



**Greater Seattle Chapter of
ARMA, International**

Date: Thursday, February 7, 2007

Time: 2:00 Registration; 2:15- 4:00 p.m. Program

Cost: FREE (includes coffee and snacks)

NEW Location: Seattle City Hall, 600 4th Avenue, Room 370 (3rd floor)

Program Title: *Writing Effectively*

Program Description: In "Writing Effectively," you'll learn tips for how to improve business writing. The secret is to boost reader comprehension, and you can do that by breaking old habits and learning to write clearly and concisely. How?

- Adopt the "active" writing style
- Shorten word and sentence length
- Avoid redundancy and jargon
- Choose strong, specific verbs.

Speaker Profile: Jon Osterberg, Marketing Communication Manager has written and edited professionally for 29 years. He graduated with honors from the University of Washington with a degree in editorial journalism, has been a longtime contributing newspaper reporter, and currently oversees marketing communications for PEMCO, a Seattle-based insurance company. Jon is passionate about writing and just completed a University of Washington course in style and revision, ensuring his skills remain current and relevant.

Register: This program is open to all ARMA members interested in developing their professional writing skills. **Monday, February 5**, to <mailto:registration@seattlearma.org>
Your name, company and email address.

Directions to the Seattle City Hall : From Interstate 5, driving north or south, take the James Street exit. Northbound turn left (west/ down the hill) on James Street. Southbound turn right on James street. City Hall is located between 4th and 5th and James and Cherry.

Parking: There are several parking structures located near Seattle City Hall. Seattle Municipal Tower entrance on 6th Ave between Cherry and Columbia; SeaPark between Cherry and James entrance also located on 6th Ave. (No parking will be validated). Several buses stop one block from City Hall and can located through King County Trip Planner at <http://tripplanner.metrokc.gov/>

Reminder that on February 21, from 9:30-10:30 a.m. at your own office or home desk, we will have our first virtual meeting. Brian Dirking, Principle Product Director of Content Management from Oracle will present Federated Searching. We will be providing details on Web link in our next communication. Make sure to place this time on your calendar. More details on this program will be coming soon!

Note: You received this email because you are an ARMA International member or have expressed interest in ARMA, International. If you would like to unsubscribe from this list, please contact the Greater Seattle Chapter at <mailto:programs@armaseattle.org>.

The Chapter's Blog: Remember to check our Greater Seattle Chapter Blog (Web Log) periodically. There you will find more in-depth news and information than is appropriate for e-mail. Our chapter's Blog is at <http://seattlearma.blogspot.com>. If you would like to comment on a posting, you may do so on the Blog. If you want to add a new item, send it with an explanatory message to Roger Winters at <mailto:roger.winters@kingcounty.gov>.