

Paula Sutton, CRM, IGP



Candidate Responses to Questions:

1. Organizations partnered with and leadership roles:

Currently I am serving my second term as the ICRM Regent, Legislation and Appeals and ARMA Midwest Rocky Mountain Region (MRMR) Chapter Advisor – Operations and Governance. I have held a variety of leadership roles throughout my professional career though ARMA, including N.Colo Chapter President, VP, and Member-at-Large. I was honored to be the recipient of the Chapter Member of the Year in 2002 & 2008 and Chapter Leader of the Year in 2010, 2013 & 2014. I have served as ARMA Midwest Rocky Mountain Region (MRMR) Manager and on the ARMA Board of Directors, where I chaired the Association Infrastructure Committee, Bylaws Task Force and served on two Disciplinary Action Task Forces. I served as the ARMA liaison to Education Foundation Board of Directors and ARMA Awards Committee. I have serve as Utility RIM co-facilitator for over 10 years that includes monthly calls, conference roundtable and regional URIM conference. I currently serve on the Historic Preservation Commission for my community and active member in my local historical society. In each of these volunteer positions I have used my professional experience, expertise, professionalism and energy to advance the mission of the organizations by looking at new and creative ways to them.

2. Leadership background for managing organizational growth, challenges and opportunities:

In my various leadership roles, the focus has always included organization growth as a key theme. Whether it is at the local, regional, national or international level, we all try to find ways to sustain membership and attract new members. We can do this by offering education and resources that are relevant in this fast changing, time sensitive, technology savvy environment. There are many challenges in finding the right topic, delivery method, financial outlay, and marketing that will attract and maintain membership in any given organization. It is important to keep up with the expectations, interests and demands of members to sustain any organization and look at ways to provide appreciation and value for participants time.

3. Building high-functioning work teams and stakeholder relationships:

I have been a part of multi-department project teams throughout my professional career in the workplace and in my volunteer service. It is important to create a team of stakeholders with vested interest in the success of a project to be a part of a

team. I have also been a part of various boards and commissions, working with a multitude of personalities and experience levels that include both volunteers and professionals. Each group has its own talents, personalities and rhythm that is exciting to be a part of and work together for a common goal.

4. Understanding industry culture, trends and events in our industry.

a. Implementation of successful strategies:

The first strategy is to know your audience or work group. Listen. Listen. Listen. Find out either through survey for an association and direct dialog, what the needs and expectations of the workgroup or members. Be open to change. Review and keep current with what is going on in the industry regarding culture and trends in the industry. I have been able to successfully obtain budget approval and implement various RIM projects and other volunteer initiatives through carefully crafted written proposals, honest dialog and persuasive presentations.

b. What would I do differently for the ICRM?

The ICRM has come a long way in its 40+ years as an organization. It continues to grow and evolve to meet the needs of RIM professionals. I was lucky enough to be on the Board of Regents when the new CRA certification was rolled out to the public. This is a great addition to the ICRM organization to meet the ever-changing needs of the RIM profession. We are about to release year-round testing and provide more resources for our candidates. We are exploring new technologies to serve candidates and membership better. It is an exciting time for the ICRM! I would like to see the ICRM continue to grow these initiatives and look at other areas where we can provide more value to current members as well as exploring opportunities to further our partnerships and marketing efforts. We need to continue to improve our technology and provide for a more versatile and user-friendly experience for our members as well as the general public. The ICRM is a great organization. We need to continue to provide a great product and member opportunities. We also need to provide greater transparency and access to information as well as create more opportunities and greater interest in our organization to get more members involved.

I have enjoyed serving the members of the ICRM the past three years as the Regent of Legislation and Appeals. I am exciting about this new opportunity to continue the great work we have accomplished. My enthusiasm, drive, and energy has been said to be contagious. I look forward to continuing my service to the members of the ICRM. Thank you.