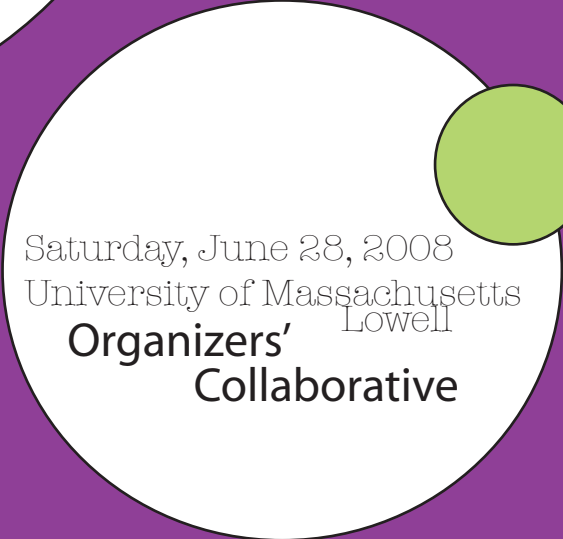


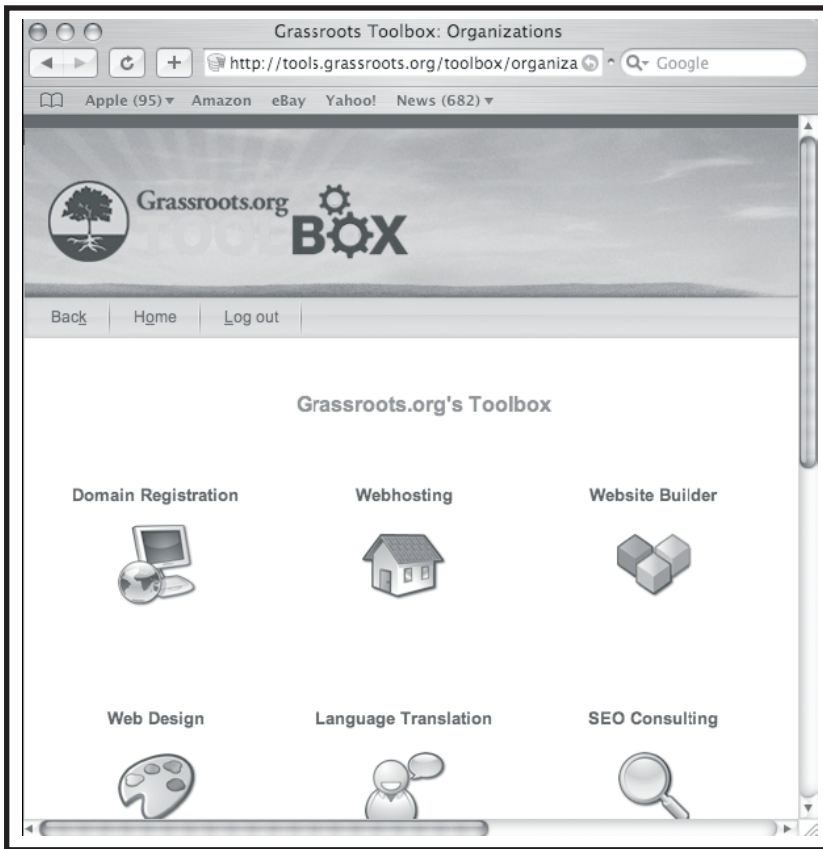


9th Annual  
Grassroots Use of Technology

Connect,  
Communicate, &  
Collaborate



Saturday, June 28, 2008  
University of Massachusetts  
Lowell  
**Organizers'**  
**Collaborative**



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Friends,

Welcome to Connect, Communicate & Collaborate, the ninth annual Grassroots Use of Technology Conference! We are inspired by the presenters and participants while thrilled by the range and content of the workshops.

Organizers' Collaboratives' mission is to provide activists, community organizers, and nonprofit professionals access to innovative, user-friendly software and techniques that facilitate their important work.

Our workshops and presentations deliver on this mission! Together we will explore social networking, learn to jumpstart our Facebook, LinkedIn, and web presences, identify useful, cost-effective hardware and software, figure out how to connect with our constituencies, and think carefully about media strategy. Our presenters deploy these technologies in their campaigns on the big-ticket issues of the day, be they elections, grassroots organizing, community development, or making peace.



This conference is an important part of our work that would not be possible without the tireless support of our board members, conference sponsors and volunteers. Special thanks are due to the conference planning committee including Greg Bedard, Joyce Bettencourt, Patrick Dufour and Julie Omohundro; to Felicia Sullivan (our board treasurer) who kept our website updated; Rich Cowan (our founder) who filled many gaps; to Donna Spellissy of UMass Lowell; Vanessa Wrenn Rhinesmith (who designed our program book); and to Phil Myrick, Nick Jehlen and Paul Niwa for their special presentations. Organizers' Collaborative board members provided valued guidance and support: Harold Jordan, Susan Corcoran, Greg Dennis, Khalid Mustafa, Dan MacNeil, and Ben Sheldon.

We would also like to thank the Haymarket Peoples Fund for its continuing support; Make Change Trust, Grassroots.org, the Data Collaborative, O'Reilly, Democrats.com, and the University of Massachusetts, Lowell, for their support of our conference.

