



for association leadership

Association Technology Conference 60 Emerging Technologies




Technology Section
Council Members
February 1, 2008

Connecting Great Ideas and Great People

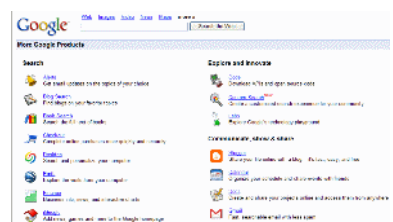


AMS Vendor Development Toolkits

- With the development of robust toolkits, AMS vendors are empowering associations to be able to develop robust applications.




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Google Tools

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Portable Storage

- Sony USB Drive
- How small is small?

- <http://www.sonystyle.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10551&storeId=10151&langId=-1&productId=8198552921665093005&tab=Features>



Inexpensive phone communications VoIP - Just another Internet Application

- Using the Internet for voice conversations is a natural next step in the migration of communications to the Internet.
 - Similarly, cellular phones are displacing land-line telephones, to the point where some consumers are pulling the plug on their landline phone service.
 - Make calls free from PC to PC
 - Make calls inexpensively from PC to phone
 - Receive calls
 - Route calls as you do with a phone system



Virtualization - What Does it Bring to the Table?

- Server density
- Redundancy - High Availability
- Workstation Virtualization



HP MSA 1000

- Virtualize your storage
 - Use network attached storage or a SAN
 - Be more flexible in disk space utilization
 - <http://h50043.www5.hp.com/enterprise/msa/hk/en/products/msa1000.asp>



Web 2.0

- Refers to a perceived second generation of web-based communities and hosted services which facilitate collaboration and sharing between users.
 - Blogs, wikis, folksonomies, content rating, photo and file sharing...
- Changes in the ways people use the web
- “Web 2.0 is a business revolution in the computer industry caused by the move to the internet as platform



SN features for associations

- Association specific branding
- Personalized user presentation i.e. Myhomepage
- Document libraries/sharing
- RSS - Include outside feeds; distribute SN blogs/content externally
- Content rating
- Content meta tagging
- Group management by assignment
- Affiliate Sub-group sites
- Activity reporting - find active users/influencers



Second Life

CPA Island
A blog devoted to the development of CPA Island, as well as events taking place in Second Life

CPA Island Master Plan
OCTOBER 01, 2007
CPA Island Master Plan required by investors and MAJFO, (soon) Plans include a redevelopment with the following professional features:
1. Conference Center expansion to include new exhibition hall for exhibitors

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facebook
Profile · Help · Friends · Relationships · Subscriptions · News · Stream · About · More

Search

Applications · Photos · Groups · Events · Marketplace · More

Buy one MOTOROLA and get one FREE!

Jim Kelly
Update your status...

Location: Fort Collins, CO
Site: Mobile
Relationship Status: Married to Patsy Harkins (Last Edited September 20, 2014)
Born: Fort Collins, CO
Religious View: Atheist
Age: 49

Jim Kelly's Friends
12 Friends

Friends
Gary Anzab · Patsy Harkins · [Profile Picture] · [Profile Picture] · [Profile Picture]

Activity Log
November 10: Jim and Gary Anzab are now Friends. 10am
November 7: Jim wrote on David Conde's wall. 10pm
November 5: Jim wrote on Larry Rietz's wall. 10pm
Jim and Patsy Harkins are now Friends. 11pm
Jim edited the HandShake application. 11pm
November 5: Jim and Bill Kishland are now Friends. 11pm
November 4: Jim and Lucy Rivers are now Friends. 10pm

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SharePoint

- Collaboration
 - Microsoft Sharepoint

- Microsoft SharePoint -
<http://www.microsoft.com/sharepoint/default.aspx>

- SharePoint Users Group -
<http://www.thesug.org>



Impatica Showmate

- Presentations from a BlackBerry
 - Showmate

- <http://www.impatica.com/showmate/>



Where Should My Servers Live?

- Is Everyone moving to a Data Center?
- What can I do in my premises to give me high availability of systems?



