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# Alec Newcomb

EVP @ MyWebGrocer, music addict, black lab walker and uber traveler. I work for a internet company called MyWebGrocer where I head up an amazing team that helps everyone from your local corner grocer to huge companies like Kellogg's, Nestle, P&G, and Unilever. We digitally support \$90 Billion in Grocery sales across 5,500 stores across the US.

# Alicia Rodriguez

Alicia is driven by a natural curiosity about what is possible. She offers her intuition, imagination and keen sensibilities combined with twenty years of business experience to work with current and emerging leaders and entrepreneurs. Her clients know Alicia as a “wisdom partner” for her ability to tap their inherent wisdom and to cultivate breakthrough thinking within themselves and in their organizations. Her forté lies in her ability to create forums for meaningful dialogue that generate shifts in personal leadership and organizational alignment. She is a catalyst for unfolding conversations at the deepest level.

Alicia combines her expertise in leadership development, experiential learning and a whole systems approach to guide her clients to innovative thinking that results in higher levels of personal and organizational agility and resilience. She achieves sustainable and generative results from building leadership into multiple levels in the organization.

I'm work to generate innovative thinking and break the old barriers to extraordinary engagement in life and work, for individuals and organizations. My work is to be a catalyst for unfolding meaningful conversations. I use facilitation, dialogue, open space technology, writing, coaching and storytelling to surface what truly matters for individuals and for organizations. I love collaborating with creative, intelligent people who aren't afraid to venture into unknown territory and are inspired to do work that pays well and does good for others. I work anywhere and virtually, so yes, the world is my oyster!

alison.broomall@knowledgent.com

**Boston**

# Alison Broomall

I am building a Social Media practice in a start-up management consulting firm. I am in the process of creating compelling offers for two industry verticals initially: Life Sciences and Financial Services. The ultimate goal will be to make the competency horizontal to all marketplaces.



alsnow1203@gmail.com

**Boston**

# Allison Snow

Working the entire marketing spectrum from air cover (mass advertising, branding, etc.) to ground operations (sales enablement, proposal building, etc.) at a small company that helps charities raise a lot of money and make the world a better place.

# Amy Kauffman

I'm an author, athlete, entrepreneur, coordinator and mentor, and live in Upstate NY with my husband. My key passions in life: pursuing personal excellence, making a positive difference, fitness and investing in the lives of young women.

I'm part of several "tribes." I have spent the last several months searching for where I want to dedicate my time and energy...what really makes me come alive. I'm not sure yet, but I'm getting closer everyday!

# Ande Lyons

After years as an entrepreneur (serial AND cereal!), I recently joined the oh so wonderful UK-based natural products company Nelsons ([www.nelsons.net](http://www.nelsons.net)) as the Brand Champion for their beloved RESCUE Remedy line of products ([www.rescueremedy.com](http://www.rescueremedy.com)). I am honored and thrilled to be the US steward of this 70 year old premium, authentic brand. What I'm working on is how to take this subtle product line and gently move it into main stream by tapping into like-minded affinity groups using word-of-mouth strategies. Our campaign is Rescue Your Day. I would love and welcome any help, advice, guidance, thoughts, brainstorming with fellow linchpins/tribe members!

Wishing everyone a glorious day!

Ande

anders@andersjazz.com

**Boston**

# Anders Vercelli

Songwriter, jazz pianist, voiceover artist, and entrepreneur. Currently working on promoting my songs for use in media, advertising, and recordings. Also performing live at private events. Excellent at logistics, organization, and getting things done. Open to networking, brainstorming, promotion, and collaborating.

<http://www.facebook.com/acellini>

**Boston**

# Annabel Cellini

I market programs and technologies that help schools educate more students however and whenever they want to learn.

# Art Horne

Developing a Sports Performance training center at Northeastern University which would integrate current resources on campus including, physical therapy, strength and conditioning, sports medicine and exercise physiology.

Challenges include: inspiring a unified and cooperative vision while becoming the national leader in health and performance training at the collegiate level.

# Avni Patel Thompson

Former P&G brand manager turned management consultant. Interested in continuing the exploration of what drives the connection of consumers to brands. Why do some inspire love and others invite hate?

# Brenda Power

I help innovative K-12 literacy teachers get their classrooms and stories out to others through my company, Choice Literacy. I publish a weekly newsletter, post professional video on the web and through DVDs, edit and develop our subscription website, and host workshops across the country. The emphasis is on thoughtful, hand-crafted instruction and respectful relationships with students, at a time when everyone is being pushed to standardize how they teach. I am thankful I discovered Seth Godin's work a few years ago when I was just starting out on my own (along with Michael Katz's writing on newsletters). Their ideas have helped me build a company where someone always answers the phone, customers feel like they have a relationship with us (because they do!), and it's a pleasure to go to work every day. Right now I am working on making video production a more organic process in schools, and pondering how to build webinars into our business model.



# Bridget Conway

I currently work in a traditional corporate environment. In the dental industry the paradigm has largely been conservative in terms of any real progress, late adopters , push-back to anything unfamiliar. So exciting to facilitate some incremental change within the industry, just by shifting perspectives and asking the right questions. I love learning new ways of asking the same questions that get you desired results and leave everyone satisfied!

Extremely excited to be attending this Seth Godin seminar.

# Buzz Knight

I'm working on making our radio brands(WBOS,WROR,WTKK,WKLB and WMJX)the most effective for our listeners and customers.

# Cara Gillotti

I won the Seth Godin action figure in Boston. The woman next to me whispered that I should "put this on my dashboard." I interpreted this as "you should put the fact that you won the action figure on your Dashboard, which is a social media platform that you haven't heard of yet."

In other words, I now confuse actual nouns with non-existent social networking applications.

I'm a discourse analyst and utterly fascinated by how you guys talk about all this stuff.

I'm currently at Children's Hospital Boston, where I'm interested in the conceptual fluidity between cause/symptom/disease and how we talk about these things (major impact in securing NIH funding).

Other areas of interest include:

- > the relationship between a paper and a talk (how people go about turning their papers into talks? what can that tell us? is there a better way to do it?)
- > argumentation theory vs. understanding how people actually argue
- > understanding and optimizing visual & verbal rhetoric
- > can we spike the internet with acronyms such as IMHO and FWIW to encourage corresponding behavior - in this case, behaving with humility? What else can we do?

# Carol Harnett

Carol Harnett: I'm a health care consultant, speaker, writer and trend spotter. Currently, I'm trying to get to the bottom of how we can maintain or improve health care spending by employees and employers. I dig through research and look for what works, what doesn't work and what might work and then share that with employers and other interested individuals and groups...and, if we can make people healthier along the way, even better. I think the real key to all of this is to find a way to make health - and being healthy - cool. I also do pro bono work with non-profit organizations. I serve on the Board of Disabled Sports/USA (DS/USA) and am trying to combine my passion for health and support of people with physical disabilities with fundraising. The big project I'm working on right now related to that is to inspire people to train for next year's Bataan Memorial Death March (a marathon through the desert of White Sands Missile Base in New Mexico) and raise money and awareness of DS/USA and the Wounded Warrior Disabled Sports Project at the same time.

# Chad Krawiec

Chad Krawiec, MS, ATC

ckrawiec@fas.harvard.edu

chadkrawiec@gmail.com

## My position

Athletic Trainer (AT) at Harvard University where I coordinate health care for Div 1 athletes—primarily men’s ice hockey. My job is to provide comprehensive care for high level athletes which includes interventions for prevention of injuries, diagnosis, immediate and ongoing treatment, rehabilitation, and performance enhancement.

I strive to make Harvard Sports Medicine services a quality model of athletic health care and change the traditional methods of delivering care to athletes.

I am a clinical and classroom instructor for the AT education programs at Boston University and Northeastern University. I coordinate an excellent clinical AT education site. I have lectured for and instructed other professionals in my areas of expertise —primarily care for back pain, and hip pathology.

I seek to expand an active Learning Community—physical and online—especially within the Boston area that allows professionals to discuss and exchange ideas, collaborate, and access education. And do this by overcoming the barriers of time limitations, schedule conflicts, and apathy. This can help further educate Athletic Trainers and other professionals who work with athletic people on current practices, the best skills and techniques, and elevate the level of care that can be provided.

I seek to promote the Athletic Trainer as the best health care professional for athletes and active people.

chris@greenengineer.com

**Boston**

# Chris Schaffner

I run a small consulting firm called The Green Engineer. We're located in Concord MA. We help building owners, architects and designers to make their buildings more energy efficient and environmentally friendly.

ct@kadango.com

**Boston**

# Chris Trauzzi

I'm currently an Executive MBA student at the University of North Carolina Kenan-Flagler Business School, and a full-time management consultant for Kraft & Kennedy, Inc. I focus on providing our clients technology insight and advice, primarily within the legal industry that we serve. I'm looking for new ways to innovate, market, and act entrepreneurial.

christina@christinaocasio.com

**Boston**

# Christina Ocasio

Changing culture to allow linchpins to thrive.



christ@smithnjones.com

**Boston**

# Christine Tieri

I'm creative director and partner at smith&jones an idea agency – located in central mass. smith&jones is a place where true blue strategic insights fuse with red-hot imaginative ideas in a process we call think purple. Everyone here is passionate about connecting clients with their consumers in creative, collaborative and colorful ways.

# "Cowboy Dan" Holtz

My wife, Liz, and I started an organic, vegan cookie company 2003. We've struggled relentlessly to keep it going and growing. We added gluten free cookies to our product mix in 2008, and we've been killing it ever since. Check it out at [lizlovely.com](http://lizlovely.com).

datysdal@gmail.com

**Boston**

# Damian Tysdal

I operate [TravelInsuranceReview.net](http://TravelInsuranceReview.net), a site I started to help travelers learn about travel insurance and to help find the best plan for their trip. I am always looking to make the site better by making travel insurance easier to understand.

# David Cancel

I'm the founder & CEO of Performable. I've spent my career building businesses to service online marketers. At Performable we're building a marketing platform for business websites. Our platform removes all the IT & logistical hurdles that prevent marketers from connecting with their website visitors. With Performable's easy-to-use, do-it-yourself tools you can improve your website and convert online visitors into customers. You can Continuously test your message, improve your design, optimize your landing pages, conduct A/B tests -- take ownership of your online business. With the Performable marketing platform, YOU can achieve in one day what it takes IT and design teams months to accomplish.

daverpenny@hotmail.com

**Boston**

# David Penny

Raising money for mobile infrastructure company. I also do marketing and BD consulting for companies that are seeking to enter, or expand within, the wireless market.

# David Whitley

I am a Healthcare consultant, and I am building an on-line forum where practice management staff--from around the country--can gather, connect and problem solve. This is my gift to my clients over the years: a place where they can engage and share their insights with each other. My second project is more fun--my teenage son and I have decided to launch a progressive Boston tea company: "LiberTEA". It will give a generous portion of profits to the "Social Justice Academy" (a public school) in Boston, all while reveling in the liberal ideals of peace, and equality. Yup, we're taking the Boston Tea Party back!

# Diana Eastty

I have been in the shoes of the marketing VP/Director with too many must succeed projects on their plate -- that's why I founded Eastty Marketing, a Boston-area firm specializing in the design and management of integrated marketing programs for companies in the data storage industry. Our model is simple, we can augment existing client teams or function as a complete virtual marketing department.

Our clients are typically well-equipped for business as usual. But they turn to us when they are handed a critical marketing project above and beyond the norm – such as (re)brand their company or product line, plan a major event, develop a social media strategy or execute a lead generation campaign. With expertise in corporate branding, awareness building, demand generation and sales program development, we hit the ground running, follow through to the last detail, and help our clients become, or remain, remarkable.

# Doug Sisko

I am web project manager for the Harvard Business Review Group. I'm constantly on the look out for new, creative ways of getting things done. Like many folks in the publishing sector, our work focuses on extending our reach and deeper engagement with new and established visitors. One of the things I enjoy most about working in today's web is seeing what complexities arise when the fuzziness of human drive meets the traditional structures of business.



# Ed Neuhaus

After 20+ years at a Harvard Medical School teaching hospital, I decided to leave my dream job because I had another idea. Last year I left "factory" to transform training and education in the field of behavioral health (aka mental health). Now I have my second dream job, my start-up company, Atheneum Learning, LLC. We produce and distribute e-learning training programs for mental health professionals and consumers in the general public. Our content is only world class, and it must be relevant to the people who use it. <http://www.atheneumlearning.com>

Do you know anyone who is affected by some psychiatric or stress related condition--a family member, friend, co-worker? It would be surprising if you don't. Well over 100 million people are suffering. Sadly, not enough professionals are trained in the most effective treatment approaches, and patients get sub-standard care. The general public is looking for guidance, help, inspiration to deal with their own depression, or their child's behavioral problems in school. The motivation to learn new things is there, but the quality of content is often suspect.

Bottom line: I want to define the new standards of training and education, but I know it doesn't happen in a vacuum. Seth has been inspirational and practical for me every step of the way. My angel investor gave me Purple Cow long before I had the idea for my company or he was my investor. Then a trusted mentor gave me the Ideavirus and really taught me about Seth's principles. We have just brought our first product to market and we've started raising capital to get to the next level. I have a Purple Cow; now I need to increase its traction to get it to the people who need it.

<http://www.linkedin.com/in/emiliaradeva>

**Boston**

# Emiliya Radeva

Founded in 1982. Currently pursuing a Master's in Integrated Marketing Communication while trying to balance between my left and my right brains. My daily menu = marketing + digital + play + creativity. Allergic to TV. Passionate about photography, movie soundtracks, climbing trees and making jewelry. Feeding my bookshelf with Daniel Quinn.

# Eric Schmiedl

Where does effective imagery translate to great economic value? In these areas, is the value in skillfully produced (premium) images, or in large volumes of good enough ("disruptive technology") ones?

# Erin Moran McCormick

I head up the Curriculum Innovation & Technology Group at Babson College. My job is leading a team of designers and innovators to work with faculty to create exceptional learning experiences. My challenges are: 1) not being an academic, 2) finding ways to change mindsets and old habits, and 3) finding easy - and accepted - ways to communicate.

I recently built an Innovation Studio which has really taken off and our first project landed in Business Week. My 3 next big ideas are: 1) creating a Single Mothers Technology Program; 2) weaving music/conducting and the arts into the business curriculum leveraging my position as a Board Member for the Boston Philharmonic with Ben Zander conductor; and 3) starting a Tech Ambassadors Program - where students are certified in innovative technologies and create projects, assist professors and gain valuable skills in the process.

I was an Art/Psychology major from Smith and fell into technology through computer graphics - in fact working with Seth at my first job at Spinnaker Software which he talks about in Linchpin! I am passionate about taking the fear (and geek speak) out of using technology and presenting things in easy-to-understand ways.

# Evan Webster

I'm currently working on developing and marketing the website for my screen printing business: [www.evanwebsterink.com](http://www.evanwebsterink.com) . I'm perpetually interested in new projects. Please e-mail me to get in touch: [evan@evanwebsterink.com](mailto:evan@evanwebsterink.com)

evan@evanwebsterink.com

**Boston**

# Evan Webster

I operate Evan Webster Ink - we screen print all kinds of things in Brookline, MA (apparel and more!). I'm always interested in fun new projects. Check out the website: [www.evanwebsterink.com](http://www.evanwebsterink.com)

# Gayle Kabaker

I am an illustrator, designer, filmmaker & concert promoter living in Western MA. I began my career as a fashion illustrator in San Francisco and moved to Ashfield, MA 22 years ago. As well as doing design and illustration, I enjoy using my skills in marketing, and promotion - applying them to event promotion, ad campaigns and my new love – film making. (My 'award winning' 5 min. movie!

<http://www.youtube.com/watch?v=YtXPiXbgJBk>)

I welcome challenges, and get a thrill by finding a great solution or putting the right people together for any given project – be it an illustration, a concert, fundraiser, ad campaign, or film.

I began reading Seth's blog 4 years ago and find him continually inspiring and thought provoking. As one of the event volunteers for the first Boston seminar I was happy to create the poster (with help from designer Marc Harkness) and have been inspired and in awe of our team of volunteers who are working hard to make this event a success.

gkabaker.com

# Graham Clarke

I'm the founder of Dealicio.com. Dealicio is a turnkey service that lets publishers, media companies, and agencies run group deal and gift certificate promotions on the web. With Dealicio publishers and advertisers are able to leverage the power of a good deal. Consumers get something they actually want. Advertisers get customers. Publishers generate revenue, deliver measurable results to advertisers, and engage with their audience. It's win, win, win.

I'm also the organizer of Ultra Light Startups Boston. We're hosting a forum the evening of June 17 - "Financing Lean/Agile Startups".  
<http://ultralightstartups.com/boston/financing-lean-startups.html>

I would like to invite Seth and everyone else attending to join us at WorkBar Boston from 6:30 to 8:30 on June 17. Admission is FREE.



# Greg Antonoli

My existing Design/Build Remodeling Company (Out of the Woods Construction) is launching a subsidiary (FirstCall Residential) to answer the unique real estate management needs of professional athletes and their families.

# Greg Antonioli

I own a design/build remodeling firm, Out of the Woods Construction & Cabinetry, Inc. [www.outofthewoodsconstruction.com](http://www.outofthewoodsconstruction.com)

-founded 1992

-practice open book management

-we work for happy people...and keep them happy

My new company, FirstCall Residential, is a residential property management company that caters to professional athletes and their unique needs.