Sincerely,

Amy Lipka, OC Board Member & Conference Co-chair  
Martha Rogers, OC Board Chair & Conference Co-chair  
Suren Moodliar, OC Executive Director

AMY LIPKA



MARTHA ROGERS



SUREN MOODLIAR



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# MORNING

- 8:30am Continental Breakfast (coffee, juice and pastries)
- 9:00am Welcome!
- 9:15am Keynote - Nick Jehlen
- 10:15am Break (with coffee)
- 10:30am Breakout Session I
  - Online Mentoring: Innovative Uses of Technology in Creating & Managing Mentor-Mentee Relationships  
LAUREN ANDREWS ROOM: 205
  - You Can't Get What You Want Until You Know What You Need: Choosing the Right Software  
SUSAN LOW SAADAT ROOM: 201A
  - Stupid ODB Tricks for Facebook, ConstantContact & LinkedIn  
RICH COWAN ROOM: 206
  - The Untapped Power of Social Networks for Grassroots Action  
STEPHEN WILMARTH ROOM: 204
  - Getting the Clicks: On-Line Polls and e-Campaigning in Resource-Poor Communities  
ERIC BRYANT & KEVIN PALMER ROOM: 203

# AFTERNOON

- 11:15am Networking and Lunch
- 12:30pm A Post-Luncheon Presentation: Chinatown's Connectors - Paul Niwa
- 1:15pm Break
- 1:30pm Breakout Session II
  - Managing Your Website with Today's Tools  
STEVE BACKMAN & LAURA QUINN ROOM: 204
  - Search Engine Optimization (SEO) Roadmap  
SURA HART & KATIE WINTERBOTTOM ROOM: 206
  - HAVA Great Idea? (HAVA stands for Help America Vote Act that was passed by Congress)  
TOM KELLY ROOM: 201A
  - Organizing the Organic Internet  
JAMIE MCCLELLAND, BENJAMIN MELANCON & ROSS GLOVER ROOM: 203
  - Helping Your Computer System Grow Up  
ADAM FROST ROOM: 205
  
- 2:45pm Break (with coffee and snacks)
- 3:00pm Breakout Session III
  - Keeping it Simple: Technology Tools that Won't Make You Want To Rip Your Hair Out.  
MARTHA ROGERS & HAROLD JORDAN ROOM: 203
  - Collaborative eLearning  
CAROLINE MEEKS ROOM: 206
  - Nonprofit Internet Starter Kit  
NATE AUNE ROOM: 204
  - Managing & Recruiting Tech Volunteers  
DAN MACNEIL & GREG BEDARD ROOM: 201A
  - Strategies for Shaping the Media/Tech Future: Policy, Funding & Organizing  
ALIZA DICHTER, DENISE MOOREHEAD,  
COLIN RHINESMITH & ADA ROBINSON ROOM: 200/202
  - Open Media Boston: Building a News Portal with Drupal  
JASON PRAMAS ROOM: 205

# EVENING

- 4:15pm Plenary Session
- 5:15pm Closing Remarks

Organizers' Collaborative is proud to announce that Nick Jehlen will be joining us this year with a keynote address speaking to his work on Iraq Veterans Against the War's Winter Soldier campaign.

At a time when the nation wrestles with questions about the war and while grassroots activists and advocates experiment with ways to influence the big ticket issues of the day, IVAW, with Nick's help, boldly stepped out off the beaten path to bring together hundreds of veterans to address the occupations abroad and the neglect at home. Nick's talk will show how they made careful and appropriate use of a wide range of communications technologies and tools.



## NICK JEHLLEN

Nick Jehlen, *Creative Director* of the Action Mill

Nick Jehlen is Creative Director of the Action Mill, a consultant group that works with activist organizations to develop direct actions, events, websites and other tools to build organizing power.

Over the past 15 years, with his Action Mill partner Jethro Heiko, Nick has helped conceive and implement direct actions including large-scale image projections, parody websites, building banners and mass mobilizations. He was the Creative Director and co-founder of Turn Your Back on Bush, an action organized through the web, email, text messaging and phone calls, that brought over 5,000 people from 47 states to Bush's second term inaugural parade, with simultaneous actions in Mexico, Brussels, and London.

Nick developed and leads the Enough Fear campaign, which seeks to build bridges between people in Iran and the US. The Enough Fear website collects user-submitted photos of Iranians and Americans standing together for peaceful negotiations. In late 2007, the Enough Fear campaign began holding a series of events in public spaces in the US where people are invited to use red, old-fashioned phones to talk directly to volunteers in Iran. The Enough Fear campaign was developed in consultation with Iranian bloggers, and Iranian volunteers are recruited through social networking sites. This campaign has been covered extensively in both the US and Iran, and was discussed in an article in the New Yorker.

In 2006, Nick designed, developed, and relaunched the website for Iraq Veterans Against the War (IVAW), and since then he has worked with the group as webmaster and strategic consultant. The Action Mill led a series of strategic nonviolence trainings around the US with members and leaders of IVAW to help them develop a strategy for ending the war in Iraq, and continues to consult on leadership development, organizing support, and special projects.

This year, Nick was part of the organizing team for Winter Soldier: Iraq & Afghanistan, a project of IVAW which brought together veterans and active duty servicemembers to give testimony about the occupations of Iraq and Afghanistan. Nick worked with the team setting up roles, coaching team leaders, and managing the website and online video for the event, including over 30 hours of live broadcast and an archive of on-demand video.