Twitter for information dissemination



Online Backup and Data Recovery

- Is Tape Backup a thing of the past?
- The state of current online backup and data recovery.



Mobile Device Title Match BlackBerry -vs- Treo

- They have both been out and competing head to head for 2+ years - hear the real stories.



IT Going Green

- Is there really a move to Green IT?



Vista/Office 2007/Exchange 2007

- Adoption rates still low
- Benefits and downside



Business Intelligence Framework

- How is the information in your AMS/CRM, SharePoint, Website, Messaging and File Shares Stored and Accessed?



It is the Age of Interoperability

- When making decisions on specific IT products, will they seamlessly integrate with other systems?



Change Management

- No Change Management in IT = Sprawl



How Do You Select IT Products?

- The Process Dictates Success



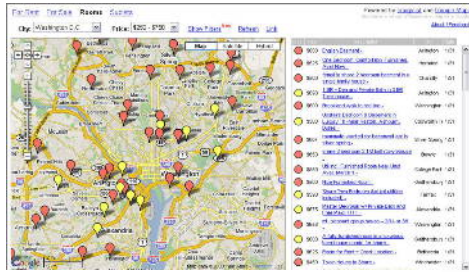
The Internet As a Platform



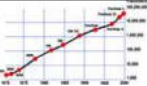
- New Programming languages that allow for quick web based applications
- SAAS
- Services marketed as platforms - Facebook



Mashups: www.housingmaps.com



Hardware



- Hardware- Faster, Smaller, Cheaper, Faster
 - Processors - multi-core
 - Storage - Terra byte and larger
 - Communications
 - Optical - Multi-Gbyte
 - Wireless > 4 -6 MBytes
 - Wireless
 - Ubiquitous
 - High-speed (> 4 megabit)

Used equipment
www.DiscountPC.net



Proprietary & Confidential



Ubiquitous Wireless Communications



- Ubiquitous WiFi communications
 - Homes - shared networks
 - Complete cities
 - Hotels
 - Cafes
 - Transportation systems
 - Airlines
 - Cabs
 - Trains (Outside US)



Proprietary & Confidential



Mobile Computing and Smartphones

- Smart phones
- Tweeners - smaller than laptops yet larger than smartphones
- Convergence of technologies
 - PDA Phone
 - Web GPS






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What is Online Social Networking?

Social networks are an innovation in the way people "associate"

- Online tool set of 2.0 applications that people use to share information and connect with each other
- People fill out profiles about themselves
- Create and join groups of special interests
- Search for groups and individuals with like interests
- Meet people, network
- Get answers to questions
- Post and search content related to their interests and expertise (Blogs, documents, videos, pictures, links)
- Communicate with one another (email, discussion forums, group and individuals)
- Post events
- Look for jobs



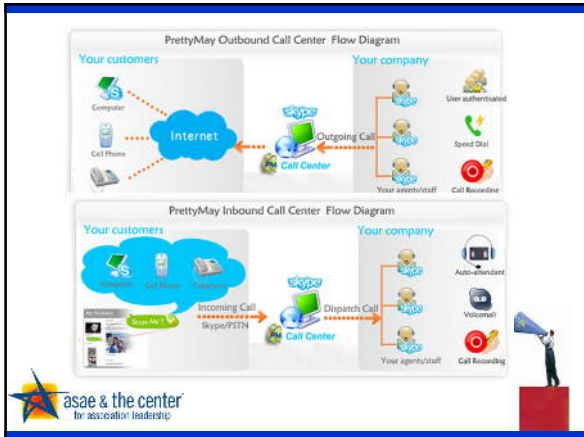


Why online social networking for associations?

- Boost revenues
 - Improve member retention
 - Increase recruitment of younger members
 - Advertising & sponsorship
 - Job listings
- Increase value of membership
 - keep members engaged and participating
 - keep association relevant to youth
 - connecting people prior to and after meetings
 - increase frequency of brand interaction







Other VoIP apps

- Hosts Reach Customers With VoIP
 - A new voice over IP application that allows web site visitors, online buyers etc., to obtain instantaneous access to your support or sales staff through the Web.