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

I am an industry thought-leader:

-Eastern Massachusetts chapter president of the National Association of the Remodeling Industry

-Regular trade publication contributor

-Speaker

Hobbies: skiing and road cycling

Married with 3 daughters

jayford@bu.edu

**Boston**

# Jason Ford

I am a graduate student at Boston University. I am particularly interested in how best the world of academia can engage our world as a whole.

# Jason Logsdon

I'm a business creator and web developer who has been working online for the last decade. When I'm not helping start ups or established companies turn their ideas into shippable products I'm creating companies around my passions of cooking ([www.cookingsousvide.com](http://www.cookingsousvide.com)) and gardening ([www.vegetablegardenplanner.com](http://www.vegetablegardenplanner.com)). I've helped launch successful startups and completed projects for several of the main players in the sports industry including ESPN, the NFL, Sports Illustrated, and the USOC. I'm always looking for exciting projects to work on that need my business or web development skills to help them move forward.

<http://nochlin.com>

**Boston**

# Jason Nochlin

I am an electrical engineer who has focused on software development. I primarily build web applications and data analytics software. I am currently working as a contractor at a startup in the e-commerce space, but am constantly looking for new challenges.

# Jay Calderin

“Fashion has been at the core of my professional life since I was a teenager, which now affords me over thirty years of experience. Traditionally the field of fashion, and by association anyone who has a passion for it, can be automatically saddled with a reputation for being superficial and insignificant. In spite of this or perhaps because of it, I have endeavored to integrate my calling -- to explore and cultivate the art and innovation that drives the industry -- into every facet of my work. I believe that at the heart of it, fashion proves both subtle and dynamic in methods of communication and self expression.

My latest aspirations center around building creative communities that inspire not only meaningful scholarship around fashion, but an enthusiastic ‘roll up your sleeves’ kind of involvement in the creation of stimulating experiences and the building of beautiful things. I’m convinced that unexpected partnerships, engaging dialogues, challenging ideas and a commitment to experimentation will provide a rich, fertile ground for our work and the work of the next generation of fashion talent.”

Jay Calderin is an instructor at the School of Fashion Design in Boston and is also engaged as their Director of Creative Marketing. He recently had his first book released and is currently working on a second book for the same publisher - both are about the fashion industry and the design process. He founded and serves as the Executive Director of Boston Fashion Week. He is presently the Regional Director of Fashion Group International of Boston. In his capacity as a fashion designer his designs have appeared on the pages of Vogue & Elle Magazines.

About Form, Fit & Fashion, published by Rockport Publishers

"A new fashion bible for designers, aspirers and the just plain curious, this tome contains all the secrets." - Los Angeles Times

jay@peoplesworth.com

**Boston**

# Jay W Vogt

I'm a Boston area organizational development consultant that works with entrepreneurial nonprofits (Mass Audubon, Bunker Hill Com College) and mission-driven small businesses (Stonyfield, Applegate Farms), and have since 1982. I specialize in facilitating meetings and retreats, particularly large groups (100+). My recent book, published by Praeger, is "Recharge Your Team: The Grounded Visioning Approach," featuring a way to help teams, organizations, and communities find common ground and shared vision in four hours or less. I'm also now producing digital short e-books for New Word City, a division of Pearson, on business topics.

# Jean-Michel Morency

I am bulldozing through life with curiosity and I like to question the established processes to help people around me step forward and become better professionals as well as better persons. I need to relate with people who want to go forward and make a difference. I hate (yes, hate!) whiners and it-is-not-in-my-job-description people. Life is too short and I don't have enough time to do everything that I want to do. On the personal side, I read and do snowboarding. I dream about riding every one of the world's best mountains before I die (or before becoming too old).

I am a project manager and web strategist for an web design firm. With 7 years of experience in firms, I decided to join a promising young web design startup firm (which was only a yr-old) with the goal of helping them to become big. One year later, we went from 4 to 14 employees, tripled our sales, expanded twice our offices and are now invited on all major requests for proposals in our region. I want us to become the web design firm for a big cosmetics brand (L'Oréal, Nivea, Old Spice, etc.) in the next two years. That is my project. Feel free to contact me to participate or help.

My online world :

<http://www.jeanmichelmorency.com>

<http://www.twitter.com/jmmorency>

<http://ca.linkedin.com/in/jeanmichelmorency/>



# Jeanne Barron

J2 Creative: More than freelance, we will be part of your team, lead the way, bring the whole team or shed the light that gives direction. Working on initiating and developing creative solutions to meet marketing goals that drive outstanding returns. Successful experience in generating campaign strategy and writing and producing super-effective collateral and online campaigns – particular strength in cultivating and fortifying brand awareness. Proven ability to manage budgets of all sizes, build strong relationships with internal and external resources and manage all levels of team members.

olearyj@maine.edu

**Boston**

# Jen O'Leary

I work for University of Maine Cooperative Extension as Marketing Manager across the state of Maine. I work with many audiences and have recently taken on a role helping our programming staff with the ever-changing world of educational technology.

# Jess Weiss

Jess is a non-practicing attorney with a Masters in Library & Information Science. In real life, I'm the Project & Social Media Coordinator for Mass.gov. I work on helping people develop integrated communications strategies and promote government transparency. I have a particular focus on social media.

I also work as a freelance web designer and communications strategist.

Additionally, I'm a blogger, an aspiring photographer, an outdoor enthusiast, a lapsed swimmer, a wife and a mom to a rambunctious 3 year old boy. My goal is to create a life that is personally and professionally, enthralling, engaging and exciting.

Contact info:

Twitter: @jessweiss

Website: [www.jessweiss.com](http://www.jessweiss.com)

Blog: [www.jesskidding.net](http://www.jesskidding.net)

# Jessan Dunn Otis

As a solopreneur, with an independent writing/editing business founded in May, 1996, my current and near-future projects include (but are not limited to and in no particular order): sustaining current long-term client commitments, establishing a US-based non-profit organization to do good works locally and globally, with the initial focus of supporting children and women; and, continuing to explore and contribute to the ways we can accomplish "better living" and "better business" within this contemporary hub-bub of buzz words and distractions. In addition, I sustain my long love of writing poetry, with another chapbook due out in 2011. Thank you ~ Jessan

# Jill Connolly

A lot of my fellow Boston Linchpins are already familiar with me, through the sound of my voice. I'm a Signature Voice for PBS' flagship station, right here in Boston: WGBH.

I grace not only the airwaves; but the web sites, tutorials, animations, documentaries, kids projects, video gaming, e-Learning, e-Training and Music projects of some of the most notable companies and foundations in the Northeast and beyond.

For me, VOICE is the ultimate communication, so when I found my double-niches of doing Voiceover work along with my life long love of music as a Vocalist, my pathway as a Linchpin was set!

I choose and connect with clients, businesses, foundations, causes that make sense to me, thus giving me a tremendous advantage in terms of conveying their important messaging. So, whether it's cutting edge work with MIT's Media Lab, or character voices for English as a Second Language, to promoting superb PBS educational kids shows to Advanced and New Media marketing, to bringing true meaning to lyrics as a vocalist – my specialty is to put myself right there, and bring it to life! I understand the responsibility of clear communication; it is an art form for me. This is my life's work!

I'm looking forward to experiencing first hand with you the creative energy and synergy that will come from our teaming up as Linchpins! Jill Connolly

caruso.jim@gmail.com

**Boston**

# Jim Caruso

Flying Dog Brewery

# John Garvey

I run a busy marketing and communications agency in Springfield, MA, so I am leading and working on a variety of client related strategies and projects every day...the pace is frantic, but the work is exciting. Leading my team and our vendors is also a big part of my day. Finally, the foundation for our success is our social mission and we have a number of activities that we are engaged in to help public school students, homeless families, and the disabled. Our work can be viewed at <http://www.askmydog.com> or <http://www.facebook.com/GarveyCommunication>. My twitter handle is @jgarvey, and my peers who attended are @MFallon (Mary Fallon, Media Director) and @GarveyComm (Amanda Gauthier, Social Media Assistant). They both ship!

# John J. Wall

I'm working on marketing programs for AccuRev, a software development tool that graphically represents our customer's software development process and allows them to change it as simply as drag-and-drop. I've been with the company since venture funding five years ago, and we are now profitable. I also produce Marketing Over Coffee, a weekly audio program that discusses both new and classic Marketing with co-host Christopher S. Penn, and has been featured on iTunes. Recent interviews include Seth Godin, David Meerman Scott, Chris Brogan, Mitch Joel and Simon Sinek. I blog about whatever I find interesting at RoninMarketeer.com, and got to cross home plate at Fenway Park last month. I shoot a lot of photos, but recently my only subject has been my new son.



# Jon Pietz

The theoretical: I help companies position their brands. It's a process that gets them to focus on the true value they create for customers. Starting with an understanding of their fears, their hopes and their ambitions—projects culminate in the development of brands that help people's dreams come true.

The practical: Design and production of all the marketing stuff my clients need to support their brands: web sites / print materials / corporate ID / advertising / presentations. Done with consistency, taste and bold simplicity.

# Jonathan Mozenter

My passion and talent is in helping people and organizations fulfill their personal and organizational visions. I have been fortunate to express this in several ways.

- MBA from Boston University with a focus in Organizational Behavior
- I have been working as an Organizational Development Consultant for the last 12 years executing numerous interventions to help individuals and organizations grow such as: Change Management, Program Evaluation, Facilitating Groups, Coaching, Training, and Organizational Design.
- My current project, which I have been working on for the last 5 years, is about changing the way the Federal Motor Carriers Administration (FMCSA) enforces the regulations in the trucking industry. The name of the project is Comprehensive Safety Analysis (CSA) 2010 (<http://csa2010.fmcsa.dot.gov/>). Our new design has proven in the Operational Model Test that CSA 2010 is more efficient and more effective than the old enforcement approach.
- In 1999, at the age of 27, I co-founded the Massachusetts Bay Organizational Development Learning Group (<http://www.mbodlg.org/>). I inspired other professionals in my field, most of whom were 15 - 35 years older than me, to teach each other about organizational development. I helped create a culture where my peers were willing to take risks and work in small groups to create innovative interactive learning sessions. The group grew to over two hundred paying members and over thousand people on the e-mail list. I also published an article on the leadership skills I used to create this learning organization (<http://www.mozenter.org/learninggroup.pdf>).
- I published an article on Trends in Organizational Development <http://www.mozenter.org/trends11.pdf>
- I am currently thinking about creating new products that will bring best practice behaviors taught to leaders and consultants to other adults and children so that more people can improve their chances to optimize their lives and fulfill their personal and organizational visions.

# Joseph Zarrelli

I attend Northeastern University, studying computer science. I'm entering my senior year.

I'm starting a blog with one of my friends aimed at motivated college students or recent grads that will cover topics such as personal finance, fitness, and goal-setting that colleges tend to neglect. Ships 7/9

Additionally, looking into freelance software development work and building a goal-tracking web-app to complement the blog.

I enjoy adventures and ridiculousness.

# Josh Konoff

I initiated and lead The Boston Volunteer Meetup.

In less than one year more than two thousand people joined!

Huge and rapidly growing: <http://www.bostonvolunteer.org/>

I also initiated the Boston Networking organization

<http://www.meetup.com/Discover-The-Boston-coffee-Meetup-Who-else/>

and lead The Boston Spanish language Meetup

I am entrepreuring my own business and seeking new opportunities.

joshmroy1@gmail.com

**Boston**

# Josh Roy

Creative Director for First Act and Seven45 Studios. I'm always in search of new ideas and exciting opportunities. I love building brands, promoting and shipping products. I look for inspiration from people who are at the top of their game and I strive to have Fun while attacking huge challenges with great passion. I'm always open to invitations to partake in new and exciting ventures.

# Joshua Snyder

I'm a former management consultant. My work was highly consultative and primarily focused on corporate operations - either to fix a problem or to make some technology system or process more efficient. As a consultant for more than 5 years I developed experience with loads of jargon and buzzwords (but also real work) such as: cost reduction, change management, technology implementations, process redesign and innovation, strategic analysis, metrics, modeling and tons more.

Now I like to spend my time working on and helping startups and entrepreneurs. I do basically everything on the non-programming side, from UI/UX to managing programming teams, business development, research, marketing etc. I take care of all of the "other" things so the coders can focus on their work.

I've also recently taken up Seth's challenge to build a better presentation system. As a former consultant I know that there is a great need to develop something to improve the way meetings and presentations flow - and I want to fill that gap. Being a non-programmer, I'm currently looking for a tech-side partner, do you know anyone?

I'm located in Boston and looking to make connections, so if there is anyone that needs help, or wants to help let me know!

Joshua

blindsidex@gmail.com

**Boston**

# Justin Wasserback

Online Marketing Coordinator and Project Manager for EF Education. In a nutshell, we coordinate group travel for students in America to see the world. We break down barriers.

Currently, I'm Project Managing a team of in house creative and web resources to overhaul [www.efcollegestudytours.com](http://www.efcollegestudytours.com).

# Karen Frasca

I'm a marketing director for a small software company. We're getting ready to launch a somewhat unconventional marketing strategy for our new fiscal year, loosely based on Joseph Jaffe's "Flip the Funnel" philosophy. My big questions are about how to sell the strategy internally, and how best to execute it with minimal resources.



katie.desrochers@yahoo.com

**Boston**

# Katie Desrochers

I am an energetic, innovative and creative thinker who is trying to narrow her focus and identify both her “product” and her “tribe.” My interests are artistic creative expression, constructive/progressive educational opportunities, social justice for children and families, and more recently nonprofit work. I am also skilled in and passionate about event planning and am thinking that I may be able to somehow combine that with nonprofit work/fundraising to help the causes that mean the most to me. I’m really still figuring it all out but would love feedback from and networking possibilities with likeminded individuals. Thanks.

kmcleod@openskye.com

**Boston**

# Kevin McLeod

I am a strategic designer at Open Sky. I work with a talented group of people providing integrated marketing services such as creative consultation, web development, graphic design and advertising. We help open minded clients grow their businesses.

I have a beautiful wife and daughter, I love short walks on long beaches, Boston Sports teams, Mexican food, Starbucks and the smell of popcorn.

kirstywertz@gmail.com

**Boston**

# Kirsty Wertz

Aussie transplanted into Ohio. Marketing nerd on an endless path of learning. Currently working with netTrekker: a K-12 Education Technology company delivering relevant, digital resources to help personalize learning.

taylor.lauraann@gmail.com

**Boston**

# Laura Taylor

I leverage my extensive experience designing and delivering exceptional digital experiences to bring market strategy and innovation to businesses. I'm passionate about creativity and experience design and force myself to look outside my comfort space to keep alert and curious about the world.

# Leonardo Casado

I am an architect and web content manager at Autodesk.

My current project is to identify the user community for our top products, and provide web content that helps them be successful at using our software. With the help of my team, we have built a content strategy that helps us discover, create and distribute information that our audience needs.

The plan has received attention and praise, and we are moving into execution mode in the next few weeks (Summer 2010), but it still has much potential for improvement. We may not be ready to ship, but we are shipping. I hope that the strategy is not too structured, and it will allow contributors to share their knowledge and express their artistry.

On the personal side, I am a husband, father, teacher, martial artist... and this year I signed up for my first triathlon... what am I thinking?

@leocasado on twitter

# Liene Stevens

Liene Stevens is an online marketing strategist specializing in the wedding and lifestyle event industries. She help companies understand the differences in how consumers spend in this \$140 billion market and works with them to leverage social media to achieve their specific business goals.

# Lisa Borchetta

I am a life and executive coach. My focus and passion is helping people find and enhance the passions in their own lives with the goal of living more fulfilling, authentic and rewarding lives. I do all my work by telephone so proximity is not an issue. Background - I am a former psychotherapist, a trained coach, a mother, artist and all-around interesting person. I have a passion for new ideas, expanding my horizons and truly helping others.

# Lisa deBettencourt

I am a Lead Interaction Designer with over 14 years experience designing user experiences for industries including: 3D modeling software, automotive, consumer electronics, e-commerce, and professional imaging. Specializing in crafting designs that balance innovation, simplicity, and complex functionality, I lead the creation of the design vision and maintain the “big picture” while paying special attention to the "little things" that make an exceptional user experience. I enjoy working in multi-disciplinary teams who design products that are buildable, meet business goals, and are easy (and fun!) to use.

## Specialties:

- Product strategy
- Holistic design
- Design planning
- Process engineering
- Design research
- Concept development
- Rapid prototyping
- Usability testing

I am also a co-founder and former Board member of the Interaction Designers Association (IxDA), a >25,000 member international organization that is working to build a community of practice for the advancement and advocacy of the discipline of interaction design. I established the IxDA Boston chapter, and currently run it with three other local leaders, where we strive to inspire and support members with unique events and useful resources.



# Marc Rust

Crazy about internet strategy. I'm a UX advocate, brand lover and disruptive motivator. I am eager to take the next steps and get my many projects kicked off and soaring. Making things happen, and finding the resources all while cooking for my family each night!

I also do weird art in my spare time. [www.sparklemachine.com](http://www.sparklemachine.com)

In a nut shell; I'm a relaxed creative, artist, designer and strategy guy that wants to do more more more.