Independently, Nick was the designer of the logo and website for Billionaires for Bush, and with the Action Mill he designed and developed the websites for the Bring Them Home Now bus tour, America Stands Watch, Alternatives for Community and Environment and a variety of other political and community groups.

Nick has been the art director of *The Progressive* magazine since 1999. Prior to that, he was the art director at [Boston Review](#) and an interactive designer at WGBH in Boston. His work has been recognized by [Communication Arts](#), [Print](#) magazine, [How](#) magazine and The Society of Publication Designers.



## PAUL NIWA

Paul Niwa, *Assistant Professor in Journalism at Emerson College*

Paul Niwa has launched and helped launch two international television networks, six newscasts and a streaming media newscast for NBC, CNBC and StockHouse Media, Canada's largest internet company (as Senior Vice President responsible for content at the company's eight global editorial centers). In 1999, he helped NBC create "Early Today," and in 1996 he launched the award winning "NBC Asia Evening News" in Hong Kong. He produced CNBC's "Today's Business" and the nationally syndicated newscast "This Morning's Business." He's won two Golden Mike awards for radio reporting and documentary. He is currently an Assistant Professor in Journalism at Emerson College.

## BREAKOUT SESSION OVERVIEW

### BREAKOUT SESSION I

Online Mentoring: Innovative Uses of Technology in Creating & Managing Mentor-Mentee Relationships  
LAUREN ANDREWS ROOM: 205

You Can't Get What You Want Until You Know What You Need: Choosing the Right Software  
SUSAN LOW SAADAT ROOM: 201A

Stupid ODB Tricks for Facebook, ConstantContact & LinkedIn  
RICH COWAN ROOM: 206

The Untapped Power of Social Networks for Grassroots Action  
STEPHEN WILMARTH ROOM: 204

Getting the Clicks: On-Line Polls and e-Campaigning in Resource-Poor Communities  
ERIC BRYANT & KEVIN PALMER ROOM: 203

### BREAKOUT SESSION II

Managing Your Website with Today's Tools  
STEVE BACKMAN & LAURA QUINN ROOM: 204

Search Engine Optimization (SEO) Roadmap  
SURA HART & KATIE WINTERBOTTOM ROOM: 206

HAVA Great Idea? (HAVA stands for Help America Vote Act that was passed by Congress)  
TOM KELLY ROOM: 201A

Organizing the Organic Internet  
JAMIE MCCLELLAND, BENJAMIN MELANCON & ROSS GLOVER ROOM: 203

Helping Your Computer System Grow Up  
ADAM FROST ROOM: 205

### BREAKOUT SESSION III

Keeping it Simple: Technology Tools That Won't Make You Want To Rip Your Hair Out.  
MARTHA ROGERS & HAROLD JORDAN ROOM: 203

Collaborative eLearning  
CAROLINE MEEKS ROOM: 206

Nonprofit Internet Starter Kit  
NATE AUNE ROOM: 204

Managing & Recruiting Tech Volunteers  
DAN MACNEIL & GREG BEDARD ROOM: 201A

Strategies for Shaping the Media/Tech Future: Policy, Funding & Organizing  
ALIZA DICHTER, DENISE MOOREHEAD,  
COLIN RHINESMITH & ADA ROBINSON ROOM: 200/202

Open Media Boston: Building a News Portal with Drupal  
JASON PRAMAS ROOM: 205

### LAUREN ANDREWS

**Online Mentoring: Innovative Uses of Technology in Creating & Managing Mentor-Mentee Relationships:**  
Why is there a 15 million person mentoring gap in this country? The benefits of mentoring are well established, yet the vast majority of youth-development organizations do not have the tools or resources necessary to add a quality mentoring component to their programming. Mentor/mentee relationships can (and do!) thrive in the online environment Created by iMentor and informed by best practices of our successful New York City program, iMi was designed with non-profits in mind.

### SUSAN LOW SAADAT

**You Can't Get What You Want Until You Know What You Need: Choosing the Right Software:**  
A lot of time, energy and money goes into using your organization's software, but do you invest enough when deciding which product to buy or use? We'll help you make better choices by helping you understand how to: 1) define your organization's needs, 2) develop your list of wants, 3) determine your budget, 4) narrow the field of contenders, 5) create a software, vendor and proposal evaluation process and 6) get a handle on the project scope and budget. Armed with this new knowledge, deciding on your organization's next software adoption will be a piece of cake.

### RICH COWAN

**Stupid ODB Tricks for Facebook, ConstantContact, & LinkedIn:**  
Do you feel boxed in by Web 2.0? If you are a typical nonprofit (like OC was 5 weeks ago) with a database full of home addresses and email contacts, but no really presence on the social networks like Facebook/MySpace that are replacing email for social communications, then this workshop is for you! Using some cool features of Organizers' Database and mailman or ConstantContact with these sites, we will show how you can quickly get out of the "box" and build a social networking presence -- while keeping your fundraising data offline and secure. And we will discuss ways to use that presence to raise funds and improve outreach, particularly to younger folks.