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The Semantic Web

- Definition
 - The Semantic Web, on the other hand, is about having data as well as documents on the Web so that machines can process, transform, assemble, and even act on the data in useful ways.
- The Vision
 - You're employed as a software consultant, and have an emergency project in San Francisco branch and you are asked to get to San Francisco ASAP
 - You take out your hand held computer, activate a Semantic Web agent, and instruct it to book a non-stop flight to San Francisco that leaves before 10 AM the next day.
 - You want an aisle seat if it's available. Your agent finds an acceptable flight and it books it using your American Express card assigning the charges to your client's account
 - It warns you that you'll miss a dentist appointment back home during your trip and adds a note to your calendar reminding you to reschedule.
 - Your agent also books you at your favorite hotel in San Francisco, securing the lowest rate and using your rewards card number.
 - Finally, the agent updates your calendar and your manager's calendar and prints out confirmation documents

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Software Development Scripting Languages

- Scripting languages such as PHP, JavaScript, Ruby, Python, Perl, JSP and ActionScript are playing a central role in current development towards flexible, lightweight web applications
 - These languages are the tools of the next generation of web programmers
 - Used to quickly create server and client-side web applications.
 - Many deployed Semantic Web applications use these languages
 - GOOGLE, RSS/ATOM, blog and Wiki communities
 - Google has 126,000 programmers using Python






Mass Collaboration

- Peer to Peer Networking
 - How can a tiny European upstart like Skype do a number on a trillion-dollar industry?
 - Virtual supercomputers, stitched together from millions of volunteers' PCs, are helping predict global climate change, analyze genetic diseases, and find new planets and stars.
- Collective Clamor - Web Blogs
 - It's was the force of Weblogs that felled CBS anchorman Dan Rather and rocked the media establishment.
 - Global crowds of open-source Linux programmers are giving even mighty Microsoft Corp. (MSFT) fits.

Artificial Intelligence

- Definition
 - The branch of computer science concerned with making computers behave like humans. Artificial intelligence includes:
 - games playing: programming computers to play games such as chess and checkers
 - expert systems : programming computers to make decisions in real-life situations (for example, some expert systems help doctors diagnose diseases based on symptoms)
 - natural language : programming computers to understand natural human languages
 - neural networks : Systems that simulate intelligence by attempting to reproduce the types of physical connections that occur in animal brains
 - robotics : programming computers to see and hear and react to other sensory stimuli
- "There's a joke in the AI community that as soon as AI works, it's no longer called AI."
- Applications
 - Google, working with its own algorithm and the data input by millions of users able to find information on the billions of pages of the Web in a matter of seconds or less.
 - Check your e-mail and Thunderbird deletes the incoming spam.
 - AI is used by banks to police transactions for fraud and cell phone companies use it for voice recognition
 - Artificial Intelligence in Medicine help doctors diagnose and treat patients
 - Vision-recognition programs scan crowds for faces
 - The Ohio State University Medical Center deployed robots to handle tasks such as cleaning and transporting meals

Microsoft Charity Pricing

- Charity software pricing
 - Why pay retail?
 - Many vendors have pricing for 501c(3) organizations

<http://www.microsoft.com/licensing/programs/open/opencharity.mspx>



WOOT!

- Something cool every day
- Woot - <http://www.woot.com/>
- Shirt Woot - <http://shirt.woot.com/>
- Wine Woot - <http://wine.woot.com/>



StuffBak

- Recover your lost items
 - For laptops and handhelds
 - For cell phones, etc
- <http://www.stuffbak.com/sb/default.aspx>



Netvibes.com to organize



Yousendit.com for file sharing



Base Camp for project management



Project Overview

Task	Start	End	Progress
Task 1	10/01/2010	10/05/2010	100%
Task 2	10/02/2010	10/08/2010	50%
Task 3	10/03/2010	10/10/2010	20%



Strategic Planning

- We plan IT - but do you and how?



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