



Twin Cities ARMA Chapter  
April 11, 2023 Spring Conference  
American Swedish Institute  
2600 Park Avenue - Minneapolis, MN

## AGENDA

- 8:30 a.m. - 9:00 a.m. Registration/Breakfast
- 9:00 a.m. - 10:00 a.m. *EDUCATION SESSION 1: Patricia Zimmerman, Senior Director, Enterprise Records & Information Management for UnitedHealth Group*  
**“APPLYING RETENTION CONTROLS IN M365: YOU’VE GOT TO START SOMEWHERE.”** Retention policies, labels, implicit vs explicit, delete only, retain only, static scopes, adaptive scopes...it’s a lot. Particularly when it’s not your day job.
- 10:00 a.m. - 10:15 a.m. Break (15 Min)
- 10:15 a.m. - 11:30 a.m. *EDUCATION SESSION 2: Abbie Ziegler, MSL, CFE, Senior Compliance Manager with Ladder and Niki Engler, Regulatory and Compliance Specialist at General Mills, Inc.*  
**“TRAINING – DESIGNING & IMPLEMENTING AN EFFECTIVE & ENGAGING PROGRAM.”** Learn best practices for designing, implementing, and maintaining an effective, engaging, and fun training communication strategy. Then explore a case study of how General Mills, Inc. developed and implemented a global mandated RIM Awareness Training.
- 11:30 a.m. - 12:30 p.m. Lunch
- 12:30 p.m. - 1:00 p.m. *STRUCTURED NETWORKING OPPORTUNITY: MEMBERS OF TC-ARMA BOARD OF DIRECTORS*  
**“RAPID FIRE NETWORKING.”** This will be a structured networking opportunity led by members of the TC-ARMA Board of Directors. Here is your opportunity to get your most pressing questions answered. Talk with subject matter experts on topics that are of interest to YOU and share experiences.
- 1:00 p.m. - 2:30 p.m. *EDUCATION SESSION 3: Rick Sorenson, Data Management Consulting by Rick Sorenson (dmcbys.com)*  
**“THE LANGUAGE OF INFORMATION.”** The session will discuss terms, concepts, principles, and methods that aid in aligning business users, legal, and IT with your effort and objectives.
- 2:30 p.m. Close/Adjourn