### STEPHEN WILMARTH

**The Untapped Power of Social Networks for Grassroots Action:**  
Social networks are rapidly evolving beyond the simple purpose of connecting friends and family in communities of shared interests. Powerful new tools, mash-ups, and a "semantic" web are transforming what it means to "be," to "know," and to "do." Organizations, whether for profit or non-profit, are wise to take heed of recent remarkable developments in networks that grow and produce knowledge "organically." Ignoring the inexorable technologies and sociologies at work is the greatest risk an organization can face in maintaining its relevancy and effectiveness in the 21st century.

### ERIC BRYANT & KEVIN PALMER

**Getting the Clicks: e-Campaigning in -Campaigning in Communities without Many Computers**  
Who do you have to work with to "make it all happen?" This presentation will provide practical tips and advice to those ramping up for Internet-based campaigns. How do you get a physical person to go to a computer and take action in support of your cause? Two presenters from the CTC VISTA Project will give an overview of constituent-energizing methods that have succeeded in communities without much in the way of resources.

## BREAKOUT SESSION II: WORKSHOP DESCRIPTIONS

### STEVE BACKMAN & LAURA QUINN

**Managing Your Website with Today's Tools:**  
Need a way to update your website, but not sure where to start? In this action-packed session, we'll talk about today's software alternatives that allow non-technical staff members to update a website, including: What are Content Management Systems, and what advantages do they offer nonprofits compared to sticking with a traditional site?, What affordable options exist for maintaining my website? What are my options for adding popular additional interactive features, such as news feeds, blogging, or calendars to a site? Can I add a 'members only' section to my existing site? Can I add a blog without starting over? What does it take to get started with these tools? To update your existing site to work with them?  
Takeaway: Resources for further research and a worksheet for getting started in planning.

SURA HART & KATIE WINTERBOTTOM

Search Engine Optimization (SEO) Roadmap

The SEO Roadmap workshop will provide a practical introduction to SEO fundamentals, guiding participants through the three basic steps necessary to launch an effective SEO campaign on the cheap including: 1) keyword research, 2) keyword placement, 3) and link building. And a bonus step – working with Google Adwords.

TOM KELLY

HAVA Great Idea? (HAVA stands for Help America Vote Act)

This workshop will cover the timelines/mandates/implications of Help America Vote Act (HAVA) passed by Congress as a consequence of the 2000 Presidential recount in Florida. It will also include a brief overview of who has access to voter information nationwide using Massachusetts state law and Florida law as examples. Ideally all attending the conference will consider to creating a third political party for the purpose of gaining access to voter databases across the country and creating a nationwide voter database that would be accessible on the Internet similar to [www.florida-voters.org](http://www.florida-voters.org) which has all 10 million plus voters in the State of Florida.

JAMIE MCCLELLAND, BENJAMIN MELANCON & ROSS GLOVER

Organizing the Organic Internet

In this gathering, activists will join together to examine and discuss one of the largest, most important and powerful human movement in recent history. With over a billion people engaging in a collective activity, today's Internet is one of humanity's largest social movements, reflecting the kind of social interaction and collective achievement activists like us struggle for world-wide: fundamentally collaborative, democratic and based almost entirely on tools and software that has been produced collaboratively, developed by large, democratic communities and distributed freely. It is truly international and resilient against constant attempts to control its direction and curtail its positive growth. In this gathering, we seek to collaboratively write an Internet Justice Bill of Rights. Modeled after our successful workshop at the US Social Forum, we will break the audience into groups of 4 - 5 people. Each group will speak with one voice via a "scribe" who will be tasked with entering the group's proposed rights of the group into a web-based system. A dynamic, projected display of the current state of the Bill of Rights is visible to all.

ADAN FROST, COMPUTER CARE & LEARNING

Helping Your Computer System Grow Up

[www.ComputerCareandLearning.com](http://www.ComputerCareandLearning.com)

In this participatory workshop, we will explore ways to make your organization's computer system stronger, more reliable, and more effective in achieving your mission. Participants are encouraged to bring detailed descriptions of their computer network for discussion and improvement. We will demonstrate our educational approach to computer improvement, and we will help you make good use of the tools our team uses to help foster good computer care: how tos, backup logs, budgets, maintenance guides, security guides, and equipment lists.

BREAKOUT SESSION III: WORKSHOP DESCRIPTIONS

MARTHA ROGERS & HAROLD JORDAN

Keeping it Simple: Technology Tools That Won't Make You Want to Rip Your Hair Out

Are you looking to use technology in your organization but wish it wasn't so complicated? Are you looking for free or low cost simple solutions? Then this workshop is for you. The workshop will explore a range of tools that can be used to improve the performance of everyday tasks: online applications and new technologies that enable some of them to work off-line; how to turn a USB Thumb drive into an office on-the-go (running programs from USB drives); and an introduction to how to make different applications work (and play!) well together. This workshop is designed for organizers and activists who are interested in using technology, but are looking for easy strategies to enhance the work they are doing, and not additional tasks to complicate their work. Participants will receive resource lists, ideas, and demonstrations of easy ways to use technology, and are invited to share experiences, successes and frustrations, and to learn from others.

**CAROLINE MEEKS****Collaborative eLearning**

The internet is a great source of information, but how do you move from putting your information out there to really supporting learning online? In the past people have moved from static web pages, to multi-media presentations that use the "listen-and-read, then answer questions model". However, learning is a social activity. People learn best together. As the web becomes more social and collaborative so can online learning. In this workshop you will get hands-on experience using an open source learning tool (LAMS) to support collaborative learning. We will explore a bit of the theory behind learning and try out some collaborative activities. The goal of the workshop is not to focus on the how-to of any particular technology but to inspire new ideas for making online learning effective, engaging and collaborative.