# Maria Nedelcheva

There are 2 ways in which I introduce myself depending on where you meet me and how I am dressed: 1) I do Online & Social Media Marketing for a company in the luxury goods/hospitality field; 2) I work for a gym. Actually it is a high end health club with the feeling of an urban country club.

So whether you would like to share some thoughts about Online/Social Media Marketing and the change in the purchasing behavior of the luxury goods consumers in the economic downturn. Or talk about your fitness goals (and come for a tour to the The Sports Club/LA) - just shoot me an email ;-)

# Maribeth Kuzmeski

My company is Red Zone Marketing, Inc. ([www.RedZoneMarketing.com](http://www.RedZoneMarketing.com)). We focus on business development strategy (ie getting more clients!) for financial services firms and high margin service firms. I am working on releasing my next book, "...And The Clients Went Wild: How Savvy Professionals Win All The Business They Want" (Wiley, Sept 2010)

# Mary Anne Richman

I live to push the envelope. I love being around creative, innovative people.

I founded MARS Productions, Inc twenty one years ago. We are designers and producers of meetings, events and digital media.

When I am not producing unique experiential events, I am designing jewelry. I have my work in about 80 galleries across the US.

But the most rewarding time I spend is running a group called Creative Minds – a forum for creative thinkers to gather, brainstorm and follow our dreams. We operate under the brand name – makeaseen

melappel@gmail.com

**Boston**

# Melissa Appel

I work in user research and design strategy. I focus on ethnography and qualitative research methods to help clarify the "fuzzy front end" of innovation. My methods allow me to identify and understand new opportunities in any industry. I focus first on defining the problem because I believe that you can have the greatest solution in the world, but if there isn't really any problem you're not going to be successful. I am always interested in talking with people about the world of design, and exchanging ideas and advice. <http://www.linkedin.com/in/melappel> or [melappel@gmail.com](mailto:melappel@gmail.com)

# Meredith Collins

I work in education and learning. I invite parents to look at who their kids already are - what they have to offer and can throw themselves into (now) so everyone's attention is not only on how things are going according to traditional academic measures. At the moment the effort is made up of connecting people, blogging, and assembling a book.

my last name at gmail

**Boston**

# Michael Kuznetsov

The summer after my junior year in college, I started syllap.us, an online student planner, despite my lack of any real CS background. After learning a lot (a LOT) and gaining a bit of traction over the course of senior year, I'm now putting syllap.us on hold to work for CSNstores in the Boston area.

# Michael Oon

I am a Feng Shui Consultant. I help property developers sell their buildings faster, assist them to complete their projects on time and on budget. In these developments, the people who live or work there, have better quality of life.



mlprager@gmail.com

**Boston**

# Michelle Prager

Recent MBA graduate from the University of Wisconsin Center for Brand and Product Management. Starting work as an Associate Brand Manager for Colgate-Palmolive in New York City in the fall. Interested in reinventing brands and product innovation.

michael.j.marinelli@gmail.com

**Boston**

# Mike Marinelli

I'm working on launching a side business focusing on providing WordPress web site setup for wellness professionals, life coaches, yoga instructors and alternative health practitioners.

# Mike Matchett

I'm a cofounder of CITHread which provides online editors and publishers an efficient and cost-effective way to intelligently curate 3rd party material. As part of an overall social media strategy, CITHread creates and manages dynamic focused topics for "communities of interest". CITHread enables editors to find and post current, interesting, and most importantly stylistically aligned content that meets ad sponsor, publisher (SEO), and user community goals. In production now - welcoming investor inquiries to help expand sales/marketing.

# Murat Arslan

I am a linchpin. I connect people, solve their problems, and make them happy.

My business card says I am a residential realtor and a lifestyle photographer.

Yes, both. Running almost 10 years now. Works together wonderfully, and I love doing them both.

I assist people in finding the home to discover and live their dreams in.

Then I take part in their lives, and document those beautiful dreams: weddings, babies, families, graduations, and sitting in the living room enjoying their very comfortable pajamas together as a family.

They become my friends.

I care about them.

I trust them.

They trust me too.

If you know someone in Boston area who needs a trusted advisor who works by referral only, I would love to hear from them.

I am never too busy for your referrals!

# Naomi Gordon

I am a partner and owner in a real estate firm specializing in multi-family rental property. We basically do turn arounds and then hold and manage the property in our portfolio. I am currently working on our newest project which is a 75 unit complex in Hamburg, NY

Naomi@Stratfordmanagement.com

**Boston**

# Naomi Gordon

My company purchases and manages mult family rental housing complexes. I am currently working on an upgrade to the newest property in the portfolio.

Peepsmobile@gmail.com

**Boston**

# Nate / Phineas Underwood

Writing an ebook

Creating a furniture industry tribe

Running a small business

Homeschooling

# Patricia Krippendorf

Last year I left the travel company I had been at for 22 years. I loved my job because of the terrific people I worked with and the fact that my role constantly evolved. I was responsible for customer service, customer experience and operations, so it was never boring.

I never intended to spend my entire life at this company and somehow I had already spent my entire adult life at the same place! I had an opportunity to leave, so I did. I wasn't exactly sure what I was going to do but figured I should start doing it.

Today I am creating the Adventure Bear Cubs, a series of children's books about cities around the US (and then the world) that are accompanied by their own teddy bear. Each bear shows the reader around his "hometown" before he, and his book, come to live with the child. My hope is to inspire kids to be more interested in exploring new places and leading their own "adventures", even if it is only in their backyard.

My goal is to have the first product shipped before Labor Day. So far I am on track to make this a reality.



# Paul Bilodeau

I am an entrepreneur with a passion for technology, social responsibility, and startups. I am currently bootstrapping a startup (stealth mode) that leverages technology for advanced forms of analytics, communication, and knowledge capture for companies. I am also actively involved with 2 other tech startups where I helped advise from the idea stage (business plan, product development, board, market, pricing, strategic partnerships and sales) to launch.

I love the entrepreneurial mindset and energy, and I am interested in helping others at the idea stage to avoid common pitfalls that nascent entrepreneur's face—funding, “Sex vs Cash Theory”/ don't quit your day job, launch, hiring, partnerships, etc. Basically, I do this because I like to help others and also because I received a lot of the wrong advice from people that I thought knew more than I did. Then I learned a valuable lesson, I get to choose my critics. So, I followed my gut, networked with other successful entrepreneurs, reached out to find the right mentors, and read voraciously (Daniel Pink, Godin, Colvin, Hugh Macleod, Kevin Carroll, Kawasaki, Gladwell, Christensen, Sanders, Heath Brother's, Edward de Bono, etc).

I am hoping to link up with other like minded, neo-cortex thinker's who believe they can change the world.

pbuckley@firstact.com

**Boston**

# Paul Buckley

Director of Marketing for First Act & Seven45 Studios. Working on the launch of Seven45 Studios revolutionary new video game called Power Gig ([www.powergig.com](http://www.powergig.com)) which utilizes a real electric guitar as a game controller.

# Peg Mulligan

I'm a Content Developer, who has worked in Boston's high technology sector for about ten years, supporting technical communication, and more recently, content marketing requirements. I am currently working on a technical writing contract in an educational setting, which complements my secondary teacher certification. I also contribute to MarketingProfs Get to the Point newsletters on search engine marketing and was featured in C.B. Whittemore's newly published e-book, *Social Media's Collective Wisdom: Simplifying Marketing With Social Media*.

I have a Masters in Technical and Professional Writing from Northeastern University, with a concentration in Writing for the Computer Industry.

Additional coursework includes Human Factors, Usability Testing, and User Interface Design from the User Experience Design Certificate program, offered by Bentley University. This summer, I completed Inbound Marketing Certification through HubSpot's Inbound Marketing University, with a focus on blogging, social media, lead conversion, lead nurturing, and closed-loop analysis.

I am passionate about the social web and education, especially interested in best practices for technical communication in a social media world as well as inbound marketing. At my blog, *Content for a Convergent World* (<http://pegmulligan.com>), I write and host posts on using social media for good in the ongoing *Live with Abundance* series. When I'm not blogging about technical and marketing communication, I enjoy spending time with the family, hanging out with my Labrador retrievers, cooking, camping, and listening to my iPod.

# Peter Masucci

I work for WBZ TV in Boston. We're trying to redefine an industry that desperately needs a second life: local news media. An industry that had its time and once was "perfect," is now impossible. However, I firmly believe great minds can alter its fate, at least here in Boston.

# Rachel Levy

I have a split personality... 1) Social Media and Marketing Consultant, and 2) Run WebinarListings.com, a calendar of webinars

Social Media and Marketing Consultant - I do strategy, tactics, setup and implementation for large and small companies to help them use social media. I can also help companies and individuals with training or website creation. My background is in traditional marketing (brand management) so I understand marketing well, and how to use bold old and new media. (<http://www.rachel-levy.com>)

WebinarListings - This is a site for webinar hosts to promote their webinars, and people who want to learn about a topic, to come and find out about webinars. Webinars are in all areas of interest. Register for the newsletter for weekly updates: <http://bit.ly/WLnews> (<http://www.webinarlistings.com>)

ramesh@thepapapost.com

**Boston**

# Ramesh Kumar

News, Views, Reviews and Interviews. Building a community of Moms at <http://www.mommyniri.com> and a community of Dads at <http://www.ThePapaPost.com>. It is about sharing and being inclusive.

The world according to Mommy Niri.

rhm@randallhmilller.com

**Boston**

# Randall H. Miller

I'm an American college educator and blogger (working on a Ph.D. in Political Science/International Development) looking to promote "linchpinism" in public policy (especially international relations). I'm always looking to collaborate on cool projects and I'm easy to find. Cheers!

rgeoffroy@kpmg.com

**Boston**

# Richard Geoffroy

I manage teams of accounting, tax, and compensation consultants. We assist clients with identifying issues and opportunities in their acquisitions and dispositions.



# Richard Wallace

VP Sales and Marketing for a Canadian packaging company. Intermittent blogger, where comments are posted on the value of integrity in the context of a career as a sales professional. Working on the development of an I-Pad App business model. Writing a book about something to do with making a difference by valuing the only moment we are given, through creative expression...even (especially) as it relates to the practical and mundane.

# Seth Nichols

I am a B2B media entrepreneur implementing new business models and thinking about the role of trade media in today's marketing environment.

# Srinivas N Jay

I am pursuing my Masters in Computer Science at Northeastern University.

I am designing a educative, addictive and simple game which will help people to hone the programming skills.

It can be used by students in the universities and employees in the companies to improve their programming skills.

We are also planning to design a mobile application once the game is released online.

# Stephen Warshaw

As a relationship broker and Godin devotee, I help clients convert strangers into friends, then customers & ultimately--loyal, contented members of a tribe of "consuming" followers willing to share their (positive) feelings & experiences with other.

When the Bravo Television Network wanted to build market share for their fledgling show, "Top Chef", I created & produced "Top Chef: The Tour!" as a means to meet, greet, influence & bond together fans of the show. This 48' long, expanding trailer features a custom-designed (working) exhibition kitchen, seats 50 & is still on the road 4 years & over 100 events later. We've literally added tens of fans per miles driven! Experience it at a Farmers Market near you!

When MassMutual Life Insurance wanted to leverage their sponsorship of the US (Tennis) Open, I created & produced the "www.halfapaycheck.com Tennis Challenge" on the grounds of the prestigious event, turning nearly 20,000 passers-by (and total strangers) into friends & in many cases--new policy holders.

I most recently helped NBC Sports leverage traditional, digital, social & experiential media to meet, greet & influence consumers, advertisers & cable distributors alike at/during the Vancouver Winter Olympics. My efforts were directly attributed to the network's (sibling's) conversion of two cable distributors (strangers to Universal Sports) into friends and ultimately customers. As a direct consequence, a tribe of over 2M people now receives & enjoys "Universal Sports" programming in the Boston DMA.

My personal tribe of 4 includes my wife Cynthia, son Anderson (nearly 8); & daughter Hannah (nearly 5). We reside in Warren, CT--tribe count 1,386.

I'm also a proud member of the "Boston Linchpins" that helped plan, promote & stage today's event!

# Sue Burton

I am a marketing, innovation, and creativity consultant. I work on helping emerging (and established) businesses build market velocity, in terms of buzz, partnerships -- most importantly -- sales and revenue. I help firms achieve velocity through innovative marketing and 360 degree customer experiences. My domain expertise lies in education (student marketing), B2B2C models, and financial services and technology. The key ingredient in my special sauce is humor. Humor surprises, delights and unifies while leaving a lasting positive impression. I'd love to meet some partners in crime who are passionate about humor, building businesses and innovation and I'd love to find some new businesses to turbo-charge together!

Sueburtonkirdahy@yahoo.com

**Boston**

# Sue Burton

I'm a revenue-building marketer, passionate about innovation, customer experience, and building engaged value communities. Presently a marketing consultant and standup comedienne, looking for intriguing opportunities to contribute and collaborate.

tveleva@gmail.com

**Boston**

# Tanya Veleva

I'm passionate about helping start-up business succeed. I write business plans for start-ups and coach in marketing, business development, operations, compliance and finance/accounting to help turn fresh ideas into growing businesses.

thomas3812@gmail.com

**Boston**

# Thomas Aylmer

I am a 2010 economics graduate of Washington University in St. Louis looking to begin a career in marketing and strategy, preferably in consumer products. Feel free to contact me if you would like to talk more about what I can offer (or if you just want a copy of my resume)!

Contact me:

Email: [thomas3812@gmail.com](mailto:thomas3812@gmail.com)

Check out my blog: [www.theforsythreview.blogspot.com](http://www.theforsythreview.blogspot.com)

Add me on LinkedIn



thomas3812@gmail.com

**Boston**

# Thomas Aylmer

I have recently opened up a copywriting business. TextBranding does SEO web content, press releases and other custom writing projects for the consumer packaged goods industry.

Find us online at <http://www.textbranding.com>

# Tim Viola

I am a twenty-two year old Bible college (Zion Bible College in Haverhill, MA) student who wants to help the Christian Church in America, and especially New England, reach its full potential. I think in order for that to happen, the Church needs to understand and leverage culture, social media, technology, creativity, and innovation. For far too long the Church has been behind the times in these areas. We need to be on the forefront of trying new things and being creative and innovative. The message of hope and love that we have to share is far too important to be failing in areas that the rest of the world finds incredibly important and necessary to everyday life.

I also have a passion to see students become world changers. There are a lot of teenagers in America who are ready to step up and be the leaders of tomorrow, today. They do not have to wait until they have a college degree or a six figure paying job. My passion is for finding students who are wanting and ready to take risks, fail, succeed, but become leaders, and helping them develop into the leaders they were created to be.

In both of these areas, I hope that I can be a catalyst for change. Ultimately, I hope to be a leader who is worth following, a leader who creates positive change, and a leader who helps spread the message of the Church. Oh yeah, and I love Ironman and The Office.

<http://www.tomcatalini.com>

**Boston**

# Tom Catalini

CIO, VP of Technology who enjoys changing the world, one small step at a time, with ideas, people, and technology.

Tfoster444@aol.com

**Boston**

# Tracie Foster

Working with fellow attendee and friend - Carol Harnett - to develop a more effective model to help people live healthy, happy and meaningful lives. The model is built on creating fun experiences, is accessible to many, and is sustainable over a lifetime. Work, Love, Play!

# Amrita Basu

I came to the United States in the Fall of 2004 to obtain my undergraduate degree in Finance and Economics at Kent State University in Ohio. I went on to complete my masters in Financial Engineering there. While working on my Masters program I interned with Trading Technologies in Chicago as an Alpha Trader. On completion of my Masters program I was offered a full time position with them which I accepted. I have been living in Chicago for about a year now and I love almost everything about this city. A friend introduced me to the world of blogging. Most of the blogs I have written have been personal issues that I have been trying to work on. The first Seth Godin blog I read was “Every monster has a big shadow”. A few days before I read this blog I was having a discussion with a friend about fears and how at times other people’s fears and apprehensions get projected on us. This blog tied everything we were talking about together leaving quite an impact on me. Ever since then I have become an avid reader of his blog. I am thrilled to be a part of Seth Godin’s tour.

# Andrew Wicklander

Andrew is the founder of Ideal Project Group, a small software development and project management company based in Chicago.

Andrew creates software solutions for small businesses, and runs software development projects for large organizations, intentionally focusing on the two distinct "edges" of the software development world.

A regular and passionate blogger, Andrew writes about business, technology, entrepreneurship, project management and other things that interest him on his blog Project Idealism which can be found at <http://projectidealism.com>.

Andrew lives in Chicago with his wife Maile, four year old daughter Leila, and two year old son Kai.

# Beth Humble

Short a sweet: Social Media Instigator ... I help conservative companies step up to social media. More details: Beth Humble is a Social Media expert with 12 years of business aviation marketing experience. Beth has been instrumental in the development of new marketing initiatives and has lead Duncan Aviation's entrance into social media. She is currently leading the company's Market Research Team.

