



For Immediate Release

EDSF PRESENTS ACADAMI EDUCATIONAL COURSES
FOR THE NEXT GENERATION OF TRANSACTION DOCUMENT SPECIALISTS

New Certificate-Seminars Focus on “Document Production Fundamentals” and “Document Production Best Practices,” for the Industry Beginner and more Skilled Professional

HURST, Texas U.S.A (March 24, 2009)---EDSF, the international, non-profit organization dedicated to the document management and graphic communications industries, has teamed up with *acadami*, to host two new certificate-courses, which will help professionals and companies overcome critical skill-set gaps. The educational seminars, titled “Document Production Fundamentals” and “Document Production Best Practices,” feature seasoned industry experts and leading-edge curriculum. The one- and two-day course offerings are available in the United States and Canada, with ongoing sessions beginning in April 2009.

“In our challenging economy, it’s important for professionals and businesses to keep their skill sets sharp and their organizations running like a well-oiled machine,” said Bill McCalpin edp, one of the founders and instructors of *acadami*. “Indeed, education is critical in these competitive, budget-conscious times, and the *acadami* courses can help professionals deliver more value on the job, while enterprises save money and deliver superior customer communications.”

The two-day “Document Production Fundamentals” course provides detail on each of the steps involved in the transaction document production workflow, from “data to doorstep.” The ideal student for this introductory course will have limited industry experience. The course covers: design etiquette, data, message management, color, print streams, electronic delivery and more. The session concludes with an exam, where students must correctly answer at least 85 percent of the multiple-choice questions to graduate.

The one-day “Document Production Best Practices” course provides best practices on each step of the document production workflow. The seminar is recommended for people who have already taken Fundamentals or have five years industry experience. The curriculum looks at how high-volume transaction document production has changed dramatically over the past five years, because of color, increased regulation and transpromo. The session also concludes with an exam, where students must pass to complete the course.

Successful students will be awarded a Certificate of Completion. In addition, Xplor International, the electronic document systems association, will present two Continuing Education Units to those students who pass. The units can be used to pursue Electronic Document Professional (edp) certification.

The *acadami* instructors include: Bill Broddy edp, who brings more than 30 years of experience with electronic document production; Bill McCalpin edp, who has more than 25 years of experience in software

development and consulting; and Dr. Michael Turton edp, who has been designing documents for over two decades, during which time he witnessed the birth of desktop printing and laser production printers.

To learn more, contact EDSF Executive Director Brenda Kai at 817-849-1145 or via e-mail at brenda.kai@edsf.org. Visit www.acadami.org for the public class schedule. Courses may also be offered on-site.

About EDSF

EDSF is a charitable foundation dedicated to preparing the next generation of professionals for the document management and graphic communications marketplace. EDSF supports the industry's future by granting scholarships to students in support of their academic careers, by providing research grants to colleges and universities, by building awareness about industry careers, and by recognizing innovative educators and educational programs. EDSF serves vendors and users who design and implement document solutions for business applications. For more information, visit www.edsf.org.

About *acadami*

acadami is the collaboration of three industry veterans: Bill Broddy edp, William J. 'Bill' McCalpin edp and Michael Turton edp. Together, these industry experts present education on the entire range of the electronic document experience and practice through workshops, presentations, and communications in industry media. *acadami* courses are professional and vendor-neutral. All *acadami* courses are certified by Xplor International, the electronic document systems association, to award eligible recipients Continuing Education Units and points towards Electronic Document Professional (EDP) certification.

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