



## **Welcome to the AIIM Florida Chapter Newsletter!**

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. The AIIM Florida Chapter, formerly known as the AIIM Gulf Coast Chapter, is one of the key AIIM Chapters worldwide.

**Please read on to learn more about how the Chapter is celebrating its 35th year! We feature a few very interesting articles from industry veterans, recaps of our webinars over the last quarter, highlights on upcoming events and more!**



### **A Letter From Our President**



**Hello to our Members and Friends of the AIIM Florida Chapter,**

Are you keeping up with all of the latest moves in the AI+IM tech environment?

Seriously...are you really keeping up?

There's so much information out there whether you get your information by LinkedIn performance reports or by other means it's quite confusing. That's why at the AIIM Florida Chapter we've been doing our utmost to provide you with the excellent capability of our key presentation sponsors that bring huge expertise in every webinar. We've had great feedback and we know that we're doing the right things to bring this information to all of the attendees of our webinars.

We've been bombarded by the latest and greatest potentialized Generative AI over the last six months and it comes time, now at mid-year, for us to sort it all out and come to some conclusions as to what will help with AI+IM configurations and what we need to put by the wayside.

Those who have attended our webinars over the past five months have heard honest, straight up presentations on what to really look for. Each and every one of our 35th anniversary celebration AIIM Florida Chapter webinars have drawn attendees from all types of areas and industries and certainly with different perspective and knowledge.

AI is fast becoming part of the core of solutions that our attendees use every day. And with a very captive audience, if your company produces a solution for AI+IM or provides expert consulting work in AI+IM our webinars are where you need to present with your expertise. What's great is that by being a sponsor with a logo on our website you are provided with the opportunity to do so.



Let's face it, as the AIIM Florida Chapter, that is still our mission that supports our vision of keeping everyone up to date and educated on the latest in technologies that are part

of AI+IM. We are a self-supporting (both financially and operatively) AIIM Chapter that has worked very hard for over 35 years to do just that. We want you to tell your story and let you choose your month to do so as we continue to tell our story. Please assist us by going to [www.aiimfl.org](http://www.aiimfl.org) and locating the [Donate](#) button to help out.

Having great expertise playing a part in our 35 years has been very important in that mission. So many have played key roles in making the AIIM Florida Chapter operate and continue to reach out to people who have played very important roles for the Chapter whether as directors on the board, exhibitors at our showcases, and many others in like organizations and the vendor community who have fond memories of the impact and educational influence that the Chapter has had here in Florida.

For a number of years we recognized, at our showcases and lunch and learns, the dedication and contributions of each of those involved through the Chapter's recognition called *Tru-AIIM Florida*. Now as we have become more virtual, we are going to be recognizing more and more of those who have been a key part of our AI+IM education endeavors.

Some of those people that have been involved in our 35 years have offered quotes and some have offered interviews and possible podcasts for posting on the AIIM Florida website. We're looking forward to you having the opportunity to see and hear those for the next 6 months. If you have something that you would like to share please send to me at [craig@aiimfl.org](mailto:craig@aiimfl.org) or feel free to post it as a message at [www.aiimfl.org](http://www.aiimfl.org).

We are always so appreciative of everyone's support and as part of our 35 year journey, we thank you.

Sincerely,

Craig

**Current AIIM Florida Chapter Board of Directors:**

Craig Laue – President

B. John Masters – Vice President

Erin Dempsey – Director of Communications and Marketing

Alvaro Arias – Director at Large – LATAM Focus

Bob Larrivee – Director - Past President - Advisor to the Board

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**Why Your Digital Clutter Is Costing You ROI — and  
What to Do About It**

By [Amitabh Srivastav](#), PMP, CIP, IGP, AIIM Fellow &  
AIIM Ambassador, CDO & VP, Compliance & Risk  
Management, HELUX Systems



This is the first of a 3-part series examining redundant, obsolete, transient (ROT) information assets, the risks ROT presents to your organization, and how information governance (IG) is essential to reduce ROT and realize the benefits of AI.

In the age of digital transformation, many organizations believe that simply moving to the cloud will solve their content management challenges. But here's the truth: if you are migrating your mess, you're not transforming it — you are just relocating the problem.

Across enterprise environments, especially those using SharePoint or file shares, there is a silent but costly problem: ROT. While it may seem harmless, ROT is quietly draining resources, increasing compliance risks, and making AI tools like Microsoft 365 Copilot far less effective.

Let's explore why digital clutter is such a big deal—and what you can do to clean it up for good.

**The Hidden Cost of ROT - [READ MORE](#)**

## Document Automation: The Digital Revolution Transforming Business Operations



by [John Masters](#), AIIM Florida Chapter Board VP and Digital Transformation/Records and Information Management Expert

As digital transformation accelerates across industries, document automation has become a critical technology reshaping organizational workflows. This powerful solution is revolutionizing how businesses handle their ever-growing volumes of information while meeting demands for speed and accuracy.

### Understanding Document Automation

Document automation uses intelligent software systems to create, process, and manage documents with minimal human intervention. Leveraging artificial intelligence, machine learning, and robotic process automation, this technology streamlines document-centric workflows from creation through storage.

The key distinction between document automation and document management lies in their approach. Document management primarily organizes, stores, and retrieves existing documents, essentially serving as a digital file cabinet. However, document automation actively transforms document creation and processing, acting as an intelligent assistant that generates contracts, extracts invoice data, and automatically routes approvals.

