabilities as well as learning about industry trends and tendencies of impact.

The AIIM Florida Board of Directors met recently to put together a great program for 2023 that you can feel proud of being part of. Our many thanks to all of the Board for their hard work.

We are not alone in this work, and we do appreciate the support of AIIM HQ. We are very excited about the new leadership at AIIM HQ and the direction that Tori Miller Liu will bring to the organization as new President & CEO. We also look forward to working with our fellow Chapters in the United States and Canada in the coming year. Additionally, the AIIM Florida Chapter's initiatives in Latin America in 2023 will continue to grow as part of our new campaign and charter started in 2021 as we continue to be located as the gateway for this very important region.

Wishing you all the Happiest of Holidays!

Sincerely,

Craig

AIIM Florida Chapter Board of Directors:

Craig Laue – President
B. John Masters – Vice President
Erin Dempsey – Director of Communications and Marketing
Elisabetta Pedersini – Director of Social Media and Secretary
Alvaro Arias – Director at Large – LATAM Focus
Bob Larrivee – Director - Past President - Advisor to the Board

Join Us for a Webinar December 15

**Deliver Compliant, Accessible Documents
in 3 Easy Steps**

Presented by Scott Baker, Executive Vice President and Karol Krzywon, Accessibility Pre-Sales Specialist, Crawford Technologies

Crawford Technologies enables organizations to deliver automated accessibility services, expertise, and solutions through the AccessibilityNow® platform.

In working with many high-profile clients across financial services, healthcare, government, education, and telecommunications, we have learned that the path to making content accessible can be distilled into this simple, repeatable model: Find, Test and Fix.

Join Scott Baker and Karol Krzywon for an educational webinar that will cover some of the common use cases we have encountered regarding Find/Test/Fix, how this model can be deployed either on-premises or in the cloud, and how top organizations are meeting very demanding accessibility requirements and moving the needle for people who need all content to be both accessible and usable.

Scott Baker, Executive Vice President, brings 30 years of executive experience in marketing, strategy, international business development, global sales and strategic alliances in the enterprise output management, ECM, and BI software markets. He is recognized as a global subject matter expert on customer communications management.

Karol Krzywon, Accessibility Pre-Sales Specialist at Crawford Technologies, over 5 years of experience in project management and 2 years in Document Accessibility. Executed high volume applications for Accessible PDF and Alternate Formats (Braille, Large Print, and Audio), as well as technical training and client support. Actively engaged with development team to test and implement new features and software. Currently working with sales supporting accessibility initiatives.

[REGISTER](#)



Scott Baker, Executive Vice
President



Karol Krzywon, Accessibility
Pre-Sales Specialist



December 15, 11 AM EST

District Catalog of Open Public Records: A Contribution for Open Government and Direct Democracy in Bogota City, Colombia

by **Alvaro Arias Cruz**, Director of the Bogota's Archives, Colombia

At the end of this year, the Archive of Bogotá, Colombia participated in the Rome2022 Annual Conference organized by the ICA (International Council of Archives) whose theme was focused on closing the gaps between Archives and Democracy in the world.

In this context, the Bogotá Archive presented the progress of a project related to this approach called the Catalog of Open Public Archives. In the first instance, this was an excellent space to show the archival world what the Bogotá Archive is doing in terms of document management in our country and, on the other hand, to learn that the archives of other cities and countries in the world also have similar needs - those of Bogotá on issues related to document management and archive administration.

It was observed that many archives in the world have a very important role in democratization processes with the purpose of bringing archives closer to citizens. In this act it was also observed that the public archives are proposing different types of projects, services and solutions that bring the archives closer to the citizens. Therefore, it was possible to learn about the different types of projects and initiatives that exist in various countries to give greater access and visibility to public and heritage archives so that citizens can use them in the exercise of their rights.

In this sense, the advances that the Archive of Bogotá has to date in the District Catalog of Open Public Archives, promoted by the General Secretariat of the Mayor's Office of the City of Bogotá, the capital of Colombia in South America, were presented. The objective of this new service is to make visible and facilitate the search for and access to the files that are produced in the 60 public institutions of the district during the first phase of the document management life cycle. Through this catalog it is intended to guarantee citizens the exercise of the right of access to public information produced by the District Administration of Bogotá and therefore, it becomes an excellent example of open government, public transparency and direct democracy.

The different phases, advances and first achievements of the implementation process were presented, as well as the results and products that are already available to date. Finally, we will close this presentation by indicating the associated benefits for citizens and institutions, as well as the lessons learned.

Document Management Seen from Digital Transformation

by [Alvaro Arias Cruz](#), Director of the Bogota´s Archives, Colombia

From the Bogotá Archive this year we managed to advance in the digital transformation agenda whose main objective is to achieve organizational improvement, be more competitive and improve services to the citizens of Bogotá in order to contribute to the efficiency of public management as well as facilitate access to public information for citizens.

In this sense, the digital transformation focused on four dimensions: the strategic dimension, the process dimension, the human talent dimension and the technological dimension.

Through the strategic dimension, it is sought that the document management process is positioned at the senior management level as part of the intellectual capital of an institution, giving it the value that corresponds to it as an input for decision-making and as an asset of information and knowledge in the context of business knowledge management. From the dimension of processes, document management is projected as a strategic process because it is a transversal process to all business processes of the institution or company. From the dimension of human talent, it is considered necessary to adapt, update and rethink the role played by human talent specialized in document management within the organization. Finally, from the technological dimension, it must be said that it is not the most important thing in a digital transformation process, but rather it is the means through which innovation processes can be stimulated, from the most basic to the most complex so that they can be achieved. Modernization results real and

appropriate to the needs and conditions of the institution or company in terms of document management.