# Brad J. Ward

I'm the CEO and co-founder of BlueFuego, Inc. We specialize in helping colleges and universities use the web to meet their marketing/recruitment goals. We only work in the higher education industry, which allows us to focus on our niche and passion! Our clients spread across the US and Australia. I speak at approximately 20 events a year, and have done workshops across North America, Australia, Malaysia, Singapore and United Arab Emirates. Our company is at 3 employees and growing, as we learn how to scale strategically and properly. The biggest issue for us right now is dealing with the many requests for our consulting services and how to choose the clients that are right for both parties involved. Revenue in 2009 hit six figures, but then we doubled that in Q1 2010 and haven't slowed down since. Being a knowledge-based company has presented unique challenges for our growth. Oh, and a random fun fact: I'm on the back of the cover of both Tribes and Linchpin. :)



# David Perlmutter

25+ years marketing, promotion and media experience effectively converging brands, innovative technology and the creative process.

My passion is the perpetual cross-pollination of emerging technologies (mobile, proximity, social media, behavioral targeting, augmented reality, e.g.) with brand and experiential marketing, social media, CRM, and shopper marketing.

Professional expertise includes media/content development, digital innovation, business development, strategic planning, sports & entertainment marketing, and direct account management of CPG, retail, beverage, automotive, medical, and media categories.

# Jessica H. Lawrence

By day (and often by night) I'm the CEO of Girl Scouts of San Geronimo Council, a non-profit that serves 10,000 girls and 4,000 volunteers in Riverside and San Bernardino Counties in Southern California. I've been with Girl Scouts for 7 years, first as a Fund Development Associate when I started with the organization back in 2003, then as Director of Development, Chief Operating Officer, and eventually Chief Executive Officer starting in February 2008. My job rocks because I get to work with 48 people who I adore, I get to make a positive impact on the lives of girls and I've had an opportunity to get my hands dirty in everything from fund development to marketing to human resources to strategic planning to real estate transactions to program development to event planning and even schlepping a box of cookies or two.

I'm passionate about transforming organizational culture and creating corporate cultures that rock instead of suck. I led my organization to become the first non-profit Results-Only Work Environment in July 2008 and we were subsequently ranked the #8 best non-profit to work for in the country in April 2010.

I author a weekly column for The Business Press called The Practical Business Radical and frequently speak about flexible work environments, social media, productivity, and any other topics that get me clapping my hands in excitement.

I'm a kid at heart and believe in integrating fun into work, whether with a 2-foot tall pink beehive wig, a rousing game of Cranium, or a no holds barred ridiculous relay race during a staff meeting.

I love connecting with people who share my passions, will introduce me to new ones, or give me a whole new way to look at the world.

# Jessica Kizorek

Two Parrot is hosting a ground-breaking collaboration that demonstrates how non-profits can best leverage online video, social media, and mobile technologies. It's a 2 year, \$2.5 million project that will produce 100 short documentaries for 100 charities around the world using the manpower and creativity of student filmmakers. We're also pitching a TV reality show to make charity as exciting as American Idol.

The project is designed and will launch in Jan 2011.

We're currently looking to accomplish the following 3 objectives:

1. Identify one large corporation that will underwrite project for \$1mill and leverage branded content for a national advertising campaign.
2. Identify one foundation to fund the research & educational portion of the project for \$500,000.
3. Experts, service providers, thought leaders, television network, and charities who want to be featured.

# Joe Fox

I am working for Pearson Education and working on making student information systems more human. We have great products, but we need to improve the way we market them, the way we develop them and the way we implement them. I'm very proud to be trying to convert as many Linchpins as possible and to tell people what's wrong with being a cog. I'm not impressed by the arguments of procedures and systems being worth more than the people they are replacing.

# Karen Weed

I work at a progressive biotech company in an even more progressive midwest city. We're about leading change by example, about setting trends before anyone knows there's a trend, and about making the world a better place - both through our products and through our people.

When not working I'm traveling the world with my closest friends and (as a member of the I own more than one pair of shoes club) looking for ways to give back.

katiehill.madison@gmail.com

**Chicago**

# Katie Hill

I am an eMarketing manager for a biotech company. I'm responsible for the redesign of our corporate website, email and digital marketing campaigns. I'm passionate about User Experience and customer service.

# Mark Aardsma

I'm a young serial entrepreneur interested in making a contribution to how small business and entrepreneurs will work and succeed in the post-economic-shakeup environment. I love being a part of bootstrap startups that try new ideas with a humble path to proof-of-concept. I love great conversation that stimulates learning and new thinking. As for my current day jobs I own and operate an acoustic panel manufacturing and retail business, and a national video and projection equipment rental business.

[martine@shopgoldenage.com](mailto:martine@shopgoldenage.com)

**Chicago**

# Martine Syms

I'm the director of Golden Age, a project space in Chicago, Illinois dedicated to sharing ideas through exhibitions, performances, and printed matter. Golden Age operates a dynamic, collaborative workshop to engage an international community of artists, musicians, designers, and other passionate obsessives.



# Mehul Kar

I am a student entrepreneur studying at UW-Whitewater. I am originally from India. My friend David (from Columbia) and I are starting a deposit-based appliance rental business for college students. The deposits will be used for international microlending.

At the time of this writing, this business is only 3-4 weeks old. The plan is to launch before the event (at the start of the college semester).

# Mehul Kar

I am a student at the University of Wisconsin-Whitewater studying Finance and Accounting. My goal is to be financially stable before I leave college life and living a life untethered to desks and chairs.

And so, a friend and I have started a local/global business. We lend out common dorm appliances (mini fridges and microwaves) on deposit to incoming freshman and exchange students for the year. During the year, we use these deposits to make international microloans to 3rd world entrepreneurs and students, thus fulfilling our social responsibility as a business as well as providing a valuable service to university students.

This project has been the focus of my attention for the past few months and will be so for the next year or two if all goes well.

# Nick Campbell

I made TV Commercials and animated TV Show title sequences until I realized how much I loved teaching. I left my job last september to commit all my time to teaching people how to be a Motion Designer though my site, Greyscalegorilla.com. Lately, I have realized that my thoughts apply to ALL creative industries and want to help people everywhere to "Be Creative and Get Paid". I also have a second hobby of making photo based iPhone Apps. The most popular is called ShakeItPhoto which makes your photos look like "Instant Photos". Between iPhone Apps and my websites, I have learned so much about marketing and how to run a small biz that I want to share with others. Lastly, I Love to sit with other entrepreneurs and biz types to share and learn. I am thinking about starting a local club where small biz types can learn from each other. Please Email me if you are interested in joining or have a club yourself.

I love this stuff!

# Noah Fleming

A mentor of mine once told me, "You have the confidence of a battle-tested businessman with the wide-open eyes of an awakening soul."

Last year I walked away from a successful and lucrative online marketing career to pursue work that was more aligned with my heart and soul - instead of just more dollars and the acquisition of more stuff. It quickly became clear to me that becoming a linchpin was the only option for me.

I'm a linchpin in training, a lucky husband, and soon-to-be father, living in Kingsville, Ontario - Canada's most southern town.

You can learn more about me and what I'm up to at <http://noahfleming.com>

# Patty Soffer

Getting my butt kicked in the economic downturn clearly called for some rather dramatic reshaping in my life, to say the least. So rather than squeezing into Spanx and trying and recreate what was, I wiped my tears, got pissed (my favorite fuel) and then moved mountains to identify and master what it is I really love to do. This process has not been easy, but it has been absolutely rich in discovery and contribution. Life on this side of the fence is ripe for redefinition. I'd like to be someone who helps to shape it.

So TA DA! Here is what I do and how I do it:

"The magic is not just in asking great questions; it is in the listener's ability to hear what's real through all the Chat+er. Listening is my gift; strategy is the manifestation of that gift. I dig deep into peoples' hearts and heads to find the gold, and then help to develop powerful strategies that enrich lives, businesses and relationships."

- Patty Soffer

rachelcstroud@gmail.com

**Chicago**

# Rachel Stroud

I'm a recent Northwestern University grad living in Evanston. Active Bikram yogi & blogger at *Alive in the Fire* ([www.aliveinthefire.blogspot.com](http://www.aliveinthefire.blogspot.com)). Also President & Lead Editor for a freelance editing & writing company I started called *editZING!* ([www.editzing.com](http://www.editzing.com)). Stoked to meet Seth! I'll be photographing the event as well.

Odracir72@comcast.net

**Chicago**

# Ricardo Gonzalez

I get paid to manage network engineers for a Fortune 100 company. What I DO is lead others, facilitate, and coach. I am working on a project I call Coaching for Trust aimed at nurturing trust in the 21st Century world of work.

rocio@u.northwestern.edu

**Chicago**

# Rocio Reyes-Morales

Northwestern Senior, interested in learning, discovering and tasting what the real world has to offer. Born in Mexico city but a child of Belgium, Netherlands and Istanbul. Currently interested in how to think thoughts I have never thought before. Experience in Brand Management, Advertising and learning and Organizational Change.



# Ron Pitcher

I am the President of Pitcher Insurance Agency. We are an Independent Insurance Agency specializing in insurance and risk management for midwest businesses. We have created several unique tools and services to reduce the total cost of risk for our clients and improve their productivity, quality control and profitability. Our services include OSHA training and inspection preparation. Part of our loss control service includes a site license our Risk Management Center-A Comprehensive Safety Platform and Toolkit. This on-line platform with a searchable, bilingual, Risk Management Center Library of loss control and safety content for fast access to everything from training and safety programs, to audit tools and check lists. Also included is a suite of online software called the Risk Management Center Applications-to help you track, manage and control your employee training, Material Safety Data Sheets, risk exposures and loss incidents and an automatic generation of OSHA Logs from your incident reports! Our phone number is (847) 705-5560.

r.evans@randmediagroup.com

**Chicago**

# Ryan Evans

I am the Founder and President of Rand Media Group. We love to solve marketing problems and build great platforms for our clients to connect with and grow their tribe.

# Shu Ling Yong

Hi! I'm Shuling and I create media for social change. I've worked with many non-profit organizations around Chicago and Evanston, helping to tell their mission and story through the power of video. My skills include producing, directing, cinematography, location sound recording, editing and 2D animation. There're lots of organizations around doing such great work, it needs to be documented and shown to the world! :) I'm looking forward to working with you!

One of the projects I'm currently working on is for Kartemquin Films (Hoop Dreams). It's called Invisible Seasons, directed by Peabody Award-winning director Maria Finitzo, and is about gender equality in sports, the impact of Title IX on women's athletics over the last 38 years and how change happens in a democracy. Let me know if you've got a story about how Title IX has made an impact on your life. And look out for updates as we make progress towards our targeted 2012 release!

I also volunteer weekly at Cabrini Connections, teaching teens filmmaking and life skills. If you'd like to share your media-related skill with my Cabrini kids, feel free to contact me and we can arrange to have you as a guest speaker. :)

My website: [www.yongshuling.com](http://www.yongshuling.com)

Stephanie@seraphmiami.com

**Chicago**

# Stephanie Tisch

Based in Miami, the projects I'm at work on all involve the design and production of highly detailed, very personalized specialty packaging, books and printed materials across a pretty broad range of industries- yacht designers, resorts, furniture manufacturers, cosmetics, and jet designers to name a few.

# Tammy Davis

Trying to determine where and how social media makes sense in my B2B world. Also looking for the key to facilitate change in a fragmented organization, to recognize and tell our story in a way that is inspiring AND credible, and to move us forward. I'm looking for allies and consorts in people who've been there and done that, or who are forging a similar path. Don't be afraid to give me a shout out!

<http://www.timschraeder.com>

**Chicago**

# Tim Schraeder

Director of Communications @ParkChurch in Chicago. Blogger. Connector. Passionate about the Church + communication. I believe the church has a remarkable opportunity to reinvent itself to create good for the benefit of the cities and communities where they find themselves.

# Uzi Shmilovici

I'm the CEO and CDO (Chief Design Officer) of Future Simple Inc. Future Simple provides simple and intuitive online business software for small businesses.

Our first product, PipeJump, provides the small business manager with an efficient and effective way to manage the company's sales process. The agility, simplicity, and breakthrough user interface of PipeJump is helping small businesses organize their sales force, improve their close rates and increase their revenues.

After serving 5 years in the Israeli army as an intelligence unit commander, I founded Netcraft, a leading web agency. I brought the company to \$1.5M in revenues, employing 30 full time employees to sell it in the beginning of 2010.

In 2008, I was chosen by TheMarker, the leading business newspaper in Israel, for the list of "The top 40 Israeli web professionals." I also served as the local leader for The Interaction Design Association (IxDA) and director for innovation for the Usability Professionals Association (UPA).

I'm currently pursuing my MBA degree at The University of Chicago Booth School of Business.

willy.franzen@gmail.com

**Chicago**

# Willy Franzen

I help college students and grads find jobs and internships through my sites [OneDayOneJob.com](http://OneDayOneJob.com) and [OneDayOneInternship.com](http://OneDayOneInternship.com). I'm trying to make the career discovery process less intimidating.



zacharytelschow@gmail.com

**Chicago**

# Zachary Telschow

I'm an entrepreneurial-minded CS grad student working full-time while trying to learn Ruby on Rails and working with Java in Google App Engine in my spare time. I'm attending to hear new ideas, get inspiration, and keep my eyes open for possible jobs.

Albert.Maruggi@gmail.com

Minneapolis/St. Paul

# Albert Maruggi

Biz communications PR, & tech consultant. Multimedia producer that believes every format has a place. Father of 5, basketball coach to many.

Figuring

Out the next projects that's why I like Ship It

# **Amaza Reitmeier**

Leading an effort to develop a compelling case for investing in novel applications of drug & biologics delivery technology to treat currently inadequately treated or untreatable diseases.

# Andrew Romstad

Lead Pastor of 2500 member Christian (Lutheran/ELCA) congregation, Cambridge Lutheran Church, in exurban town of Cambridge, MN, 45 minutes north of Minneapolis.

Big emphasis on justice ministries to the local poor, homeless and hungry as well as partnership with AIDS orphanage and medical clinic in Nigeria. (Currently raising funds to buy generator to power the orphanage and build a hospital there.)

Creating a multi-generational church by seeking to connect with boomers, busters, and builders through ministries targeting specific group needs.

Creating separate worship communities to reach believers and non-believers with the message (gospel) of Jesus.

Using a purpose-driven ministry model emphasizing purposes of Jesus (Worship, Community, Service, Spiritual Growth, Proclamation)

andy@kw2ideas.com

**Minneapolis/St. Paul**

# Andy Wallman

I'm a co-owner of an ad agency in Madison, Wisconsin. I'm on a mission to change me, my company, my clients and communications. Along the way, I want to make the world and people better. I have a blog to share ideas and communications at [andywallman.com](http://andywallman.com)

# **Ann MacPhetridge**

I'm a working mom who's been in the life sciences field for 20+ years. I'm passionate about customers and giving them a voice, particularly in our development of new products. When I'm not moderating a Voice of Customer session or writing a questionnaire to be posted on Survey Monkey, you can find me hanging out with my 9 year old son and our golden retriever. Running is a new passion of mine as well.

# Ariel Ortega

Music Artist, Visual Artist. Currently I am working on a few projects and brainstorming ideas of how to effectively market a brand to a target audience in today's modern age. The question is when creating art how do you know that it has become legendary or invaluable in the sense of keeping or deepening the quality and emotion in this modern day in time? Art is life how will you portray your masterpiece?

# Barb Endl

My life's journey turned upside down when life-threatening illness touched my family. It is through them I discovered and created my passion in life...Tomorrow's Hope. We are DEDICATED to find the support needed to make a difference for our communities. The dedication that Tomorrow's Hope has found within its supporters is the fuel that keeps hope alive. We are PASSIONATE community members that make every effort to open the door of possibilities and hope to individuals and families who need it the most. We are ACCOUNTABLE. Being accountable is what makes Tomorrow's Hope an exceptional organization. By having our recipients sign a contract helps assure the accountability of Tomorrow's Hope. We are COMMITTED to find and support programs that will help enhance the lives of individuals affected. The family of volunteers dedicated to drive our success, coupled with the above statements, is our Purple Cow.

Join our Tribe. I will know the passion in your heart because it will be in mine as well. Together we can make a difference.

[www.tomorrowshope.org](http://www.tomorrowshope.org)



# Becky Henry

Becky Henry is bringing help, resources, information and support to families impacted by eating disorders. She does this by: speaking to health care providers about eating disorders to assure quick and proper diagnosis, coaching parents through the crisis, training other parent coaches and her upcoming book: *Just Tell Her To Stop; Family Stories of Eating Disorders*.

# Ben Nesvig

Creative and concise - I have 1,000 things I'd like to do but I've narrowed it down to 1 - Screenwriting.

What I have to offer:

A comedic screenplay written by someone that is disappointed with 98% of comedies today.

Where I can use your help:

I've done the easy part (writing something 120 pages long) and now I need help with the hard part. Any way you can help me take the screenplay that I've written and move it closer to a movie would be greatly appreciated. Send me an email if you would like further information.

bhiranaga@hotmail.com

**Minneapolis/St. Paul**

# Brad Hiranaga

Pillsbury Breads Marketing Manager at General Mills.

# Chadburn Blomquist

I'm a nerd translator.

My entire 'career' has been focused on helping people use technology to improve their lives - not struggle against the technology. I've worked at companies that have had this mission at the core of what they do - Apple and Palm to name a few. Now I work at Cisco where we are changing the way people work, live, play and learn.

My passion now is leading a tribe. I am the Curator for the local TEDx organization - TEDxTC. TEDx is a program from the TED Conference that provides local organizers the brand and tools to further their mission of 'ideas worth spreading.' We are bringing to the TED audience people from our own backyard that have an 'idea worth spreading.'