**NATE AUNE****Nonprofit Internet Starter Kit**

In this workshop we will introduce you to the Nonprofit Internet Startup Kit, which features dozens of free and online tools available to help your non-profit organization further its mission and succeed online. We will discuss how you can integrate your database of constituents with your website using Salesforce and Plone, a popular open source content management system. With these tools, you can use your website to capture critical information about your constituents and provide self-service tools for them to sign up for e-newsletters, update their contact information and make online donations. You will learn how to accept online donations and accept online registration and payments for your events. You will learn how to drive traffic to your website with online ads, track your website visitors and monitor demographics with free analytics tools. You will learn how to build a community and expand your audience with blogging and microblogging tools, email newsletters, online video and RSS feeds. We will show how you can offer your employees integrated email, voicemail, shared calendars, shared document repository and collaborative wikis. See how easy it is to setup mailing lists with Google Groups and build websites using Google Sites. All this for free!

**DAN MACNEIL & GREG BEDARD****Managing & Recruiting Tech Volunteers**

The best way to get great tech volunteers is to pay Dan MacNeil & Greg Bedard thousands of dollars in consulting fees. Almost as effective a tactic to sacrifice a goat to the river god YAK-TOR-BOO. (We will demonstrate this in the workshop) As a last resort, bring your questions and experiences to share. You'll have to rely on your fellow audience members while Dan and Greg wrestle the demonstration goat. In the event a goat is unavailable or audience questions don't cover what we want to talk about, we will ask and answer our own questions including but not limited to: 1) Should volunteers be treated with respect? 2) Better results come from not advertising: true/false?, 3) Are long, ambiguous, projects that sit on the shelf better than short, well defined projects that are used at once?, 4) Does calling yourself a guru make you a guru?, and 5) Relative to technical skill, just how important is personal hygiene?

**MARIE CELESTIN, ALIZA DICHTER, DENISE MOOREHEAD  
COLIN RHINESMITH & ADA ROBINSON****Strategies for Shaping the Media/Tech Future: Policy, Funding & Organizing**

The media/communications environment is rapidly changing. Who will control the networks and tools that social justice activists use? How can we work pro-actively for media & technology systems to better serve our communities? The purpose of this workshop is to generate strategic thinking about how we can improve the media/communications system and to share some strategy-building tools. We will talk about the types of policies, technologies and economics that can create a better media future, and we will strategize ways to win and protect what we need and want. This workshop will build on the goals generated in the prior session "Organizing the Organic Internet," where participants will collaboratively write an Internet Justice Bill of Rights. (The sessions are designed to work together, and also independently. We welcome you to join us whether or not you attend both sessions.) This workshop is presented by members of the Boston Action Tank-- a new, experimental "think tank" of people who work at the community level using media & technology. We are aiming to have conversations, do research and analysis, and form a sort of strategy lab for projects that can help build the media movement. We've created this workshop to help us learn from you, and to help you position your current work in a long-term strategic framework.

### JASON PRAMAS

#### Open Media Boston: Building a News Portal with Drupal

This workshop will cover the process of creating a collaborative news site with the Drupal content management system - from conceptualization to site construction to building an audience. The discussion will include an overview of the construction of the Open Media Boston portal plus an online tour of the public site, administration panel and server. Interactive and aimed at a non-technical audience. Kids welcome. Adults also welcome.

### PRESENTER BIOS

### LAUREN ANDREWS

Lauren Andrews is the Partnership Manager for iMentor's national initiative, iMentor Interactive. Lauren plays a significant role in supporting current iMi members, providing the resources and information necessary to ensure the success of their programs, as well as conducting outreach to prospective members. Lauren has extensive experience working with technology and nonprofit organizations, both nationally and internationally, and sits on the Board of Directors of VEGlobal, a grassroots international volunteer organization based in Santiago, Chile. She earned her B.A. in English from Binghamton University and is pursuing her master's degree at New York University.

### ERIC BRYANT

Eric Bryant works at the Community Software Lab has meant more Lawrence, Massachusetts youth workers becoming stakeholders and users of the locally popular MVHub.com. MVHub stands for 'Merrimack Valley Hub,' a Web-based tool which assists people find information about social services programs which fit their needs. Eric had a prior fling with community organizing in the East Bay area, where he unsuccessfully advocated that the country's largest student housing cooperative maintain an open residence policy for students from all area colleges and universities.

### MARIE CELESTIN

Marie Celestin is the founder and Executive Director of the G.I.R.L.S. (Growing Individuals Reacting to Life's Struggles) Project and Creator/Producer of Girl TV. In addition to its innovative media programs, the project is known for its annual leadership girl-led conference that address of concerns to young women.

### NATE AUNE

Nate Aune is the owner and managing director of Jazkarta, a Boston-based consulting firm specializing in Plone, a popular open source content management system. Since 2004, Jazkarta has been helping non-profits build better websites that they can self-manage. Nate recently returned from a meeting in Indonesia to share his knowledge of open source video publishing tools with video activists and artists working for social change in the Asia Pacific region.

