

## Date

October 7, 2009

## Location

Prairie Meadows Events Center  
1 Prairie Meadows Dr  
Altoona, IA 50009-2100

## Schedule

10:30 – 11:30 Board Meeting  
11:30 – 12:00 Registration  
12:00 – 1:00 Lunch  
1:00 – 3:15 Presentation  
3:15 – 5:00 Networking

## Meeting Coordinator

Dan Stence  
319-471-1909  
dans@genusllc.com

## Register Online

<http://www.aiimmidwest.org>

## Deadline

Reservations must be made by Friday, October 2, 2009. Cancellations after this date or no-shows will be billed.

## Meeting Fees

### **AIIM Members**

\$30 at the door  
\$25 online

### **Nonmembers**

\$40 at the door  
\$35 online

## Please Note

Guests are always welcome to join our meetings. For program or membership information, contact an Executive Committee member.



## AIIM Midwest Chapter

<http://www.aiimmidwest.org>  
[aiimmidwest@gmail.com](mailto:aiimmidwest@gmail.com)

## About the Topic: Using Taxonomies to Improve Search

You, I — everyone in business wants information at their fingertips. Users have come to expect and even demand it. But how can you best impact the value of that search? What are the best -- and most innovative -- ways of indexing and organizing content. What is being used at leading companies today? What's on the horizon for tomorrow?

Information needs of organizations are complex and nuanced; therefore, search solutions cannot simply be an afterthought. Since taxonomy is a core organizing principle of content management applications and related search tools, there are numerous ways to influence search recall and precision by using thesaurus structures and taxonomies.

Seth will discuss a variety of examples of advanced and integrated search environments that leverage metadata and taxonomies with various classes of search tools.

- Indexing, Metadata and object models
- Disambiguation and term expansion
- Concept searching
- Best bets and tuned search
- Faceted search and guided navigation
- Complex federated search
- Integration of multiple taxonomies
- Entity extraction
- Advanced clustering to improve search results and usability
- Auto linking of results
- Natural language queries and semantic search

If your interests have anything having to do with organizing content, search optimization, knowledge management, content management systems and strategy, taxonomy development or related topics, you won't want to miss this unique opportunity to hear from one of the ECM industries leading experts..

## About the Speaker: Seth Earley



Seth has been implementing content management and knowledge management projects for over 12 years and has been in the technology field for 20 + years. He is founder of the Boston Knowledge Management Forum and co-author of *Practical Knowledge Management* from the IBM Press. He is former adjunct professor at Northeastern University, where he taught graduate courses in Knowledge Management Infrastructure and E-Business Strategy.

Seth has developed search, content and knowledge strategies for global organizations and has developed underlying taxonomies for a diverse roster of Fortune 1000 companies. He is a popular speaker and workshop leader at conferences throughout North America speaking on intranet design, knowledge management, content management systems and strategy, taxonomy development and other related topics.