**Compelling Benefits - [READ MORE](#)**

**You're Smart, Too! – Leverage "Use What You Know" in the Age of AI**

by [Adrienne Bellehumeur](#), *Expert on Documentation, Productivity, and Governance, Risk and Compliance, Owner of Risk Oversight*



In the age of AI, reminding ourselves of our own intelligence feels almost revolutionary—like suggesting we go back to sending handwritten letters when we can instant message with a few taps on our phones. Yet here I am, spreading a technique I call "Use What You Know." It might just be the most underrated superpower in today's digital landscape.

## What do I mean by “Use What You Know”?

"Use What You Know" simply means leveraging the intelligence already in your head. It sounds obvious, doesn't it? Like saying, "Use your legs to walk." But you'd be surprised how many of us have intellectual legs we never bother to stretch.

[READ MORE](#)

## Upcoming Events

**WEBINAR June 26, 1:00 pm EDT: Sneak Peek -  
TWIN Converge: Business Practices &  
Developer Conference 2025**



**TWIN Converge** will feature multiple **roundtable discussions** around hot topics and challenges that provide actionable information to take back to your business. In parallel, we will host a hackathon for Cloud Capture Application development targeted at engineers.

If you are an individual or company interested in learning about the most recent technologies and inherent challenges within end user organizations for **Capture, IDP, AI, GenAI, Agentic AI and more**, this event is for you. If you are looking to evolve your distributed capture strategy, are a technology provider or an ISV, then this is a must-attend event.

Check out the preliminary agendas at [TWIN.org](https://www.twin.org) and save your seat now for this webinar.

Learn why attending TWAIN Converge November 12-13 will benefit you and be part of the conversation shaping the future of digital transformation. Attend to learn about conference structure, content and how you can become involved as a speaker, sponsor or attendee. [REGISTER TODAY](#)

Join organizational leaders and change influencers at the [365 Leadership Summit](#) September 18-19, 2025 at the Ritz-Carlton Denver



[Receive a \\$ 500 discount using this link and the promo code AIIMFL](#)

Join organizational leaders and change influencers at the [365 Leadership Summit](#)— **a non-technical Microsoft AI & digital transformation event.** Instead of user training, you'll learn proven strategies for achieving lasting digital transformation success. The business-focused sessions will cover topics such as Copilot success stories, digital strategy, change management, and people-centric leadership.

[REGISTER NOW](#)

Would you like to partner with  
**AIIM Florida in 2025?**

Gain valuable leads and get great exposure to the AIIM Florida community through a presence on our website, newsletter, webinars and on-site events. Each webinar produces 100+ registrants on average. [Contact Us](#) to learn how AIIM Florida can help you!

[DONATE/SPONSOR AN EVENT](#)

**Did you miss these great webinars?**

### **How to Stay Ahead in the Rapidly Evolving Market for Capture & IDP Solutions**

*Presented by [Ralph Gammon](#), Senior Analyst, Infosource*

So, what does a successful IDP solution look like in today's market? When once a PC-based scanning and OCR solution might be considered cutting edge, today's market is full of options. These include software that incorporates machine learning, LLMs, computer vision, runs on the cloud, and more.

Infosource is in the process of compiling its annual Capture & IDP Vendor Matrix that features rankings and detailed reviews of more than 25 vendors globally. Senior Analyst Ralph Gammon is looking at aspects such as vision, technical merit, market penetration and the ability to address users' end-to-end automation needs.

In this webinar, Ralph discusses what he is seeing in terms of capabilities, market demand and what differentiates the Stars from the Aspirants. Join us for a discussion that will explore the features and functionalities of cutting edge IDP solutions for both today and tomorrow's use cases. [VIEW VIDEO](#)

**7 Habits for Digital Transformation Success**

featuring [Geoff Ables](#), Managing Partner, C5 Insight

Digital has transformed almost every business over the past 30 years. But, ready or not, emerging AI and Copilot capabilities will accelerate that process!

In this session, you'll learn 7 essential components that every successful digital workplace project must have to prepare for the coming changes including:

- Proven Planning Strategies: Crafting a vision and a plan for AI and digital transformation.
- Stakeholder Engagement: Ensuring involvement from the C-suite to front-line employees.
- Designing for Differentiation: Using AI to tailor your technology – not only driving operational efficiency, but delivering competitive differentiation.
- Data Quality & Governance: AI is only as good as your data. Learn to overcome the garbage-in, garbage-out syndrome that is already undermining AI operations in many organizations.
- Cultivating a Culture of Change: Ride the wave of change by driving adoption through learning, development, communication and active listening.
- Support, Maintenance and Continuous Improvement: Ensure your digital workplace AI continues to learn and grow.

People-Centric Success: Strategies to ensure your AI initiatives remain centered on customer and employee needs. [VIEW VIDEO](#)



## The Convergence of Records, Information, and Data Governance

presented by [Steve Weissman](#), Founder/CEO, Holly Group

All information needs to be governed, be it structured or unstructured. But data and documents traditionally have been handled separately, and this has led to inconsistent policies across the enterprise, increased risks in terms of privacy and information quality, and inefficiencies in operations.

This session draws on recent client experiences to explore what's driving the convergence of data and information (hint: it's initials are A and I) and how you can leverage it to maximum effect.

Attendees of this session will learn about:

- Surprisingly similar thinking among CIOs
- Evidence that the convergence is here
- Changes in the records space
- The opportunity at hand

[VIEW VIDEO](#)



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