### RICH COWAN

Rich Cowan, OC founder, is now serving as Director of the ODB project. Rich has two degrees in computer science from M.I.T and built OC over a six year period into a group that assists hundreds of social change nonprofits. He has worked as academic computer support specialist, a database consultant, an adjunct faculty member, a newspaper editor, and as a nonprofit founder. Prior to founding Organizers' Collaborative, Rich started the Center for Campus Organizing making extensive use of the Internet to network progressive students and faculty. Rich has written articles for Responsive Philanthropy, Techsoup.org, and speaks frequently at conferences on the intersection of technology and social change.

### STEVE BACKMAN

Steve Backman is founder and principal of Database Designs. Established in 1989, the consulting practice provides unique and sophisticated solutions based on the best of today's web and data technologies to nonprofit and noncommercial organizations. Vendor neutral and platform diverse, Database Designs today work on strategy, implementation and integration of Drupal, .Net as well as commercial products. Drawing on his 25 years of experience in software development and computer technology, as well as a long personal history of community activism, Steve has been a frequent presenter at conferences dealing with technology and technology planning, particularly for the nonprofit sector.

## ALIZA DICHTER

Aliza Dichter is co-director of CIMA: Center for International Media Action, helping groups build their strategies, knowledge and alliances for transforming the media system to better serve social justice and human rights. A board member of Women In Media & News (WIMN), she is based in the Catskill region of New York.

## ADAM FROST

Adam Frost works in Boston as a computer repairman, consultant and educator. He strives to do computer repair in the tradition of workmanship and collegiality that one often finds in theater, carpentry, and good health care. You can read about his developing practice at [www.ComputerCareandLearning.com](http://www.ComputerCareandLearning.com). Adam also runs an internship program that trains people to do computer work. He and his team focus on helping organizations develop computer systems and work habits that keep people and their information safe, and that foster good communication, efficiency, and healthy community.

## ROSS GLOVER

Ross Glover is a sociologist studying the relationship between technology and politics. Currently completing his PhD at Boston College, Ross has taught various courses on technology, philosophy, and social change. As a member of May First/People Link for close to a year, Ross has become actively engaged with the implications of internet rights as well as the importance of developing a cross-educational agenda between technologically knowledgeable activists and non-technologically knowledgeable activists.

## SURA HART

Sura Hart is the Outreach Coordinator for Grassroots.org. Sura received her BA from the University of Southern California, where she studied business administration with a specific interest its application in the nonprofit sector. As the Outreach Coordinator for Grassroots.org, Sura manages the Search Engine Optimization and Volunteer Web Design programs. Sura is an active participant in local and national-level nonprofit and community events, and enjoys spreading the word about services that help nonprofits to build capacity. In her free time, Sura enjoys attending live music shows, meeting new people, and volunteering for her neighborhood food co-op in Brooklyn, NY.

## HAROLD JORDAN

Harold Jordan is on the staff of the American Civil Liberties Union of Pennsylvania. He has worked in program and leadership capacities in non-profit organizations advocating for human rights, peace, and social justice for more than 25 years. He coordinated a national youth program for the American Friends Service Committee (17 years), served as Executive Director of the National Coalition of Education Activists, worked as an administrator in the Philadelphia Public School District, and was the National Field Coordinator for the Mobilization for Survival. He has extensive web, communications, publishing and workshop/speaking experience and is a former computer programmer.

## TOM KELLY

Tom Kelly graduated from the University of Florida's College of Engineering with a Computer Science degree in 1984. Was a contract programmer for 10 years 1985-1995. Got involved in politics around 1996. Elected to the Orange County (FL) Republican Executive Committee in 2000. Filed two important political lawsuits Kelly v. Oliver (2002) at the state level and Kelly v. Katherine Harris, 331 F3d 817 (11th Appellate Circuit 2003), at the federal level. Started his own political party, British Reformed Sectarian Party, [www.brsparty.com](http://www.brsparty.com). His plan was multi-faceted with one purpose -- get access to voter information which at the time was restricted to political entities. Created [www.florida-voters.org](http://www.florida-voters.org) which has all 10 million plus Florida voters on it (the data is from December 2006).

## AMY LIPKA

Amy Lipka has worked in the non-profit community for the last 10 years. Ms. Lipka has a bachelors degree in art and became interested in community organizing while serving as an AmeriCorps\*VISTA doing community mural projects in rural Appalachian communities. She currently works as Program Coordinator for the Ohio Fair Schools Campaign, a grassroots school funding advocacy organization in Ohio. As a small non-profit, the Ohio Fair Schools Campaign does not have the capacity to employ any tech staff, so Ms. Lipka has worked over the past few years to serve the tech needs of the organization. Starting out with limited computer skills she has developed the tools to do some basic low cost on-line organizing campaigns that seek to complement the organization's mission of organizing students, parents, teachers and community members to advocate for a fair school funding system. Ms. Lipka is also a GIS enthusiast and is working on an associate degree in GIS. She lives in Athens, Ohio and is involved in the local arts community.

## DAN MCNEIL

Dan MacNeil's greatest weakness is to refer to himself in the third person. He enjoys long walks along the beach and his favorite color is red, though he usually claims it is blue. In his 2006 grassroots tech conference debut he presented: "Paypal doesn't suck". He droned through about 10 badly constructed powerpoint slides. Perhaps out of pity about half of the audience remained to the end. In 2007, his tech volunteering session started: "So I don't have much prepared, what do people want to know." To his surprise that session went pretty well. In 2008, Dan expects to win "best in show", since Greg Bedard, the audience member who did most of the work last year is co-presenting.