Please reach out to me if you are a TED fan and want to be involved!

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

howard1025@comcast.net

**Minneapolis/St. Paul**

# Chris Lambert

Consulting for entrepreneurial and corporate startups in the areas of strategy, finance and marketing.

# Christina Fernando

Christina Fernando is a writer and small business owner living in Eden Prairie, Minnesota. Fernando currently writes full time for Demand Media about topics like health, medicine and pets. Her articles have been published on eHow, Associated Content and Firehow. This fall Fernando will be busy working on her debut book about canine psychology.

Fernando is also the owner of, "The Quintessential Candle Co"- a candle manufacturing company specializing in aromatherapy soy candles. (qcandleco.com) The candle company began when Fernando's friends and family members convinced her that she had a product worthy of taking to the next level.

christina@style-architects.com

**Minneapolis/St. Paul**

# Christina Holm-Sandok

I am a former Lifestyle/Fashion/Beauty Editor with 10 years of experience in marketing, communications and branding (for both B2C as well as B2B). Within the past year I launched Style-Architects, LLC. Our team works with lifestyle companies on building their brand identity through web and print design, social media, etc. My clients range from an organic baby clothing to a high-end home remodeling to a business association for a destination shopping neighborhood.

# Cole Grolmus

Through my work in the PricewaterhouseCoopers Advisory practice, I help companies solve complex challenges and deliver on business transformation initiatives. This includes all components of a major change: strategic, structural, people, process, and technology changes. Our change management approach and experience helps drive sustainable value and "make changes stick."



<http://twitter.com/craigpladson>

**Minneapolis/St. Paul**

# Craig Pladson

Interactive marketer, husband, sports enthusiast, dog lover, soon-to-be MBA grad and always curious.

# Curtis Brown

My work is primarily to build community by helping businesses be successful and create jobs and investment. People in our community want to live and work in the same place. We need the investment of businesses to sustain a high quality of life.

Constantly on the lookout for new ways to provide indispensable service to our businesses and those who might want to invest here. On the lookout for more local government linchpins.

# Daniel O'Neil

DO Healthcare Innovation... I am a project manager in the tribe that is Transforming the way healthcare is experienced and delivered. We focus on onsite experience for people here and are beginning to build a social media revolution for improving health. I'm the grandson of the Mayo elevator operator who realized 2 years ago that my monograms are printed dOa - which has bad connotations for a healthcare engineer - so I shortened it to be remarkable DO.

# Daniel Quaile

A web site selling digital downloads of "micro-budget" independent films. 80 to 90% of all films created are made for less than \$30,000 and hardly anyone can find these films except for the rare few that take off (i.e. Blair witch project, Clerks, and the recent "paranormal activity", etc). This site is dedicated to the micro-budget films... the -real- independent films.

# Dave Sawyer

I have been a part of the audit team at Schechter Dokken Kanter for 5 years; I'm primarily responsible for performing and supervising various assurance and attestations services for clients in a number of different industries. I'm also a self-taught Excel guru/expert with a solid foundation of business and personal tax knowledge. I have built a reputation for developing excellent working relationships with my clients and coworkers and a penchant for embracing technology to enhance efficiencies and effectiveness whenever possible and appropriate.

# David Gahn

I lead a group of commercial print companies that focus on Corporate Identity products; Business Cards, Letterheads, Envelopes, etc. Tradition and protocol will extend the use of these items, but technology, preferences, and practicality are rapidly eroding their value. However, at least Business Cards are at the heart of contemporary communications. They are generally used in a permission based exchange, in a relevant context or encounter. They carry an expected, often times anticipated subsequent exchange. With that, we are working on alternative solution sets to facilitate the sharing, storing, and retrieving, of contact data, and finding we can actually embellish the experience with technology, beyond what can be done simply with ink on paper. We are helping clients make full use of web based contact repositories ( LinkedIn, Plaxo, facebook, et al) and with Mobile Devices.

# David Mitchell

I head Marketing for an envelope manufacturer, and I'm struggling to find relevant ways to communicate with my customers. At the same time, I recognize the need to add value to the customer experience rather than fighting to squeeze as much cost out of the product as possible. I was inspired by Seth's talk this morning, and look forward to arming myself with the ideas and initiative it takes to see change happen.

# Deb Brown

I am the Chief Time Creator at Time Creators, a personal assistant service ([www.Time-Creators.com](http://www.Time-Creators.com)). We specialize in taking on all the little things that take up a lot of your time so you can do BIG things. Time Creators supports both your business and your personal life. Whether it is waiting in line at the post office, taking in your dry cleaning, scheduling client appointments, or picking up the groceries - Time Creators helps you take care of all the things that you keep putting on the "back burner."



# Derek Madsen

Leading a team that works to house homeless youth in greater Hennepin County. Co-leading a national staff development initiative that works with the Minneapolis and St. Paul YMCAs, Y-USA, and the YMCA of Montgomery, all in partnership with the General Convention of Sioux YMCAs. Steering committee member for the Emerging Leaders Network affinity group, part of the Diversity and Inclusion department within YMCA of the USA. Student; Master of Nonprofit Management program - Hamline University.

# Don Liimatainen

I'm working on 2 main projects right now:

I'm working on creating a funnel in small businesses and automating it. Setting up businesses front end products and working with it to tie in a bunch of back end products. Growing repeat buyers and eliminating/minimizing attrition.

I also am working on an internet marketing launch with a local mainstreet business.

# Ed VonThoma

Ed VonThoma is the President of Building Knowledge Inc. which offers comprehensive training and consulting services to the building industry. Our mission is to cost effectively improve the quality, comfort, durability and energy efficiency of homes by educating the building industry about innovative products and new building trends and techniques.

Ed has over twenty years of experience in the homebuilding industry and during that time has been involved with the design, contracting, construction, sales and marketing of over 10,000 homes. Ed's specialities include: Product Development, Curriculum Development, Process Improvement, Townhome Construction, Building Codes, Green Homebuilding and Energy Efficiency.

I'm working on becoming **INDISPENSABLE!**

# Eric Pederson

I am working to simply life for people with disabilities, the elderly, and their families. I do that by providing a rather narrow service - which facilitates the payment for goods and staff support between the the government/insurance company/individual and their respective services. Our job is to stay out of the way, and make things run smoothly and efficiently. I am passionate about this because it is a truly unique approach to healthcare that puts control closer to the individual receiving services. My goal is to expand it, improve it, and simplify it.

# Erin Mott

I'm an experienced marketer and have enjoyed working in the food industry for the past 11 years. Currently, I have the privilege of building and caretaking the fantastic brand of Honey Nut Cheerios (General Mills). Over the years, I've worked in Minneapolis & London on brands such as Pillsbury, Progresso, Old El Paso and Green Giant. I love understanding consumers, their motivations & finding ways to connect with them. My biggest passion though is raising my two boys and finding newsness in the everyday.

h.bryan.neumann@gmail.com

**Minneapolis/St. Paul**

# Hailey Neumann

I've been managing a marketing team of about 20 people for the last year and a half. I focus on direct marketing and brand development. Recently, I've been "thrashing" to become a serial entrepreneur and marketing consultant. I'm currently freelance consulting with a firm in St. Paul to develop a direct marketing plan.

# J. Hall

As the David of the freight & logistics industry, we plan to continue taking down our Goliath competitors thanks to bleeding edge organic software and Linchpin employees!

# Jackson Strom

I graduated in the spring of 2009 with a Masters Degree in Architecture and am currently employed by a firm in Fargo, ND. I am working towards becoming a registered architect in hopes of starting my own business someday.



# James Miller

James Miller is a seasoned creative in the advertising industry where he has championed a variety of brands from B2C & B2B categories. Over the years he has built an icon of himself where high profile clientele call upon him to make the "impossible" - "remarkable."

After about a decade in the industry, and his variety of skill sets have been honed under one specific direction, he now concentrates his efforts on repositioning the idea of "agency roles" and "client roles" and how the two can co-exist seamlessly to reach the ultimate goal. Jams founded his own small creative "cell" of high-profile designers and brand strategist under his own company called A51DS. His hopes are to redefine how agencies and clients work together to provide unique solutions and mind-blowing results to his clients' bottom line.

In his spare time, he still loves to go solo and consult small businesses and agencies by getting in on the ground floor and battle it out by throwing around creative ideas that have a disruptive effect on consumers which compel them to react. He also is currently working on three independent projects with his fiancé which he is determined to turn them into fortune 500 companies.

# Jane Kathryn Kolles

I'm a casting assistant, designer, paper crafter, upcycler, film buff, animal defender, agent for eco-thriving and lover of life. I also jumped out of a plane once. By choice. I'm very passionate about protecting Planet Earth and welcome opportunities to work on films or projects related to that.

jarin.schmidt@gmail.com

**Minneapolis/St. Paul**

# Jarin Schmidt

Shifting the culture of a large organization from silo to collaboration by implementing social technologies (Jive SBS). The focus is culture the means is technology.

# Jason Bakker

I work for a very cool college marketing agency called Campus Media Group. We help companies reach students on campus in remarkable ways. If you are down with that, check us out at <http://campusmediagroup.com/>

I am currently exploring horror movie promotion, new ways brands can connect with students on campus, and a couple website ideas/problems that would require syncing with IMDB, iTunes, and/or Amazon. If you know rules on aggregating data from other sites for use in your own site, please tell me how you can help.

Thanks!

# Jason Hammond

My Name is Jason Hammond and I'm a partner and brand strategist at Bolster. We create strategic solutions that drive brand engagement in the hearts and minds of employees and customers by strengthening reputations and building relationships through authentic storytelling, and engaging and sustainable communications.

jmnoren@theoccasionsgroup.com

**Minneapolis/St. Paul**

# Jean Noren

I am a Marketing Specialist within the wedding industry mainly focusing on developing and implementing email campaigns, website promotions, and blog posts. Our website is focused on helping budget-minded brides find bargain priced products that are stylish and affordable.

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

# Jeff Ruley

I work as a business analyst, in my career I started as a programmer and have worked in sales and marketing, but always connected to technology. My passion though is around organizational development and applying that to the groups, departments and companies I am involved with. I believe that everyone can do great things and all companies can be great, but there is generally a lack of focus to make that happen. We tend to get distracted by the politics within our organization, daily sales numbers or other metrics that are a small part of the overall view of a company, and the general happenings of life.

I'm working now on developing a business where I help people and businesses do just that. I want to work with companies to help them develop a strong focus and shared vision based on a common set of cultural values. I want to help individuals determine what they are great at and what is most important to them so they can do it every day. Life is too short, too busy and just not that much fun if you are just going through the motions.

# Jen Kane

I own a company called Kane Consulting, a Marketing and PR firm that specializes in social media analysis, strategy, integration and measurement. Basically this means that every day I get up and invent the world and take the pulse of thousands of people. And. It. Totally. Rocks.



# Jen Roadfeldt

I work on collaborative platforms for internal audiences at Target Corp. That encompasses microblogging, MySites, Groups/Networks, Wiki, SharePoint, etc. I am interested in engaging in a dialogue around the following, just to name a few-- 1) Scope business problems broadly to inform technology-based solutions 2) When engaging buy-in/funding from senior leaders, how to use storytelling and pilot successes to convey the business problem and move toward solutions 3) Tap into the emotions beneath resistance to change even when it solves their problem 4) Also, discuss what's working well at your company in terms of collaborative platforms and why, especially if you are medium to large sized.

# Jim Barrett

As I work with my clients I keep asking myself: "Why are you valuable?"  
"What am I doing today to add value?"

This keeps me focused on what I'm doing today and not getting stuck in offering the same solutions over and over.

# Jim Barrett

I'm always looking for new ways to stay relevant for my clients. I help creative service companies build predictable paths of new business. The question I need to ask myself each day is "Why am I valuable?"

I can't rely on what worked yesterday, the world changes too quickly. Being around bright, curious people helps me do that.

# Jim Bolton

I to teach the people skills we all need to become artists in our work, lives, and relationships. When we're having conversations about what's important and real with others committed to being remarkable themselves, we learn, relate, and perform at our best.

I'm working on a couple of things. Personally, I'm working on what it really means to be remarkable myself, how to create a remarkable business, and how to develop remarkable clients to work with. It's easy to say, it feels high-risk when the status quo is "okay."

In that spirit, the professional thing I'm working on is creating a process that helps individuals and organizations to change their behavior in the ways that help them thrive. Inspiration is perishable; after it fades, we need both a clear map and the energy to progress toward our better abilities.

If anyone is interested in those conversations, I'd be delighted to connect!

# Jim Bolton

I to teach the people skills we all need to become artists in our work, lives, and relationships. When we're having conversations about what's important and real with others committed to being remarkable themselves, we learn, relate, and perform at our best.

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If anyone is interested in those conversations, I'd be delighted to connect!

# Jim Tincher

How do you become customer-centric? I work with companies to create a more customer-oriented experience, through discovering and telling your customer story; personally engaging with customers; and then experimenting on them.

# John Pederson

I'm an Educational Technology Liaison with an outfit named WiscNet in Madison, Wisconsin. My personal and professional work focuses on organizing community online among folks passionate about learning with emerging technologies. I am immersed in understanding the new shape of knowledge and how we all learn and connect online. I'm dedicated to helping educators use technology to connect ideas and learners in authentic ways to answer questions, share ideas, and develop community.

I failed my quest of being a high school social studies teacher a year before even entering the classroom. When given the task of designing and teaching my first lesson in Social Studies Methods as an undergraduate, I introduced 30 pre-service teachers to something called the World Wide Web. Rather than teaching about the Bill of Rights, I introduced folks to the Netscape in 1995. Here was a place where aspiring teachers could go to find endless resources about the Bill of Rights for use in the classroom. I received a D- and a red-penned comment, "Off topic. You taught us about computers, not the Bill of Rights."

And so it began.

After slinging boxes and wires for 10 years in K12 schools, I gave it all up, entered the dip, and emerged with the best job ever.

My current position as "Educational Technology Liaison" involves connecting people to networks technically, but more importantly building the "people networks" around the technology. The Internet enables new ways in which people can participate in community. Leveraging that potential for schools and libraries is critical in order for them to remain relevant.

josh.pepper@microsoft.com

**Minneapolis/St. Paul**

# Josh Pepper

Founder of local Pecha Kucha; Microsoft consultant; beer evangelist. Creating mobile strategy & apps in health care.



# Jule Kucera

DAY JOB: A freelancer who collaborates with clients to create engaging and effective learning experiences that lead to improved job performance and better business results. See [www.julekuceraLS.com](http://www.julekuceraLS.com).

NIGHT/WEEKEND JOB: A writer using blog posts to tell the story of a marathon of the heart. See [www.julekucera.com](http://www.julekucera.com).

<http://www.linkedin.com/in/justinhorton>

**Minneapolis/St. Paul**

# Justin Horton

I'm a Product Manager in Minneapolis specializing in new product development and working to help organizations think more creatively and work more effectively.

# Kaj Winje

Working hard at suppressing the lizard brain while zooming!

Anomaly hybrid PR/ Marketing Account Executive with a formal Arts education. Brand, identity, PR, marketing...these are my friends. I help spread stories—pass it on.

Flexible, creative, driven, with extensive interpersonal communication and customer service skills, capable of handling multiple accounts or projects simultaneously while maintaining quality relationships and exceptional client satisfaction. Experienced in dealing with high-profile accounts, with former clients such as Miramax (Disney), Paramount Vantage (Paramount Pictures), Fox Searchlight, Chrysler, TiVo, and MGM.

Effective at managing priorities and delegating tasks, with the ability to “see the big picture” yet focus on the details as well. Thrives in a fast-paced environment. Proven track record of success completing projects on time and within budget. Knowledge of guerilla marketing and strong advertising background, including development of strategic campaigns, coordination of press and promotional events, and leading teams.

# **Kakie Fitzsimmons**

Seeking potential investors and-or people interested in licensing the multicultural characters in my award winning children's book series, Bur Bur and Friends. The characters educate young kids about sports and outdoor exploration. Also seeking social media consulting-contract-freelance job opportunities.

# Kathie Kosharek

I'm have a side business where I help people figure out who they are and where they can make their greatest contributions to the world, which will also bring them their highest level of satisfaction.

I specialize in three areas:

1. Helping people zero in on their 'sweet spot' that combines skills, motivations and passions.
2. Helping people who want to create their own career, whether it's at a company, as an entrepreneur or a second part-time gig once they retire.
3. Helping people re-engage in their existing jobs by reconnecting to their core motivations and becoming the Linchpin Seth talks about.

I give workshops, run small groups and work with people one-on-one...your choice!

# Katie Pretzel

I love Minneapolis, live music, passionate people, bubble tea, triathlons, half marathons, the smell of Fall, thunderstorms, wellbeing and adventures.

I try to live by the quote: I wake up every morning with a great desire to live joyfully. \*Alexandra Stoddard\*

As a Recruiter for Target Corporation, I have the honor of meeting new people every single day. I love that. I love the stories that I hear, the people I meet and the conversations I have. I hope to be doing this for a very long time!

I've also loved meeting the other Mpls Linchpins and look forward to continuing to strengthen and grow our Tribe in Minnesota. I believe that life is better when you have others join the journey with you and I am excited to see how we can change the world one Linchpin at a time!

