Dear Region/Chapter Leader:

The Generally Accepted Recordkeeping Principles have become a foundation for good compliance across the professional landscape, in three short years, far exceeding our expectations of their use and importance.

Across one of those borders is an organization whose name could cause long-term confusion with ARMA International’s use of the acronym “GARP”. Starting immediately, we are aggressively moving away from the use of the short-hand “GARP” in favor of utilizing a more singular and encompassing name “The Principles.” By doing so, we feel that we will be able to utilize The Generally Accepted Recordkeeping Principles in a more complete and effective manner, to the wide professional audience in need of such guidelines.

However, it is also incumbent upon us to stress that ongoing use of the term “GARP”, starting immediately, could result in litigation upon individual chapters from a third party, should they fail to cease and desist from all future and new usage. This includes:

* Published or newsletter references
* PR and Social Media
* Or any new printed piece of promotional collateral using the term “GARP”

ARMA International will not be able to assist in covering the cost of litigation facing a chapter. As an organization, ARMA International will also be compliant in moving the brand of The Generally Accepted Recordkeeping Principles to new heights moving forward in favor of The Principles, by following these criteria:

* Immediately ceasing all new usage of “GARP”
* Removing “GARP” from all collateral, both online and print by July 31, 2013

As always, your partnership and participation within ARMA International’s chapter leadership is a valued and appreciated commitment. We also are grateful for your attention to this matter as we move onward and upward, pushing The Principles to new and existing audiences.

Many thanks,
Marilyn Bier, CAE
CEO, ARMA International