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The Association for Information Professionals



February ARMA Milwaukee Chapter Meeting



“The ESI Data Map – What is it, Why do I Need One & How Do I Use It?”

Presented by Kelly Twigger, Esq

Date: Thursday, February 11, 2010
Where: Radisson West, 2303 N. Mayfair Rd, Milwaukee, WI
Cost: \$25.00 Members/ \$ 30.00 Non-Members

Presentation: The federal and state rules providing for the discovery of electronically stored information (ESI) have forced organizations to stop and think about the big picture of how information, both paper and ESI, is created, stored, maintained and purged in their organizations. Creating a data map -- an inventory of the sources, age and useful life of ESI in an organization -- is the first step in understanding what you have, and what decisions need to be made to put the pieces together for the big picture of Records and Information Management. We will discuss what a data map is, including the types of information included in one, what it takes to build one, why it's useful in managing ESI and how it can be used to effectively reduce costs in producing ESI.

Schedule of Events

7:15 AM – 7:45 AM Registration & Networking
7:30 AM – 8:00 AM Breakfast Buffet
8:00 AM – 9:00 AM Presentation

ABOUT THE SPEAKER

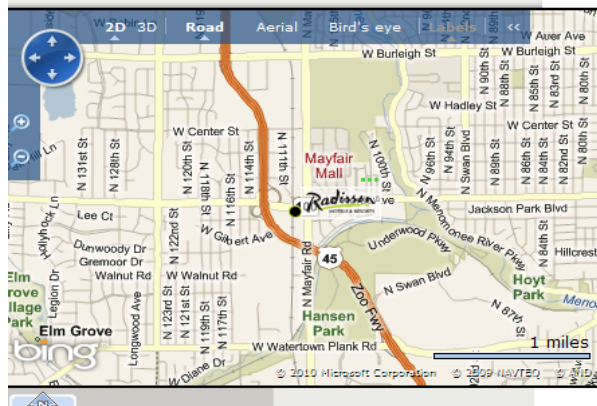
KELLY TWIGGER, ESQ

Kelly Twigger is the owner and founder of ESI Attorneys LLC, a law firm dedicated to assisting clients with issues related to the management, preservation and production of electronic information. Kelly works with clients in a number of areas to prepare them for managing and producing ESI, including assessing an organization's readiness to handle e-discovery, implementing and managing a comprehensive Records and Information Management (RIM) Initiative, and recommending appropriate technological solutions. Kelly also acts as e-discovery counsel for clients in litigation and is generally brought in at the onset of the dispute to advise clients on an appropriate process and strategy for handling e-discovery issues.

RADISSON HOTEL – MILW WEST

Travel Directions Radisson Hotel – Milw West (Phone: 414-257-3400)

From I-94, traveling east or west, take Hwy. 45 N at EXIT 305B, "FOND DU LAC" – a left exit when heading east on I-94. Next, travel two miles north on Hwy. 45, and take EXIT 42A, Hwy 100 / MAYFAIR RD. Travel north on Mayfair Road and turn left at the first traffic light, NORTH AVE.



Reservation Deadline: Monday, February 8, 2010 by 5:00 p.m.

Cancellation Deadline: February 9, 2010

Make reservations by going to www.armamilwaukee.org

**Checks may be mailed to: ARMA Milwaukee, P.O. Box 1233, 53201-1233
(Mailed checks must be received by 2/09/2010)**

"No Shows" will be billed