Finally, for those who speak in "Strengthsfinders": Achiever, Responsibility, Woo, Communication, Activator

# Katy Keane

Currently, I'm attending the Institute of Production and Recording. I plan to graduate in December with a degree in the Music and Entertainment Business. I am working with a local booking/management company called Green Room Music Source, founder Craig Grossman. I also am managing a singer/songwriter Savannah Smith. I'm 19 years old and would like to learn as much as I can in the music business. I also want people to seek happiness, as much as possible.

kltarr@4imprint.com

**Minneapolis/St. Paul**

# Kevin Lyons-Tarr

I'm the CEO of 4imprint, Inc - we provide promotional products (you know, stuff with logos on it!) to businesses in the US, UK, Canada and Ireland. Also on the Board of Directors for the Aplastic Anemia & Myelodysplastic Syndromes International Foundation. Looking forward to day of getting out to think, reflect and stretch!



# Kim Savolainen

I am a project manager at the Mayo Clinic Center for Innovation (CFI) where our mission is to transform the way health care is experienced and delivered. I help develop and implement our CFI Innovation Curriculum. I also am part of a team that is establishing a new physical and virtual space where we will have dedicated resources to help people who are pushing new and innovative ideas forward via connecting people, transparency as to what projects we're all working on, consulting, workshops, tools, etc.. I am also interested in learning more about storytelling, visualization of information, and other facets of communicating more effectively. In general, I'm working on making the most of the time I have on this big ball, and leaving as positive of an impact as possible.

# Lori L. Jacobwith

I'm a fundraising coach, communication strategist and speaker working to help social profit organizations raise more dollars from individual donors.

In the last 10 years the organizations I've worked with have collectively raised nearly \$100 million. My work creates an environment for people to find ease & joy in their work with and their conversations about money. One of my special areas of work is to transform the board & staff relationship around fundraising.

# Marco Gutierrez

I'm passionate about helping people "solve interesting problems" (quoting Seth) as part of a team of fun people that have skin in the outcome.

I love helping others get unstuck, engaging in creative and critical thinking, teaching and learning from others, solving problems, designing or improving processes, defining and implementing strategies, creating effective presentations and messages through story, and doing public speaking.

I'm currently working at Medtronic Inc (great company in the medical device space focused on alleviating pain, restoring health, and extending life) in strategic sourcing of raw materials with responsibility for managing critical suppliers. My prior experience is in supply chain management and operations (including lean/six sigma) with both large multinationals and small local companies.

Formal education: MBA, Industrial Engineering, Apics CPIM, Lean/Six Sigma and some project management.

Informal education – I think in the long term this is at least as important as the degrees: I love to read, listen to presentations (live and online), have engaging conversations, and I try to pay attention to the big and small things in every day life that often offer valuable lessons.

I love to travel and interact with people from other countries, cultures, and backgrounds. This includes working with diverse or cross cultural teams.

I'm interested in connecting with and helping others in for profit and not for profit organizations define and reach their goals.

I'm currently living in the Twin Cities but I'm originally from Costa Rica.

# Melissa Just

I am an entrepreneurial-minded and strategic marketing professional with extensive experience creating annual brand campaigns in the retail and beauty industries. I am always dreaming up innovative big ideas with a focus on making potential customer's lives fuller, easier or more fun. I'm currently working (and fighting!) to introduce my Fortune 1000 company to varying emerging technologies and social mediums to make sure we are communicating, branding and conducting business in a meaningful, efficient and worthwhile way.

My constant dream is to start my own business, but I have too many diverse ideas and am currently working on narrowing them down so I have just one starting point. When that point is defined, it will be full speed ahead. I am a fighter, I overcome obstacles and I'm not afraid of learning experiences (actually, I enjoy them). I will fight for my idea, I will persevere through the obstacles, I will learn, learn, learn and I will ship.

mike@blitzadvertising.ca

**Minneapolis/St. Paul**

# Mike Greaves

Born and raised entrepreneur. Passion for small business marketing and communication. Concept stage of new start-up marketing firm incorporating third-party marketing management, alternative advertising media and professional graphic design and print services.

# Murray Hill

I have been in advertising sales since 1984 at local radio stations and the major daily newspaper in Winnipeg, Manitoba, Canada. Along the way I was also involved in the start up of two online businesses.

Today I am the Business Development Director for ChangeMakers Marketing Communications a full service agency specializing in creating sustainable behavioural change through the process of social marketing. My role here is purely sales to new clients to increase revenue for our 12 year old firm. My challenge is to broaden our client base into the private sector and to shorten our sales cycle.

nate@plasticprinters.com

**Minneapolis/St. Paul**

# Nate Johnson

I am a web designer / programmer working for Plasticprinters.com. Our company produces highly effective clear and frosted plastic business cards for our clients. While we are a successful company we are working through the dip, putting in the hard work to go from good... to AMAZING.

<http://www.nathanielsalzman.com>

**Minneapolis/St. Paul**

# Nathaniel Salzman

I am a Brandgineer and tinkerer in Minneapolis. I currently work for a product development firm doing User Interface and User Experience design. In my off hours I work on old motorcycles, ride motor scooters, and am developing a one-off three-wheel commuter vehicle.



ousleyni@gmail.com

**Minneapolis/St. Paul**

# Nick Ousley

Figuring out the next step in my journey through life while ensuring my customer's networks are up and running

nickowatts@gmail.com

**Minneapolis/St. Paul**

# Nick W.

I'm working on creating meaningful interactive experiences using local and national public television content. On staff at Twin Cities Public Television.

# Nicole Harrison

I am a relationship person who focuses on connecting people to projects and resources to help businesses grow. I work as a digital strategist and social media consultant and currently have several really great clients.

# Paul McHugh

I work as a paraprofessional librarian at the downtown Minneapolis library, in the Hennepin County Library (HCL) system. Short term, my goal is to help catalyze a shift in my organization so that it can become more, rather than less, relevant and useful as the digital revolution proceeds.

By 2020 I aim to have retired, retooled, and launched a new career with the goal of participating in creating a sustainable, just, humane society and slowing/ reversing climate change.

# Reese Gaertner

I am an artist working on the problem of existing in a world governed by vitality and conservation and filled with extravagant and enduring beauty while also living in a disposable culture that values ease, expedience, and economy.

One way I address this problem is by creating functional and decorative wooden objects that explore the beauty of nature, the meaning of objects, and the possibilities of brokenness. Woodworking provides the perfect means for doing this. Wood wears its age well. The grain and color of a piece of wood are the result a tree growing out in the natural world for many years. Then, as a wooden object ages, it takes on a record of nicks and stains, and develops a warm patina.

Because of this visible history, I particularly enjoy working with wooden artifacts such as used industrial bobbins, old barrels, furniture parts, and salvaged architectural elements. Frequently, I also add other found objects such as old maps, antique encyclopedia pages, and vintage hardware. Most of the finishes I use are based on shellac, a natural resin that has been used for centuries and widely considered the most beautiful way to enhance and protect wood. It is also a sustainable and non-toxic product.

Using natural and reclaimed materials along with traditional woodworking techniques, I create pieces of lasting beauty that honor the past and chronicle our current predicament, while challenging the status quo.

To see examples of my work visit [reeseгаertner.com](http://reeseгаertner.com) or [facebook.com/reeseгаertner](https://facebook.com/reeseгаertner).

# Renee M. Johnson

Well, what can I say, I'm sort of a Jill Of All Trades. I have a graphic arts degree and have worked for a small in-house marketing & communications department for the past ten years. I enjoy project management, event planning, branding, and anything related to promotions. I am currently putting together a magazine for a college and am finishing my degree in marketing management & innovation from Concordia. Look out, who knows what is next. Maybe entrepreneurship or maybe just stick to this marketing stuff. Either way, I am sure I will enjoy the creative environment and great people in either direction I decide to go.

# Sam Hodgett

I was the long-haired (guy) usher at the show, and was enthralled when I found out I was getting PAID to hear Seth speak.

I am an aspiring entrepreneur (focusing on internet businesses at the time). No idea is too big for me. I am newly married, and am madly in love with my wife.

I am also a firm believer in Jesus Christ, and wish to use my business endeavors to free me to do ministry.

Check it.

# Shannen Bornsen

I am the international marketing manager for the Minnesota Department of Agriculture. I help food and agriculture companies export their products worldwide. Right now, I'm developing our fiscal year program to sell more MN products internationally. My focus will be the Middle East, Vietnam, Indonesia and with some luck, Columbia. I also want to implement more educational opportunities for companies that are new to export to encourage them to take that next step.



# Sheldon Bouchard

I am from Manitoba, Canada. Married to Pauline with 3 children Sacha, Celeste, Yannick. Former high school teacher + coach of 30 years. I am part of Team Monavie which is a network group which focuses on building community through which products and services flow. My mission is to connect people, especially young people, to the information contained in LINCHPIN, to help them engage in the process of finding their passions and owning their life.

sk.shivani@gmail.com

**Minneapolis/St. Paul**

# Shivani Khanna

I'm working on bringing my dreams to life in the tech world. Over the years, I've had many great ideas that I've never done anything about. And now I'm changing that!

stevejewell2@comcast.net

**Minneapolis/St. Paul**

# steve jewell

Currently looking for J.O.B. Twenty-five years in the HR/Recruiting/Talent search field. Student of social media(read, still in steep learning curve). I am a marathon runner, gardener, fan of live music, and pretty social being. Love learning new things and teaching/sharing with others. Strength Finders sez I am a "Woo"

# Stuart Gray

Restaurants ROCK! - Creating celebration events that let restaurant leaders gather and celebrate the good work they do on a daily basis. Post event we follow up with positive reinforcement messages to bring them back to the celebration and connections that were made. We bring together industry specific presenters that share effective relevant messages. The event is like no other in the industry as the sponsors are not allowed to stand in a booth and try to sell the participants. The sponsors are active learners and connect by conversation and caring. Check it out at [www.restaurantsrock.com](http://www.restaurantsrock.com).

# Susanne Miller

Linchpin, changemaker, and staffing partner who helps clients improve productivity, boost profitability, and maximize workforce management strategies by sourcing and placing exceptional candidates in the areas of executive and administrative support, customer service, accounting, legal, and creative services.

Personal modus operandi is best captured in the words of James A. Michener, "The master in the art of living makes little distinction between her work and her play, her labor and her leisure, her mind and her body, her information and her recreation, her love and her religion. She hardly knows which is which. She simply pursues her vision of excellence at whatever she does, leaving others to decide whether she is working or playing. To her she is always doing both."

# Tam Frager

Creating a digital publishing company that will publish books in a variety of e-book formats. Sale prices in non-proprietary formats (NOT Nook, Kindle, I-Store, because they don't allow for it) will be based on a model that has worked well for independent musicians -- consumers will choose how much they want to pay for a download. Many will choose to pay nothing, others will pay something. There will be two main branches of the company: a vanity-type publisher for those people or businesses who just want to get their book(s) out there without going through the hassle of the slushpile, and a traditional model with standard submissions. Author royalties will be a higher percentage than print houses. Books will be licensed under an Attribution-NonCommercial Creative Commons license.

# Teresa Thomas-Carroll

My vocation is as a Connector and I love being a conduit that brings people together for great things to happen. My brain never turns off in connecting people and possibilities via:

- o Connection Concierge®, founder ([www.connectionconciierge.com](http://www.connectionconciierge.com)): Strategic, individualized connections for when you've tapped your own network and need help reaching a "win-win" business connection or resource. (Examples include: finding an expert panelist, market research or scientific research participants, businesses that share a target market for collaboration and much more)
- o Women In Networking™ (WIN), director ([www.winconnects.com](http://www.winconnects.com)): Connecting women to lift each other up in business through networking events. All WIN events are centered around these three pillars: 1) To create meaningful business connections; 2) To learn new ways to succeed; 3) To leave with your "batteries" recharged for the work ahead
- o Purple Crayon Factory, facilitator/public speaker ([www.purplecrayonfactory.com](http://www.purplecrayonfactory.com)): Interactive workshops and presentations on networking, team-building or goal-setting as well as "Factory" events in which attendees visit several stations with experts to learn about a particular topic (e.g. Networking Factory, Image Factory, Tech Factory, Marketing Factory, the list goes on and can be tailored to an organization's particular needs).

If you enjoy knowing personality "types", I am an ENFJ (Myers Briggs), Maximizer/Connectedness/Futuristic/Individualization/Positivity (Strengthsfinders 2.0) and a Libra (always thinking about harmony, fairness, balance).

I am currently working on:

- o Identifying the systems we are developing in Connection Concierge and Women In Networking (WIN) in order to be a top resource for clients and other connectors.

terry\_clapp@hotmail.com

**Minneapolis/St. Paul**

# Terry Clapp

HR Professional who likes to keep expanding his horizons by learning from great thinkers, regardless of function. Working on changing the toxic behaviors of bad leaders one at a time.



trydvrs@gmail.com

**Minneapolis/St. Paul**

# Troy De Vries

I'm 20, and currently a student at the Institute of Production and Recording. I am specializing in Audio engineering but am also learning how to write, produce, and do sound for video.

# Veronica March

My voice is my utterly unique product. I am a voiceover artist. My art is the manipulation of my voice. People like my voice. Some even claim to love it.

I'm working at shipping my voiceover skills on a national level. My perfect problem is my location. Most national work originates on the coasts. I am in the middle. Relocating is not a desire or option.

I am seeking buyers who value my art over my location and are willing to take a perceived risk by hiring a non-coastal emerging voice talent for national work.

# Warren Eaton

I'm a veteran developmental psychologist with research expertise in the factors that influence the rate at which infants reach near-universal milestones such as crawling and walking. I'm developing an online tool for mothers that would alert her if her baby's development is unusually slow. If alerted, she would receive a recommendation to consult a health care provider and would be provided with specific information to be shared with the nurse or physician.

# Adam Gallegos

I am the founder of Arbour Realty - a green real estate firm in the DC area. It's a niche that we are creating with additional value to our clients and environmentally responsible decision as a business. Though we have won awards and receive positive recognition from the community - we continue to attract clients that come to us for other reasons. They come to us through referrals (which we love), listing calls and website traffic. We are working to find ways to break through from the masses. We want to be the single choice for home buyers and sellers that are concerned about energy savings, healthier homes and our environment.

# Alex Miller

For over 10 years, I have been visually communicating in courtrooms around the world. I help my clients rise above complex information by producing easily digestible info-graphics. Armed with the ability to create digital illustrations, Photoshop projects, 2D or 3D animations and clean presentation designs, I am an artist at my core. I cannot remember a day going by when I did not have a pencil (or mouse) in my hand creating something, anything - and cannot remember the last time I had to wake up for "work". Visit my company's site at [www.corelegalconcepts.com](http://www.corelegalconcepts.com)

# Anna Walsh

I work with organizations in the non-profit sector on fundraising and donor journeys by finding their stories and brilliant story-telling. I train clients on new technologies, including social media, to equip them with tools to tell their stories better. I help charities build their tribes.

# Annette Jones

Leveraging years of strategic marketing experience in television and a producing for film and video education, I am making a documentary that will redefine what it means to be a "grown-up" today. I recently started a blog called The Reluctant Grown-Up ([thereluctantgrownup.com](http://thereluctantgrownup.com)). And have shot footage for a taster tape that my producing partner and I will use to start pitching our project to obtain financing. We seek to create and tap into like-minded people and brands (tribes) who also believe the term "grown-up" can, and needs to be, defined in modern-day terms.

# April E. Simons\*

I am a marketing and communications professional who believes in the power of creative positive thinking, engagement and giving back to the industry and community. My interests include photography, travel, public broadcasting and old movies. I truly enjoy what I do and love to see others benefit from my efforts.

Web site: [www.infioremarketing.com](http://www.infioremarketing.com)

LI: <http://www.linkedin.com/in/aprilesimons>

T: <http://www.twitter.com/@InFioreWorks>

*\*follows the name of our valuable DC volunteers...*



# Barbara Agen Ryan, RN, MS

Me:

Passionate mom, leader, healer and communicator who cares about making a massive impact locally and globally on the patient and family healthcare experience.

What keeps me up at night:

\*How to infuse the art of healing back into the healthcare experience

\*What is culturally insightful care, and how can it break language and health practice barriers and prejudice(s)

\*How to create systems that empower the individual and family, (across the age continuum and diverse family dynamics) and their healing experience at every point of access

\*Defining healing hospitality from the patient, family, care provider and delivery team perspective

\*Assumption: Good health = Good living

What are the best approaches to helping people create healthy mindsets and habits that assist them to live happily (mind/body/spirit balance is second nature) versus making choices that create a mindset or habits that produce struggle, dis-ease and unhappiness

\*Assumption: The healthcare experience is always very personal

-The best healthcare model acknowledges the person and their health issue(s) through a highly personalized experience and is driven by compassionate care, evidenced based medicine and complementary approaches

-The synchronization of conscientious, wholistic care is integrated and facilitated by: the web, apps, ehealth, gaming, mobile connections, social media, adaptive sports, non-tech solutions (List not exclusive)

# Brad McCormick

I do marketing work for major and independent record labels. I have been incorporating the bands and artists I work with into promotions with 3rd party companies. I own a mobile DJ business on the side and DJ weddings and corporate events in the area. I have done a lot of work with Street Sense, a local charity that helps the homeless in DC earn a living. I'm always looking for new marketing opportunities and learning about new concepts and ways to reach people in new emerging social networks. I'm currently working on developing a mobile application for music and eventually will need to market it, so I'm interested in finding people who have developed and marketed mobile apps.

