

eye on the market

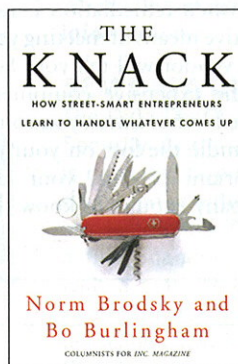
GETTING THE KNACK

Norm Brodsky, CEO and owner of Brooklyn-based CitiStorage and U.S. Document Security, and Bo Burlingham, *Inc.* magazine editor at large, have authored a new book titled *The Knack: How Street-Smart Entrepreneurs Learn to Handle Whatever Comes Up*.

In their book, Brodsky and Burlingham show small business owners how to deal with a variety of situations, from asking investors for money to dealing with employee problems. They provide advice on how relying on your receivables as your "inner bank" can help you survive today's credit crisis; what to do if customers stop paying bills on time; and how to retain customers when your competitors cut prices.

The book also includes responses to some of the most interesting business questions they've received from fans of their *Inc.* column, "Street Smarts."

More information on *The Knack* is available at www.theknack.info.



NEW YORK LIFE IN THE BLUE

New York Life Insurance Co. is the first recipient of ARMA International's Cobalt Award during the organization's 53rd Annual Conference & Expo in Las Vegas in October. The award recognizes companies demonstrating highly effective records and information management at a foundational, organizational level.

Award applicants underwent a judging process that included an application with more than 120 questions looking for clear indicators of top management support, organization-wide collaboration, solid records management practices, integrated and effective technology use, well-defined training programs and appropriate risk management and compliance measures.

The judging panel found strong commitment to information management throughout the organization, solid executive-level support and buy-in, a commitment to ongoing training and outstanding use of information security best practices and technological considerations at the company.

More information on The Cobalt Award is available at www.arma.org/excellence.

IDENTITY THEFT TAKES CENTER STAGE

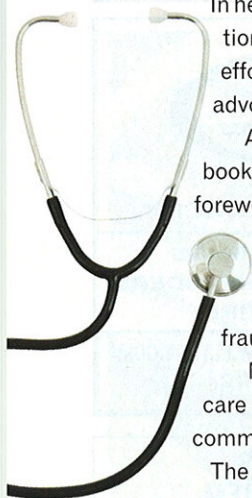
In her farewell address as outgoing president of the American Health Information Management Association (AHIMA), Wendy Mangin noted the group's efforts to "establish a whole new paradigm for medical identity theft patient advocacy."

Among the steps taken by AHIMA recently has been the publication of a book titled *Medical Identity Theft*, co-written by three AHIMA members with a foreword written by Mangin. The book defines the issue, internal and external threats, risks and controls and HIPAA applications, Mangin said.

While less newsworthy than the compromise of celebrities' medical records, she noted breaches committed "to perpetrate felony financial fraud, often to the tune of tens and hundreds of thousands of dollars."

Mangin urged AHIMA members to remain vigilant. "America's health care system cannot afford it and America's health information management community will not stand for it."

The 2008 AHIMA Convention was Oct. 11-18 in Seattle.



TUNE-IN FOR SUCCESS

SCORE, Washington, has launched a podcast series called "Small Business Success Podcast Series" for start-up entrepreneurs and small business owners at its Web sites www.score.org and www.score.org/women.

Each month, two new podcasts will be added to the sites. Each podcast will be available as an audio broadcast online. Past podcasts will be available on archive pages at each Web site.

In the newest podcasts, Julie Brander, marketing expert with New Haven, Conn., SCORE, shares ideas on "Marketing Your Biz in a Weak Economy" at www.score.org, and Peggy Duncan, SCORE blogger and productivity expert with Atlanta SCORE, talks about how to "Get More Done in Less Time" at www.score.org/women.

Topics for future podcasts include branding, networking, home business, solo entrepreneurship, social networking, sales growth, franchising, volunteerism and mentoring. In addition, other business areas and skills will be featured in podcasts.