## JAMIE MCCLELLAND

Jamie McClelland is the co-director of May First/People Link, a membership organization of progressive groups nationwide who use the Internet. In his capacity of co-director, Jamie does political organizing, systems administration, and support for the members of May First/People Link. May First/People Link is the result of a merger in 2005 between May First Technology Collective (originally known as Media Jumpstart) and People-Link. Prior to the merger, Jamie was co-founder and co-director of May First Technology Collective, a worker run nonprofit organization that provided technical support to NYC's social justice movement groups. He also worked as a community organizer for the Association of Community Organizations for Reform Now (ACORN) and was an active member of ACT UP New Orleans.

## BENJAMIN MELANCON

Benjamin Melancon is driven by justice, liberty, and the self-organization to get involved in lots of stuff. He supports the Fund for Authentic Journalism, Carlitos Café y Galeria in Spanish Harlem New York, Gringoyo Productions, and COA News. He found and was elected to the board of directors of Amazing Things Arts Center, which seeks to build community through the arts and now runs the center's annual fundraising auction web site. As co-founder of Agaric Design Collective, he develops and maintains web sites for companies, organizations, and individuals, using (and creating) open source free software-- mostly Drupal and some CiviCRM. People who want a better world need to find and work with each other for us to move toward one. We have to connect and build the things and relationships that all people need. Together, we can. For part of my part, I'm helping to create an open, transparent, not-for-profit network called, and for, People Who Give a Damn.

## CAROLINE MEEKS

Caroline Meeks is founder of a successful for-profit software company, Solution Grove, Inc., and also works internationally to co-found an open source learning management system and nonprofit corporation ([www.dotlrn.org](http://www.dotlrn.org)). An entrepreneur with a proven ability to launch companies, organizations and web sites, Caroline has substantial leadership experience with for-profit organizations and open source communities as well as project management experience, strong computer skills, extensive cross-disciplinary engineering experience, and a proven ability to learn new technologies and lead teams in applying these technologies in a variety of industries.

## DENISE MOOREHEAD

Denise Moorehead is the Communications Director at Third Sector New England, helping build the capacity of nonprofit organizations. She is a member of the Progressive Communicators Network and is on the leadership team at ONE Massachusetts, a network of people working together to expand economic opportunity and improve the quality of life in Massachusetts.

## KEVIN PALMER

Kevin Palmer has spent the last two years working with the CTC VISTA Project, first working with a Boston-based media nonprofit where he worked in several Boston Public schools developing curriculum, supporting teachers, and administering in-school and after-school programs. He is now a VISTA Leader with CTC VISTA, responsible for the training, support, and development of over 50 Americorps\*VISTAs spread out across the country as well as building the capacity of the CTC VISTA Project. Kevin enjoys strategic planning, project management, and flow charts.

## JASON PRAMAS

Jason Pramas is a longtime labor-community organizer and media consultant. He is the Editor/Publisher of Open Media Boston - a progressive news portal for the Boston, MA area - and a native Bostonian.

## LAURA QUINN

As Idealware's Director, Laura Quinn directs Idealware's research and writing to provide candid reports and articles about nonprofit software. Prior to founding Idealware, Laura worked with Alder Consulting, where she helped nonprofits create internet strategies, select appropriate software, and then build sophisticated websites on a limited budget. She has also selected software, designed interfaces and conducted user research for multi-million dollar software and website implementations with such companies as Accenture and iXL. Laura is a frequent speaker and writer on nonprofit technology topics.

## COLIN RHINESMITH

Colin Rhinesmith is the Community Media Coordinator at Cambridge Community Television (CCTV). He was recently Digital Media Producer at Berkman Center for Internet & Society at the Harvard Law School and writes about issues of community media, technology and politics in his blog at colinrhinesmith.com.

## ADA ROBINSON

Ada Robinson is a member of the Boston Neighborhood Producers Group, a nonprofit advocacy group for the voices of residents in the public access cable TV system. Ada is a public access TV producer, a community organizer and an advocate for grassroots media.

## MARTHA ROGERS

Martha Rogers is Data Collection and Reporting Specialist at Quincy Community Action Programs, Inc. QCAP is an anti-poverty community service organization that works with the public, businesses, and community organizations to help promote the self sufficiency in the Quincy and South Shore area of Massachusetts. Martha often serves as a grant reviewer at the local state and federal level. Martha was featured in the March 2005 issue of Computer World Magazine.