# Brad Rourke

I'm founder of Rockville Central (<http://rockvillecentral.com>) which is a local newsource/blog in Rockville, MD. We have been volunteer driven (twon people) for three years and have decided to pivot to increase readership and professionalism -- and to monetize, which we have not done up to now. We have competition in the form of an existing weekly newspaper and in the form of the "local news" initiatives being pushed by AOL (Patch.com) et al.

brandth605@aol.com

**Washington DC**

# **Brandt Heatherington**

Marketing data analytics and visualization for cyber crime and fraud to the government agency, military and intelligence communities as well as commercial versions of these same solutions

brian@brianfranke.com

Washington DC

# Brian Franke

I'm a singer/songwriter putting together my first album, supporting tour, and connecting with new fans to have a sustainable music career.

# Brian Hamilton

I help people get on a budget and get out of debt so they can build wealth and be free.

I provide the information, inspiration, and accountability to help people master one of the two most important areas of their lives, their finances.

Information will not change your life. There are a million books on what to do – we all know what to do, it's the doing it part that's tough. Information has to be mixed in with a little inspiration. Some motivation to win. That if you'll pay a price long enough, you'll win.

Where most people are in debt and have become accustom to living day-to-day with a level of stress, I help them transform that stress into a feeling of freedom; taking you from where you currently are to where you want to be. Having a clear financial plan and taking action is what makes the difference. It's not easy, but it works every single time!

Think about it with me for just a second.

If you were completely debt free, except your home (which we should pay off soon). If you didn't have that student loan that's been around for a decade, if you hadn't Discovered bondage or American Distress. You had no payments but a house payment, and you had your emergency fund, 3-6 months of expenses, about \$15,000 set aside, never to be touched except for emergencies.

Breathe that in for a second.

How would that feel? What kind of different decisions would you make? Would you treat your spouse different? Would you live in a different place? Would you work for someone else? It changes your decision making patterns, it changes your creativity, it changes the direction you're going.

# **Brian V. Jack**

I am the Principal Consultant at J&R Consulting, Inc. J&R specializes in helping companies manage their laboratory data collection processes and data storage. This allows them to perform their testing more efficiently and to gain more value in from the data that they are collecting.

A laboratory collects a lot of data; J&R helps make that data more valuable for the company.

# Brian W. Williams

I'm the CEO at Viget Labs. I'm in my second decade of working to make Viget a great company by helping our clients be exceptionally successful online. We build remarkable web products for notable startups (e.g., we helped Seth build Squidoo), big brands (e.g., PUMA, National Geographic, and Choice Hotels), and smaller organizations that you've never heard of but we just thought would be fun to work with. I started Viget in 1999 intent on building a great web consultancy. As of early 2010, we were 40 full-time designers, developers, and marketers working with clients around the country. Today, I work every day to make sure that Viget is a great place to work and that great work gets done.



charlie.tierney@gmail.com

Washington DC

# Charlie Tierney

I am working on innovation and how to help the public and private sectors partner to get big things done. I am trying to identify and champion the next big shifts and convince people that if you are going to fail, fail fast and fail small, don't fail to scale. I am an advisor, a student, a friend, an urbanite, and a country boy.

# Chris Denby

I own a branding, marketing and social media strategy consulting business focused on the architecture, engineering, construction and property development industry. I am also beginning sales for a new SaaS tool to improve the Go/No-Go decision making process for firms in the industry (which I developed with a partner). I blog, speak, guest-write and do anything else I can to add value and improve the effectiveness of B2B communications.

# Christie Jo Susko\*

Christie is President and CEO of Go2Market, an ROI-focused executive level marketing consultancy that specializes in helping emerging and established businesses design and implement effective marketing, communications and brand strategies. Christie has almost 20 years of experience in the areas of partnership marketing, campaign management, product development and launch, direct response marketing, and strategic communications. She has worked in diverse industries including Consumer Products, Financial Services, High-Tech, Telecom and Non-Profits. Christie also currently serves as President of the DC Chapter of the American Marketing Association (AMADC), a dynamic organization representing almost 800 marketers in the region. Christie is a part-time professor of marketing in the MBA program at George Washington University. Christie is a graduate of Princeton University and holds an MBA in Marketing from Marymount University. She also serves on the board of the DC Chapter of the Princeton Entrepreneur's Network (PENDC) and enjoys golf, horseback riding, wine tasting and time with her best little friend, Belle. Christie is best known for her passionate and innovative approaches to marketing and to life.

Twitter: @go2marketusa

LinkedIn: christiesusko

www.go2market.net

# Christie Lassen

I am the Director of Public Relations for Howard County Library, a cutting-edge public library with a mission and vision unlike any other. Ranked among the finest in the country, Howard County Library's educational mission comprises three pillars: I. Self-directed Education through print and e-resources; II. Research Assistance & Instruction for individuals and groups; and III. Instructive & Enlightening Experiences through cultural and community center concepts, events, and partnerships. Because of this vision, our budget remains intact. We actively engage elected officials, community leaders, library supporters, and the general public to make them advocates.

# Christina Zola

Helping older businessfolk by dealing with their technology so they don't have to is what pays the bills. Being the go-to-gal for roadblock clearing and big picture thinking is my growing reputation. Working on creating a community site that changes the way we think about ourselves and gives ordinary people the tools to think for themselves, get away from the hype, and put one foot in front of the other is what I'm doing to change the world.

# Dahyu Patel \*

Over 15 years reinventing myself and helping organizations grow in order to acquire new markets. Most notable position, serving as Chief Technology Architect for Homeland Security / DC Mayor's Office. Over 10 years, Competitive Intelligence experience working for HP and several start-ups.

Over the last 3 years. We have performed research and social experiments to demonstrate how strangers come together to support one another to achieve massive growth. BluZones offers tools that create disruptive and innovative work environments. Changes the status quo at work - from TGIF to TGIM. Transforms humanity within corporate environments. Connects the dots in your world based on your WHY. Email us at [bluzones@gmail.com](mailto:bluzones@gmail.com) to learn more.

website: [www.IntellectStrategies.com](http://www.IntellectStrategies.com)

# Daniel Whitworth

It's hard to define what it is I do. So, I'll just make a list...

I am a programmer. I am proficient in a multitude of programming languages. I specialize in creating user interfaces with Java, and dynamic and functional websites using the many languages of web design. I have recently been learning Actionscript for use in creating Flash videos and animations.

I am a designer. I do most of my own graphic design for the websites I create, but I also design items to be built in the physical world like furniture and landscaping. I'm also experienced in creating videos and some animation.

I am a leader. I play a major role in the organization and administration of the church I go to, and as a Naval Officer I've had plenty of experience in a wide array of leadership roles.

I am an entrepreneur. My wife and I have recently started an online business for tutoring nursing students around the world. She has a passion for teaching, and I have a passion for programming and forging ahead into the unknown.

# Deanna McNeil

Deanna McNeil is a personable, highly motivated and resourceful technologist with over 20 years experience in a multitude of industries. Her seasoned experience working in many areas of operations and desktop engineering provides a deep foundation for SharePoint, web 2.0 technologies and social media tools. As a long time technologist, blogger and active social networker, Deanna is poised to deliver sound guidance to anyone seeking to implement SharePoint or further engage on Twitter, Facebook and beyond.

I really just love connecting people to valuable information or other people. My passion is to help young girls who want to enter technology get the education and support they'll need to be successful.



# Debbie Weil

I'm the author of THE CORPORATE BLOGGING BOOK. I'm working on a new book about the Social CEO. You can help! I want to hear your ideas and your stories. I want your push back. As well as your encouragement.

The book posits that in 5 years or so CEOs will be \*required\* to manage and to lead using social media. A CEO will need to be able to write a blog post, Tweet occasionally, listen all the time and be more accessible. She will need to know how to curate her digital footprint.

Ah, you say. But what about the obstacles? To name a few: lack of time, regulations, the drawbridge mindset and the traditional practice of delegating communications? There are ways around these. I'll illustrate through an entertaining narrative that follows a handful of social CEOs (of public and private companies, government and nonprofit, large and small). The narrative will weave together facts and research and hands-on tips.

The point is that the Social CEO is a linchpin (thanks Seth) of the new, more effective way of doing business - transparent, collaborative, innovation-friendly.

Your thots? I can't wait to hear them. In the meantime, follow me on Twitter at @debbieweil. Read my blog at [www.debbieweil.com/blog](http://www.debbieweil.com/blog). I'm based in DC and look forward to meeting more local renegades.

rdeong@gmail.com

Washington DC

# Deon Griessel

A South African who migrated to the USA in 1998 looking for adventure and new opportunities. Currently working for AOL as technical manager / solutions architect in their data warehouse division. Looking for a change of pace, new ideas, new opportunities.

# Devon Hopkins

I am an undergraduate at Wesleyan University studying social psychology and group dynamics through choreography. I focus on the use of social media in branding, promotion, and community building for independent artists and the intersection of social psychology and new media practices.

# Douglas Friedman

In DC for an internship with ExxonMobil. I'm an engineer by degree but I enjoy thinking more outside the box and on a social level.

Continually learning about how people think, interact, and motivate. I have been exploring my interests my entire life and may never settle on just one. If and when I do decide on my main focus I want to make meaningful contributions. Connecting with people who share similar ideas is priceless and I believe it is the only way to leave lasting impacts on our world.

# Eddie Reeves

Sun Tzu said that strategy without tactics is the longest route to victory, but tactics without strategy is simply the noise before defeat. I help organizations that are serious about growth, development and progress design, develop and deploy marketing, PR and public affairs strategies that are guaranteed to help.

I am working on developing a plan to help drive more ethnic and racial diversity in the new world of interactive/collaborative communications.

# Eddie Reeves

I am working on a plan to increase the racial and ethnic diversit of the social media universe ...

# Eduardo Castilho\*

Webmaster, Product Development Engineer, Marketing Manager, Brazil, Innovation Manager, Germany, M.S., US... These labels are just a distraction from shipping.

While drawing my map, I focus on projects that matter, including volunteer work. This is my gift to Seth.

Website: <http://www.ideiasdefora.com/linchpin/>

# Eduardo Castilho

Webmaster, Product Development Engineer, Marketing Manager, Brazil, Innovation Manager, Germany, M.S., US... These keywords are just a distraction from shipping.

While drawing my map, I focus on projects that matter, including volunteer work. This is my gift to Seth.



# Elliot Susel

Engineer. Creator. Innovator. The magic that I deliver is what Seth calls "quilting" - I connect a diverse group of stakeholders and navigate through tremendous confusion in order to ship. Experience ranges from entertaining C-Suite executives with technical presentations on risk management to IT project management for an online security gateway. Seeking others who share my passion for making the world a better place.

# Elwin Leslie

I'm the director of sales at Interfolio, a small tech company in DC that advocates for folks in the academic world (those applying to graduate and professional schools, teaching jobs and professorships) by providing technology and service that allows them to instantly deliver confidential application material to any opportunity.

# Francisco Noguera

I write and edit [www.NextBillion.net](http://www.NextBillion.net), a blog that changed my life. NextBillion talks about the role business and enterprise can play in serving the world's poorest citizens.

I live and work in Washington DC, but was born and raised in Bogotá, Colombia. In August I will start a graduate program in New York City, where I'll study issues that I'm passionate about like agriculture, public health, education, and practical approaches to address the problems of poverty. In New York, I will continue to work on NextBillion and do the other thing I'm passionate about: bringing people together who want to learn more about the role of markets and innovation in creating social change.

fred.kendrick@sothebysrealty.com

**Washington DC**

# Fred Kendrick

I am a real estate agent and sales manager at TTR Sotheby's International Realty looking for ideas on how to provide better service to my clients as the company continues to grow in the Washington, DC area.

# Gary Honig

I am a serial entrepreneur, longtime fan of Seth's and have been lucky enough to have talked with him a few times over the years (once in a tea house in Telluride.)

Right now I am building a tribe around a meme called Wonderbox. One of our first projects is to launch a multi-media entertainment piece called "Black Hole Buddha." It is a musical written back in 1996, about 4 super hero women who kidnap an oil executive. The story is their decision about what to do with him. The songs have a proven track record of being catchy and meaningful.

We need connections in publishing who are interested in new media.

# Geoff Stewart

Two concurrent projects:

- 1) My partner and I want to redefine the public perception of the Pharmacy. In terms of brand, Blue Door Pharmacies will take a page from successful day spas (rather than grocery stores), provide outstanding customer support and education, and offer the same prices as the big chains. Shady Grove Pharmacy will be our first purchase/acquisition (going to closing on 8/16), with more to come... once we show the banks that have a good thing going on!
- 2) Sprezzatura, LLC (yes, got the name from a Seth blog post!) is a consulting group working with execs and business units who need to hone their public speaking skills and presentation design and delivery. This is a side-gig stemming from contacts I have made in my prior career as a motivational speaker and educator in the leisure travel industry. Too many sales teams and execs are handcuffed by poor powerpoints developed by non-speakers/educators, and they neglect to tell their stories – my group aims to help our clients change that.

# Jacqueline Lucas

I am currently pursuing a BBA with concentrations in Marketing and International Business at the George Washington University (graduation date May 2011). This summer, I am working as a Social Media Intern for Edens & Avant a commercial real estate company to promote awareness via social media and other forms of e-marketing.

# James Li

I am the founder of RE:action Strategy Group ([reactionstrategygroup.com](http://reactionstrategygroup.com)), a donor relationship management firm that aims to revolutionize the relationship between organizations and donors. By working with client charities and social businesses to communicate the impact of donations back to donors using social media, blogs, emails, events, etc., we are rebuilding the trust and capitalizing on the life value of the constituents.



jyoung@spitfirefitnessarts.com

**Washington DC**

# Jen Young\*

Jen Young is a performer and fitness professional, who has a passion for martial arts. She teaches Training Camps for Women and Combattitude Fighting Fitness in Northwest DC.

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

# Jeremy Epstein

According to Peter Drucker, "the enterprise has two—and only two—basic functions: marketing and innovation."

If he's right (and he usually is), that means that marketing is not a "some time" thing or a "when we need it" thing....It's an "all the time" thing.

Simply put...you can Never Stop Marketing.

But people--and organizations-- do just that.... all the time.

That's where my mission begins.

From Fortune 50s to NYT best-selling authors and many other clients in between, I am PASSIONATE about creating cultures that are as committed to "remarkable" marketing (yes, I borrowed Seth's word!) as people are to breathing...which is pretty darn committed!

In other words: Never Stop Marketing!

It's a mantra; a movement; and, oh yeah, it's the company name.

As for me...when I'm not marketing (which is never), I am a husband, father of 3, DC native, who has lived in Frankfurt, Tokyo, and New York and a passionate technologist (I can turn on my front porch lights from anywhere in the world) as well. Plus, I have over 700 lapel pins in my collection!

# Jessica Lawrence

By day (and often by night) I'm the CEO of Girl Scouts of San Geronimo Council, a non-profit that serves 10,000 girls and 4,000 volunteers in Riverside and San Bernardino Counties in Southern California. I've been with Girl Scouts for 7 years, first as a Fund Development Associate when I started with the organization back in 2003, then as Director of Development, Chief Operating Officer, and eventually Chief Executive Officer starting in February 2008. My job rocks because I get to work with 48 people who I adore, I get to make a positive impact on the lives of girls and I've had an opportunity to get my hands dirty in everything from fund development to marketing to human resources to strategic planning to real estate transactions to program development to event planning and even schlepping a box of cookies or two.

I'm passionate about transforming organizational culture and creating corporate cultures that rock instead of suck. I led my organization to become the first non-profit Results-Only Work Environment in July 2008 and we were subsequently ranked the #8 best non-profit to work for in the country in April 2010.

I author a weekly column for The Business Press called The Practical Business Radical and frequently speak about flexible work environments, social media, productivity, and any other topics that get me clapping my hands in excitement.

I'm a kid at heart and believe in integrating fun into work, whether with a 2-foot tall pink beehive wig, a rousing game of Cranium, or a no holds barred ridiculous relay race during a staff meeting.

I love connecting with people who share my passions, will introduce me to new ones, or give me a whole new way to look at the world.

# Jill Anderson\*

DC Linchpin, Social Media enthusiast, Database Marketer, Telemarketing Performance Manager, Blogger for my Homeowners' Association, Avid learner, Co-organizer for a project that would give free laptops to underprivileged middle school students, Actively engaged with my local government officials including school board members, and one of Seth's 27 Alt-MBA Candidates.

Blog: <http://blog.lakebarcroft.org/>

Twitter: @Mockery

Twitter: @Lakebarcroft

# Jill Nelson

I am a licensed massage therapist and a certified lymphedema therapist licensed in DC, VA & MD. I specialize in lymphedema care (CDT), oncology massage for both the adult and child client and lymphatic drainage. I am also a graduate of the Barbara Brennan School of Healing.

Lymphatic drainage quickly reduces swelling and bruising and is helpful pre- & post-surgery. I have worked with many oncology clients as well as clients before and after cosmetic/plastic surgery and joint replacements.

