

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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## New AIIM Chair Shares Vision

The next 12 months should prove to be an interesting year for the **AIIM** organization under the guidance of recently appointed Chair Don McMahan. McMahan, the EVP of sales and marketing for scanner vendor **Visioneer**, was officially named Chair at the recent AIIM Conference in Philadelphia. McMahan briefly discussed his vision with *DIR*, including plans for increasing membership and broadening AIIM's reach.

"My intention is for AIIM to become more mainstream and along those lines to continue to push out into the more general IT space with education and training programs," said McMahan. "For example, you're going to see us really advertising our ECM and ERM Certificate programs. I've already made it a requirement for Visioneer salespeople to get their ECM Certificates.

"In addition, it's always been a pet peeve of mine that AIIM has not been more aggressive in partnering with vertically-focused trade associations. We recently participated in a **HIMSS** [Health Information Management Systems Society] event and got great response. These shows introduce AIIM to communities that don't know

we're out here. AIIM should be positioning itself as the go-to organization for compliance concerns. We should own the market for compliance with regulations like HIPAA and Sarbanes-Oxley."

"Finally, VARs are not nearly as connected to AIIM as they should be. You might see a couple of top ones at a chapter meeting, but I'd like to see some more reseller depth and participation."

We asked McMahan if there was any truth to rumors about AIIM merging with, or acquiring, **TAWPI** or **ARMA**. "We have a lot of common ground and are looking at creative ways to partner and broaden our base," said McMahan. "As far as mergers, we will do whatever makes sense for the organization and the industry. We definitely have plans to continue to grow."

Speaking of growth, we asked McMahan about the recently



AIIM Chair Don McMahan

announced **ECM West** event, scheduled for Nov. 6-8 in San Jose. Like the annual AIIM show, ECM West is being put on by **Questex** with conference content provided by AIIM. "The AIIM Trade Members felt it was important to work on some regional shows in addition to the show being held annually on the east coast," said McMahan. "They prompted Questex for ECM West. It will be our first effort at something larger than our road shows, but smaller than the big event."

McMahan added that some milestones have been reached in AIIM's contract with Questex pertaining to the annual show. Questex is a spin-off from **Advanstar**, which bought the show in 2002 [see *DIR* 2/1/02]. "There are some decisions to be made about our relationship with Questex in the upcoming year," said McMahan. "We have some choices and some opportunities."

McMahan concluded that he is excited about working closely with the new board.

For more information:

<http://www.aiim.org>;

<http://www.ecmwest.com>