## SUSAN LOW SAADAT

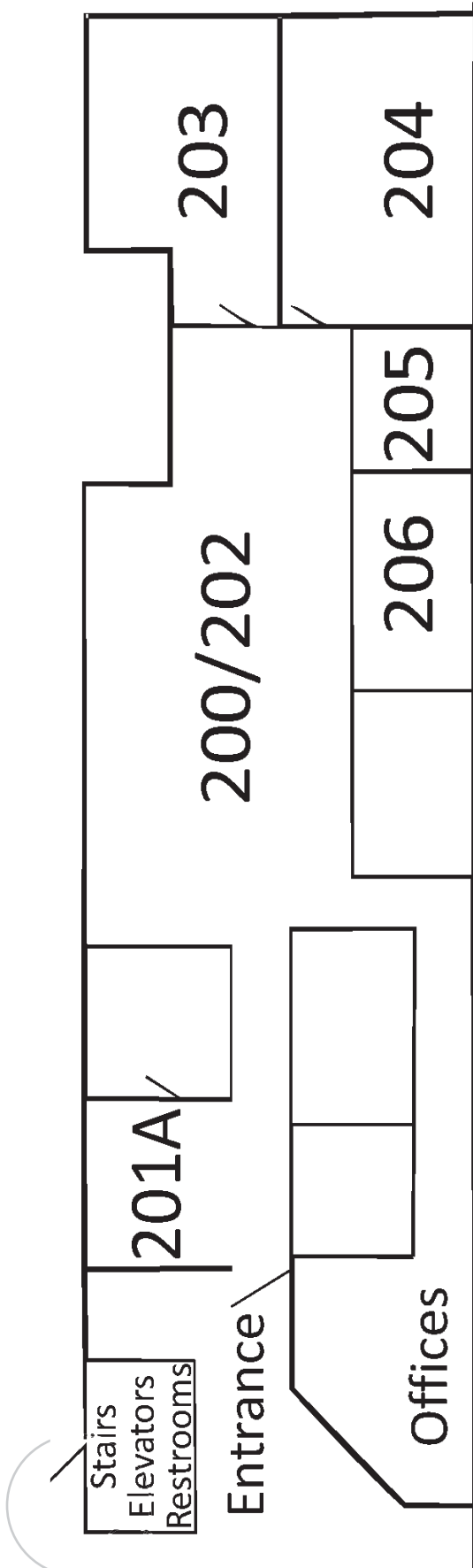
Susan Low Saadat is a Senior Fundraising Consultant at Soft Trac, a technology company that makes a difference in our communities by focusing on the needs of nonprofits. Susan holds an MSB from Husson College and a BA from Wheaton College. Susan has more than 10 years of experience with nonprofit marketing and fundraising as a consultant and practitioner.

## KATIE WINTERBOTTOM

Katie Winterbottom is the Interim Executive Director of Grassroots.org, a national nonprofit providing free business services to grassroots organizations. She also serves on the advisory board of Takes All Types. She received her BA from Dartmouth College in 2004 and spent the following year in Accra, Ghana, building a computer training program in a public school. Before joining Grassroots.org, Katie served as the Marketing Coordinator for the Ohio Community Computing Network. Katie currently lives in Brooklyn, NY, where she enjoys exploring the city by foot and listening to NPR (often at the same time).

## STEPHEN WILMARTH

Stephen Wilmarth is co-founder of the Center for 21st Century Skills, and now a visiting professor at Ningxia Polytechnic University in Yinchuan, China. Steve Wilmarth has been championing new technologies and social trends that are reshaping our understanding of knowledge creation and information dissemination. In addition to his work at the Center for 21st Century Skills, designing and operating innovative curriculum and active learning programs for high school and community college students, Steve has been a social activist, public speaker, and writer well known for his clear and original ideas on how technology trends and social adaptations are transforming societies and cultures around the world. Steve has been a Director of Technology and a social studies teacher at Cheshire Academy, a member of the Commission on Technology for the CT Association of Independent Schools, a guest lecturer at MIT's Sloan School, the London Business School and the National Forum on Trade Policy hosted by the University of Connecticut. In addition to his teaching role at Ningxia Polytechnic University, Steve is working on a book project focusing on five socio-technology trends that change everything in teaching and learning. He is CIBER Academy Fellow at the Academy for Global Economic Advancement at the University of Connecticut. Steve is a friend of the Berkman Center for Internet and Society at Harvard Law School and the Information Society Project at Yale Law School.



SPEAKERS

- ROOM: 200/202 Keynote - Nick Jehlen
- ROOM: 200/202 A Post-Luncheon Presentation: Chinatown's Connectors - Paul Niwa

BREAKOUT SESSION I

- ROOM: 205 Online Mentoring: Innovative Uses of Technology in Creating & Managing Mentor-Mentee Relationships
- ROOM: 201A You Can't Get What You Want Until You Know What You Need: Choosing the Right Software
- ROOM: 206 Stupid ODB Tricks for Facebook, ConstantContact & LinkedIn
- ROOM: 204 The Untapped Power of Social Networks for Grassroots Action
- ROOM: 203 Getting the Clicks: On-Line Polls and e-Campaigning in Resource-Poor Communities

BREAKOUT SESSION II

- ROOM: 204 Managing Your Website with Today's Tools
- ROOM: 206 Search Engine Optimization (SEO) Roadmap
- ROOM: 201A HAVA Great Idea? (HAVA stands for Help America Vote Act that was passed by Congress)
- ROOM: 203 Organizing the Organic Internet
- ROOM: 205 Helping Your Computer System Grow Up

BREAKOUT SESSION III

- ROOM: 203 Keeping it Simple: Technology Tools That Won't Make You Want to Rip Your Hair Out.
- ROOM: 206 Collaborative eLearning
- ROOM: 204 Nonprofit Internet Starter Kit
- ROOM: 201A Managing & Recruiting Tech Volunteers
- ROOM: 200/202 Strategies for Shaping the Media/Tech Future: Policy, Funding & Organizing
- ROOM: 205 Open Media Boston: Building a News Portal with Drupal



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