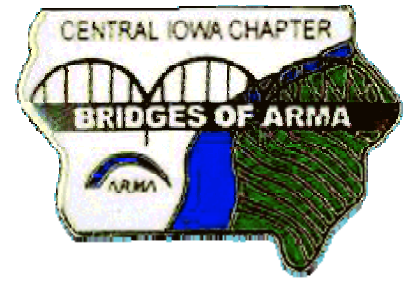




# Central Iowa ARMA Chapter

**SPRING SEMINAR**  
~MAY 15, 2008~



## Effective Email Management/Emerging Electronic Records Management: Messaging Issues and Strategies Presented by Jesse Wilkins

This 1 day seminar will cover a wide variety of Email and Electronic records topics, issues and strategies including: how to make the business case for email management based on cost, operational and risk issues, classification concepts to help guide the identification and classification of messages as records, different technologies available to manage email and how to select the right solution for your organization's needs. Critical elements to include during development of a comprehensive email policy and guidance in the policy creation process will also be covered. On a more personal level, you will learn how to manage your inboxes more effectively by reducing the deluge of email to a trickle.

Seminar presenter Jesse Wilkins has worked in the document industry for twelve years. His areas of expertise include electronic records management, email management, document imaging, and collaborative tools. He has worked with hundreds of clients to design, implement, and optimize information management systems and processes. Jesse is a frequent industry speaker and is recognized for his ability to communicate technical concepts clearly.

### SEMINAR DETAILS

WHEN: Thursday, May 15<sup>th</sup>, 2008

Registration 8:15 – 8:45 AM

Outline Topics:

- Make the Case for Active Email Management
- Identify and Classify Messages as Records
- Email Management Technologies
- Creating an Effective Email Policy
- Better Email Management by Managing Less Email

Lunch will be served from 12:00 – 1:00

WHERE: Adventureland Inn  
3200 Adventureland Dr  
Altoona, Iowa 50009

#### REGISTRATION FEES:

Received before May 7, 2008:

\$99 Member    \$135 NonMember

Received after May 7, 2008:

\$125 Member    \$150 NonMember

Complete the registration form and return with the appropriate fees no later than **May 7, 2008**.  
Please use a separate form for each seminar attendee. Copy this form as necessary.

Name: \_\_\_\_\_ ARMA Membership# (if member) \_\_\_\_\_

Co./Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Registration fee for each attendee covers seminar presentation, materials, breaks, and luncheon. All registrations must be accompanied by a check payable to ARMA. If interested in paying by PayPal, contact Steve Petersen at [shpeters@rockwellcollins.com](mailto:shpeters@rockwellcollins.com).

**Mail registration and payment to: ARMA Central Iowa Chapter  
PO Box 4991  
Des Moines, IA 50305**