In conclusion, the digital transformation applied to document management is a strategic decision that is not only limited to the use of technology, but must also consider other much more important factors such as optimized document processes and of course human talent, since without their assistance and their intervention this would not be possible.



A Letter From Allyson Norat, AIIM International Engagement and Experience Manager

We are so excited to let you know that AIIM Conference 2023 will be held in the beautiful and wild city of New Orleans on April 25-27th, 2023, and registration is now open.

AIIM23 is the conference for information professionals, like you, to get practical advice for managing your organization's information, reduce your trial and error, and make lasting connections. Join us for 3 days of nonstop learning, including keynote presentations, breakout sessions, roundtables, product demos, and so much more!

When the dust settles, we promise to deliver you back to your office with the knowledge you need to do your job better and more efficiently. In other words, it is our mission to help you to skill up!

[REGISTER](https://www.aiimconference.com)

AIIM International members do get a discount, so please reach out to hello@aiim.org for the discount code.

TWAIN Direct Developers Day, an incredible success to deliver the next generation of cloud capture solutions

“Integration of TWAIN Direct was simple and easy”

“There was a good vibe at Developers Day”

“The partner ecosystem and ISV solutions for TWAIN Direct are really impressive”

These are just a few attendee comments from the first annual TWAIN Direct Developers Day held on November 8th and 9th in Safety Harbor, Florida. AIIM Florida Chapter had the pleasure of participating in this special event.



Developers Day promised a functional thin-client, web-browser document scanning application in ONE DAY to all developer attendees...and we are pleased to report that the TWAIN Working Group delivered!

This inaugural event fostered an environment where each attendee learned so much and made tremendous progress on their individual projects. We are also so impressed that with each project there seems to be a clear path to revenue and monetizing their solutions using TWAIN Direct Technology technology.

Stated Jim Tamo, TWAIN Direct Developers Day anchor sponsor and President of Visioneer, Inc., "Visioneer is excited to support The TWAIN Working Group and TWAIN Direct Developers Day. As the industry leader in TWAIN Direct integration with the Xerox D70N, Xerox W130 and Xerox N60W, customers can achieve the highest level of security as images are encrypted and signed at the scanner whether locally or from a (remote) web interface. There is no compromise on the performance or cost. This is made possible by Visioneer VAST Network© technology that provides a comprehensive scanner software architecture that's platform-agnostic and driverless. Gone are the days of IT spending hours downloading local scanner drivers and using clunky scanner fleet management tools to track devices."

See [more information](#) on Developers Day and how you can participate as a developer or sponsor.



2022 Event Recordings

AIIM Florida is proud to have produced so many educational opportunities for the community in 2022 with the help of our amazing sponsors and partners!

[Exclusive Insights on the State of the Capture Market](#) - presented by Ralph Gammon, Senior Analyst, Infosource

[Visioneer and TWAIN Direct – making document scanning simple, easy and effective](#) - presented by Jim Tamo, President, Visioneer, Inc. and Kevin Neal, TWAIN Marketing Committee Chair and CEO, P3iD Technologies

[Taking Productivity to New Heights with Low-Code Tools and Automation](#) - Presented by Ricardo Rengifo, President, dbs Software and Services and Craig Laue, CEO, IDEM Global

[Driving Transformation Past the Mountaintop](#) - presented by Bryant Duhon, Marketing Manager with Doculabs

[Enterprise Data Management: Managing your Business's Entire Data Lifecycle](#) - presented by [Eugene Rudenko](#), AI Solutions Consultant at NIX United

[Making Automation Work with Intelligent Document Processing](#) - presented by Vivek Rao, Co-Founder and CEO, Foundation AI

**Would you like to partner
with AIIM Florida
Chapter in 2023? Get on
the calendar now before
it's too late!**



A not-for-profit entity, AIIM Florida Chapter works hard to provide professionals in the US Southeast and throughout the world up-to-date information on the latest information management technologies and providers. AIIM Florida's educational efforts toward betterment of the industry include regular educational events such as webinars and on-site gatherings across the state of Florida.

Our Board of Directors is comprised of industry experts that volunteer their time toward these efforts. There is cost associated with producing ongoing educational events and materials, so we ask – are you interested in sponsoring AIIM Florida Chapter to help us continue our mission?

You do not have to be a member of AIIM International or AIIM Florida Chapter to support us.

We offer two levels of sponsorship:

Event Sponsor:

Would you like to partner with AIIM Florida Chapter to produce a webinar or on-site event around your products and technology? If so, please consider partnering with us to generate some valuable contacts for your company!

AIIM Florida takes care of production, marketing and much of the attendee recruitment. In exchange, we ask that you sponsor the logistical cost of the event, which will vary dependent on requirements (virtual vs. on site for example).

In addition to a list of registrants, all Event Sponsors receive exposure on the AIIM Florida website, newsletters and social media channels.

Technology Sponsor:

Want a great marketing opportunity for your company and to support a good cause at the same time? Have your logo/banner featured prominently on the AIIM Florida Chapter website, along with the AIIM Florida newsletters.

[Let's Talk!](#)

Want more videos? Visit our website video page [here](#)

A Special Thanks To Our Sponsors



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