



"Bailey, Barbara R."
<Barb.Bailey@cunamutual.com>

08/31/2011 03:02 PM

To "Bailey, Barbara R." <Barb.Bailey@cunamutual.com>

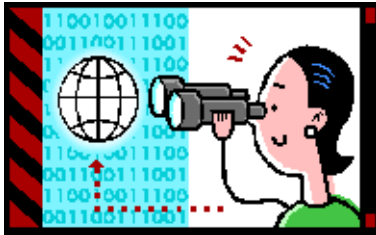
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Subject ARMA Madison September Program Announcement

Good afternoon ARMA Chapter members:

Make plans now to attend our September meeting! Our current chapter Vice President of Membership, Lori Ashley, will be presenting.



Where in the World? Geotagging for RIM Practitioners

Videos, photographs, messages and other social media tagged with location-based metadata ("geotagged") have caught the public's attention and more than a few celebrities by surprise! And while geotags and interactive maps provide fun and powerful finding aids, there are also serious security and privacy implications when geographic-enabled records are published on the Internet.

This presentation lays out the fundamentals of geospatial metadata and recordkeeping requirements. Standards, registries and other resources that apply to geospatial recordkeeping metadata will be shared and described. Along with real-life examples and techniques, attendees will learn a few strategies for developing and deploying a spatial metadata scheme that can help users find the location-based records, websites, or other information they need – now and well into the future.

About Lori: Lori is an independent Records Management consultant, writer, editor, and educator living in southeastern Wisconsin. She is versed in international and national standards in records management, metadata, and long-term digital preservation. Lori is the current Vice President-Membership for the ARMA Madison Chapter.

Before starting her own firm, Tournesol Consulting, in 2003 she worked in the regulated energy industry (generation, high-voltage transmission, and distribution) and the public sector – both mature users of geographic information systems (GIS) technologies. Lori would like to help RIM practitioners advance the use of geospatial metadata in their organizations, especially for electronic records that must be retained for long (10+ years) or indefinite periods of time.

Date: Tuesday, September 20, 2011

Location: Madison Gas and Electric Co.

133 South Blair Street
Madison, WI 53788-000

Program: 11:30 a.m. – 12:00 p.m. (Lunch and Introductions)
12:00 p.m. – 1:00 p.m. (Program)

Cost: \$15 Member (Lunch & Program)
\$20 Non-member (Lunch & Program)
\$10 Program Only

Menu: You choose! Entree of the day, salad bar or build-your-own-sandwich bar

Who Should Attend: Records Managers, IT staff,

RESERVATIONS: Please respond by 3:00 pm on Friday, September 16th, 2011.

By e-mail: Send a message to Barb Bailey – barb.bailey@cunamutual.com

- **By phone:** Call Barb at (608) 231-8880.
- **By mail:** Complete reservation form at bottom and mail with payment (payable to ARMA Madison)
- **To pay using PayPal:** click here to go to [ARMA-Madison website](#) and click on the PayPal options

Outlook Users: Click the attachment above to open and save the meeting to your Outlook calendar, but don't forget to register, too!

To cancel, please call or contact Barb by 9:00 am **Monday, September 19, 2011.** Bring your check made payable to "**ARMA Madison**" to the event. **No Shows Will Be Billed!**

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Your Name		Your Company Name
Name of Guest(s)		Company Name of Guest(s)

Amount enclosed: _____ Receipt required? Yes No

Send to: ARMA-Madison Chapter
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