Please check out my lens on Squidoo :

<http://www.squidoo.com/improving-the-flow-of-life>

# Jill Nelson

Jill Nelson is a graduate of Northeastern University in Boston. She holds a Bachelor of Science in math and computer science.

After 15 years in the computer field, Jill returned to school; she is a 1999 graduate of the Barbara Brennan School of Healing, a four year professional program in the healing sciences.

A massage therapist since 2001 and a certified lymphedema therapist since 2005, Jill has over 250 hours of training in lymphatic drainage, including advanced study at the famed Foldi Clinic in Germany. She is licensed in Maryland, Virginia and the District of Columbia. Jill specializes in lymphatic drainage for the treatment of lymphedema, oncology massage for adult and pediatric patients, therapeutic massage and energy healing.

Jill has extensive experience working with

# Jim Felderman

I am a seasoned lead developer for The Motley Fool, Fool.com, where I lead teams of developers who implement lean software for our e-Commerce website, subscription-based financial newsletter and personal finance businesses, and direct response and internet marketing initiatives.

# Joey Coleman

When organizations like NASA, Shakespeare & Company, KIPP DC, the Capitol Hill Arts Workshop, Hyatt Hotels, Skyline Innovations, the Save Darfur Coalition, the ATLAS Performing Arts Center, Draper Laboratory, the Anthony Robbins Companies, Network for Good, and Zappos.com need a better brand experience, they call Design Symphony.

We specialize in creating unique, attention-grabbing customer experiences. From outreach materials, to packaging, to promotions, to brand strategy, we work with businesses and individuals seeking to provide their clients with a memorable experience.

My design palette and sense of adventure is augmented by travels to over 39 countries on six continents. I've jumped out of a perfectly functioning airplane, raced along the Great Wall of China, juggled in front of the Taj Mahal, sang love songs on the Ponte Vecchio, goose-stepped to mock the soldiers in Red Square, and ridden a mountain bike down a volcano - although it remains a debate as to whether I rode the bike or the volcano rode me!

If you're striving to be remarkable (and you probably are since you're here today) and are looking to take your organization to the next level with buzz-worthy behavior, materials, and action - let's talk ;-)



# Jon Kameen\*

I recently read that some animals, like kangaroos, never stop growing. Since I'm not getting any bigger, I've focused on continual learning and the search for new and better ways to do things. When Seth announced his NanoMBA program I knew it was for me. Opportunities this remarkable do not come up very often, and when they do the odds of getting in are like hitting the lottery. I guess its true what they say that scarcity creates value because the week I spent with Seth and the 11 other amazing people was by far the most valuable education that I will ever experience.

joshetter@gmail.com

**Washington DC**

# Josh Etter

Domain7.com

# Josh Joseph

I'm a senior at University of Florida graduating in December 2010 with an interest in behavioral economics, finance, and marketing. I'm the co-founder of a financial literacy scholarship that has distributed close to \$4000 to high-achieving high school students around the United States for the past 2 years. I'm also an avid reader and traveler, having visited multiple countries in Europe, Africa, and Asia this past year.

Currently, I am looking for opportunities to work with other Linchpins on projects that create societal impact. If you're cooking up a new idea and need a analytical person who gets things done, I am interested in speaking with you!

# Joshua Franzel

Joshua Franzel is vice president of research for the Center for State and Local Government Excellence ([www.slge.org](http://www.slge.org)).

He has worked for both the Delaware and Florida Legislatures, as well as for and with several local governments. More recently, Dr. Franzel was a Presidential Management Fellow with the International Trade Administration (U.S. Department of Commerce) and the Office of Management and Budget, where he was involved in the Federal Enterprise Architecture program.

His publications and research have focused on government innovation, e-government, state and local government management, public finance, demographics, and public employee benefits and compensation.

Dr. Franzel holds a Ph.D. in Public Administration/Policy from American University.

# Julie Stofer

As Nonprofit Marketing Manager at Network for Good, my goal is to provide free online marketing and fundraising resources to as many nonprofits as possible. I'm currently working on a project that will bring nonprofits together to share best practices and to learn from one another with the ultimate goal of helping us all be better at the great work that nonprofits do.

jwmares@gmail.com

Washington DC

# Justin Mares

I am a student at the University of Pittsburgh working on a finance and marketing degree while also starting my own company while in school. As a young buck I would love to connect with anyone in the entrepreneurship space, or just anyone who has experience being a linchpin.

# Kamiar Kordari, PhD

“How can I create and grow my business with the help of TECHNOLOGY?” Many entrepreneurs have started to ask this question. We give them the answer. We help them to understand technology and how it can help them to scale up their business, reduce operation costs, manage and lead their team more efficiently, create new and innovative ways to do business, create unique customer experiences, run effective and inexpensive marketing campaigns, lead communities and spread ideas.

Our ONLINE technology for businesses SEMINAR SERIES will start in Fall 2010. After attending these seminars you will have a technology strategy to incorporate in your business, you will have a good understanding of what kind of technology and tools works for your business and what doesn't. And you will see lots of examples of businesses successfully using technology in their advantage.

Email us at [KAMIAR@KORDARI.COM](mailto:KAMIAR@KORDARI.COM) to be on our interest list and hear from us when the series start.

Also check our website at [WWW.KORDARI.COM](http://WWW.KORDARI.COM) where we are interviewing extremely successful entrepreneurs explaining their strategies and secret to success. One of their secrets: SMART USE OF TECHNOLOGY.

# Kelly Moffat Saeed

I am a photographer and am lucky enough to have my own business. Portraits are my favorite and I do lots of kids and families and some adults too. In fact, if (after reviewing my work at [www.kelphoto.com/blog](http://www.kelphoto.com/blog)) any fellow linchpins who attended Seth's DC talk are interested in having a few not-traditional photos of themselves (at no charge) feel free to contact me. I would be happy to photograph up to 3 people a month if you are willing to come to the Germantown area.



kelly\_slothower@yahoo.com

**Washington DC**

# Kelly Slothower

I develop brand strategies for clients. I'm currently working on 4-H, Virginia Lottery, WellPoint and new business at Big River Advertising.

# Lara Kline

Non-profit communications and marketing professional, emphasize in higher education and the arts. Currently Assistant Dean of Marketing & Strategy for the Kogod School of Business at American University. Working on expanding graduate business school awareness and enrollment in the DC region, new degree program in sustainability management, expanded web presence, and integration into new university brand strategy.

# Linda Diane Kandel\*

Linda Diane Kandel

I am a creative, high energy marketing communications strategist that enjoys working on memorable projects. I love connecting people to solve problems and enjoy collaborating on creative solutions/strategies. I have a great interest and curiosity about other countries and cultures and love to travel. I have developed and executed award winning marketing communications strategies and campaigns that have exceeded client expectations in diverse industries and organizations. I have an MBA from Northwestern University where I learned from some gifted teachers as well as my talented and generous classmates. I am committed to volunteerism for causes I believe in both in my local community and internationally. It has been fun and inspiring working with the DC Linchpins on this event.

<http://www.linkedin.com/in/lindakandel>

# Matt Berringer

Hi Everybody,

I just did this on a whim but I'm very excited to be attending this event. I have varied experience ranging from small independent punk rock record companies to large Fortune 500 companies. I'm interested in examining how business process changes as the size of the firm changes. I'm also interested in how technology can help ideas spread.

Currently, I'm working on an MBA at Penn State Harrisburg, junior level marketing at SunGard Public Sector K-12, and (as of yesterday) partnering to build a brand new marketing firm.

Some of my favorite books include: The Purple Cow, The Big Moo, and The Chasm Companion. I look forward to seeing you in DC!

# Matthew Rice

Junior Status Towson University Business Administration concentration in Marketing Student. American Marketing Association Towson University Chapter VP, providing students with unique guest speakers, networking opportunities, as well as techniques that can benefit them in the long run. Extremely interested in Fashion Marketing, Constant update/change, as well as Customer Relationship Development and Retainment. Currently interning in the Marketing department at TW Perry a building materials supply located in Gaithersburg, Maryland. Freelance Digital Photographer who loves being on the creative edge and incorporating every skill possible providing the highest quality work possible.

michaelschaffer@gmail.com

Washington DC

# Mike Schaffer

I am the Social Media Manager for Iostudio, an interactive advertising agency, with government, military, retail and non-profit clients. Everyday, I'm searching for the best ways to reach my clients and their audience.

In addition to my work work, I also run my own blog and a contribute to a nationally-recognized PR and Social Media site.

# Monica Bussolati

I run a marketing design studio in the era of Genuisrocket. I am working to define within the studio and to our client, colleague and friends network what we offer something that a factory site like gr can't. In fact, we offer what the studio across town because we are acutely focused on trying to realize what that is and how to communicate it to others.

# Nicole Whitworth

I'm an RN with a passion for teaching, and I have seen (and experienced) big problems in nursing education. Nurse educators are experts in nursing, but all too often they don't have the time or the training to develop effective curriculum that will efficiently transfer that knowledge to their nursing students. As a result, the nursing profession gets tarnished as nursing students get more and more frustrated and discouraged.

Nursing students aren't afraid to work hard, but they often do not have the resources or support in order to be as successful as they are capable of. So my husband and I created "Your Nursing Tutor" to provide the help that nursing students so desperately need. At Your Nursing Tutor, nursing students across the country (or even around the world) can get personal attention, access to fun and informative review sessions, and guidance on how to navigate their way successfully through nursing school.

As a side project, my husband and I are also working on creating a study curriculum to accompany "Linchpin." We want to teach it at our church (and anywhere else that would be interested) to help develop more Linchpin-style leaders. If anybody has any ideas to offer or would like to collaborate, we'd love to hear from you!



phil@qubeworks.com

Washington DC

# Phil Gallo

I help the government use open source tools more effectively.

# Rasul Sha'ir\*

As the founder and CEO of Cnvrngnc, a brand strategy and creative marketing firm, located in Washington DC, Rasul's lives by the saying the devil is in the details. Having over ten years of experience with strategic thinking and creative problem solving, Rasul has the ability to paint the "big picture" and see every brush stroke. In addition to his passion for developing successful business strategies for companies, blogging, and building his eclectic music collection, Rasul has enjoyed a wide array of work and travel experiences that have taken him to over 30 cities in the US and to 15 Countries across the world, giving him a unique perspective to help organizations navigate today's dynamic socio-cultural and business environments.

Website: [www.cnvrgnc.com](http://www.cnvrgnc.com)

# Richard Rawson

I am a customer acquisition director for an online lead generation company geared toward small and medium sized businesses, and also a marketing consultant with expertise in marketing communications, branding, business development, search engine marketing (SEM), pay-per-click (PPC) advertising, search engine optimization (SEO), social media marketing (SMM), and cross-media marketing campaigns. I enjoy helping others enhance their online presence, profitability, and performance; and am always open to connecting with others to discuss career opportunities, consulting offers, new ventures, expertise requests, and general networking or getting back in touch. You can view my profile at [www.richardrawson.com](http://www.richardrawson.com).

<http://www.poolcenter.com/>

**Washington DC**

# Rob Cox

President of POOLCENTER.com and voracious reader of Seth Godin Books. Looking forward to seeing Seth in person, and meeting other marketing gurus ~ like you!

# Robert Carty

I'm working for a non-profit organization to help make the world a better place by promoting ethics and transparency in local government around the world. The specific work I do is to attract graduate students to careers in local government, and to work for the communities in which they live.

# Robin Payes

I own WordsWork Communications, a marketing and PR consulting firm specializing in education, research and science that helps clients focus on how to translate technical research findings into everyday language that interested "tribes" - from parents to teens to educators - can understand and act on. I am also working with neuroscientists, media designers and educators on developing a neuroscience education program, Developing Minds in Science (DMS). DMS is a series of Web-based, experiential video and interactive neuroscience education modules conceived as a way of strengthening the curriculum and improving academic outcomes for the targeted K-12 school-aged population. DMS has two main goals: First, to teach students the science of the brain, including awareness of cognitive development and the connections between brain and behavior. Second, using the latest neuroscience research on prevention, the DMS curriculum aims to improve life trajectories by promoting positive behaviors and enhancing social skills with a focus on reducing environmental and health risks such as violence, stress, peer pressure, risk taking behaviors, and drug addiction.

# Rodney Eason

I lead the display staff and gardens at Longwood Gardens. Longwood is an 1,100 acre garden open to the public about 15 miles north of Wilmington, Delaware in Kennett Square, Pennsylvania. We are in the midst of a rapid strategic planning initiative. This plan emphasizes innovation, creativity, and art in horticulture at the highest levels. We are in the final stages of a new project featuring an outdoor gathering space surrounded by a modern, terraced, landform. Under the landform will be modern restrooms and North America's largest indoor green wall.

# Ryan James

I'm a self-employed web designer and front-end developer who has recently started developing a development agency with a business development manager who recently moved to the area. I'm working to position myself to be less of an island and more connected to a pool of talented resources to help my business grow.



smac@vt.edu

Washington DC

# Shane McCarty

I am a student at Virginia Tech with the mission to change the world. I am researching happiness and bullying behavior in schools as well as co-founding a non-profit called "Actively Caring For People" with the hope of spreading kindness! In addition, I do social media marketing consulting for businesses and government entities.

# Sheila Billingsley

Are you interested in learning how to calm your lizard brain?

As an educator and trainer with a focus on leadership development, I've experienced the negative impact the lizard brain has on creativity and innovation. My company is in the early stage of developing training and other tools to translate the latest brain research into simple, actionable steps and tools to help individuals and organizations optimize brain power. As we build our offerings, we are seeking input on what individuals and organizations need to tap into the genius that Seth described to build artists and Linchpins for the idea revolution. I would like to hear from you if you have interest in this topic.

# Tara Agen

- \* Changing the way people hit print more responsibly.
- \* Creating LIVE Community (not online) Marketing through HP employee business advocates.
- \* Optimizing the way business grows faster than the market in Brazil (and other developing markets in the Americas region).
- \* Transforming the way our HP LaserJet team communicates visually.

# Tara Sulewski

I'm currently finishing up an MS degree in Mechanical Engineering. I just returned from a month long trip to Kenya working on implementing a tele-medicine system in rural communities with fellow Penn State students. This project changed me a great deal; it sparked a passion in me, and I have since refocused my career path to international health and development. I'm hoping to move to DC after graduation in August and pursue my career interests. I'm happy to connect with others for a more in depth discussion.

# Tara Sulewski

I am about to graduate for the second time from Penn State University in Mechanical Engineering, this time with a Masters. I study engineering, but i'm more interested in how to apply it in developing communities around the world. Community engagement, sustainability, and appropriate technologies is the focus. I recently returned from a month long trip to Kenya and Uganda working on a tele-medicine system that utilizes low cost medical devices, a cell phone and a netbook to connect rural communities with doctors anywhere in the world. It was amazing, eye-opening, and life-changing and I can't wait until life takes me abroad again. If you're interested in working together, chatting about a new idea, or just want to say hi, please feel free to get in touch!

twitter.com/tejasmi5

Washington DC

# Tejas Mistry

Digital music product manager at AOL, working on Winamp Media Player. Currently an mba student at the Smith school of business at UMD. Wanting to connect with other digital/new media enthusiasts in the area. Connect via twitter @tejasmi5.

tebaugh@gmail.com

Washington DC

# Terry Ebaugh

My day job consists of implementing multiple terabyte Data Warehouse solutions.

My passion is to learn about business strategy, marketing, social media, and shipping products.

# Tim Touchette

We're working on creating an excellent customer service experience within our unique corporate housing model in DC. We provide more than 100 furnished houses and condos rented on a monthly basis. Since none of our properties are alike, creating a consistent (and amazingly powerful) customer experience is the challenge we're striving to accomplish daily.



# Trevor Hogan

IT security governance solutions and data analytic solutions

# Veena R. Kumar, MD

I am a physician who specializes in Pediatric Emergency Medicine. A few years ago, I made a career change and now work in the biotechnology industry. In my current position I very much feel like a cog in a wheel. I used to have such autonomy being in charge of an emergency department. I suppose my current frustration is the product of choices I've made to have the life I want. While I am very grateful for having achieved a much improved work-life balance, I do miss taking care of acutely ill and injured children.

Disaster preparedness/response has been a longstanding interest of mine. I currently volunteer with a non-profit group, CrisisCommons, which is a community of volunteers who have come together to develop technological innovations to assist during a disaster or crisis. It has been a wonderful way to connect with like-minded individuals who simply wish to help other humans in times of great need. Having moved to the DC area just over a year ago, it has been so gratifying to meet and collaborate with others while also learning about different areas that I would otherwise not have been exposed to.

zach@juiceanalytics.com

Washington DC

# Zach Gemignani

Founder and CEO of Juice Analytics ([www.juiceanalytics.com](http://www.juiceanalytics.com)). Our company crafts information-rich web applications that make working with data enjoyable and rewarding.

# Zainab Zaki\*

Happy and curious by birth. Business manager and engineer by education. Keeper of compliments. Lender of generosity. Harbinger of change. Curator of relationships. Collector of friends. Oh and shoes.

Goals: To make a tiny little dent in the fabric of this world.

Passion: BluZones offers tools that create disruptive and innovative work environments. Changes the status quo at work - from TGIF to TGIM. Transforms humanity within corporate environments. Connects the dots in your world based on your WHY. Email us to learn more.

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