

SCHEDULE

- 8:15 DOORS OPEN FOR CHECK IN & NETWORKING
- 9:00 **Steve Gehlen**
 Founder & Executive Director, Internet Strategy Forum and
 Producer, Executive Summit
Welcome and Opening Remarks
- 9:10 **Robert Scoble**
 Vice President Media Development, PodTech.net & co-author of
 Naked Conversations
TOPIC: It's a Google World (and Facebook too!)
- 9:45 **Mark Colombo**
 Vice President Electronic Channels and Strategic Marketing, FedEx
TOPIC: If Ben Franklin Saw the Internet
- 10:30 BREAK
- 10:45 **Tim Kopp**
 Chief Marketing Officer, WebTrends
TOPIC: Web 2.0: Turning Customer Insight into a Strategic Advantage
- 11:30 **Cammie Dunaway**
 Chief Marketing Officer, Yahoo! Inc.
TOPIC: Building Brands in a Web 2.0 World
 Morning Keynote
- 12:15 LUNCH SERVED
- 1:00 **Rey Ramsey**
 Founder and CEO, One Economy Corp.
TOPIC: Digital Inclusion 2.0: New Dynamics, New Solutions
- 1:45 **Panel Discussion**
 Led by Mary Alice Colvin, Senior Marketing Consultant, Allyis
 Featuring panelists from Intel, Adobe, M3i Works and PINT
TOPIC: Workforce 2.0: Avoiding Pitfalls, Leveraging Power
- 2:45 BREAK
- 3:00 **Mike Moran**
 Distinguished IBM Engineer, & author of Search Engine Marketing, Inc.
TOPIC: Marketing 2.0: Do It Wrong, Quickly
- 3:45 **Erik Kokkonen**
 Vice President, Global Publishing Services, CNET Networks
TOPIC: Could The Web 2.0 Party Be Over? The Move Toward Enterprise 2.0.
 Afternoon Keynote
- 4:30 RECEPTION -- The Connected Digital Home (all invited)

The connected digital home RECEPTION

Please join us at the Connected Digital Home reception in the Renaissance Room, 3rd Floor, immediately following the program. After thinking and talking about business all day it's a chance to relax, do some networking and get a hands-on look at technology that enables a connected digital home lifestyle. Those who attend and provide their business card will have a chance to win a \$200 Best Buy Gift Card!

Thank You to:

Reception Sponsor: InFocus
 In-Kind Providers: Intel, SmithCFI and Aperion Audio

Location: Renaissance Room, 3rd Floor

Master of Ceremonies: Rob Smith, Editor, Portland Business Journal



MORNING KEYNOTE
Cammie Dunaway
 Chief Marketing Officer, Yahoo! Inc.
Topic: Building Brands in a Web 2.0 World

Cammie Dunaway joined Yahoo! in June 2003 as chief marketing officer, responsible for leading Yahoo!'s worldwide branding efforts and driving the company's product marketing initiatives. A seasoned executive with over 20 years of marketing experience, Dunaway oversees all of Yahoo!'s consumer, enterprise and partnership marketing initiatives, from brand and marketing communications to product planning and positioning to execution of customer acquisition and retention strategies. She is also responsible for the full P&L for Yahoo! Personals. In 2005, Dunaway oversaw Yahoo!'s tremendously successful 10th year anniversary campaign, including a massive global marketing and branding initiative that the Promotional Marketing Association recognized with the 2006 Gold Reggie Award. Dunaway's numerous other achievements at Yahoo! have included the launch of Yahoo! Music Unlimited at the Yahoo! Music Penthouse in Miami for the 2005 MTV Video Music Awards and Yahoo!'s global "Life Engine" advertising campaign in 2004. Dunaway also led the Yahoo! Personals "Live Billboard" campaign, which won the 2005 Gold Effie Award and was recognized by Mediaweek as the "Best Out of Home" marketing campaign of the year. She was named as one of the 100 Top Marketers by Advertising Age and has led Yahoo! to numerous industry recognitions including the Clio Awards, the Obie Awards and the Promo PRO Awards.



AFTERNOON KEYNOTE
Erik Kokkonen
 Vice President, Global Publishing Services, CNET Networks
Topic: Could The Web 2.0 Party Be Over? The Move Toward Enterprise 2.0.

Erik Kokkonen is Vice President of Global Publishing Services at CNET Networks. His team is responsible for managing central business solutions which provide greater operating leverage to CNET's network of interactive media properties. In his current role, he oversees corporate business intelligence, outbound media, database marketing, e-commerce, and CRM services, as well as the development of capabilities in emerging categories such as mobile marketing, word-of-mouth marketing, consumer generated media, and video. Erik has thirteen years of professional experience in multimedia and interactive media, with the last ten years focused on internet product development and general management. He is a member of WOMMA and the Mobile Marketing Association, sits on the IAB's email committee, and is a founding member of the ISF's San Francisco chapter.



FEATURED SPEAKER
Robert Scoble
 Vice President Media Development, PodTech.net & co-author of Naked Conversations: how blogs are changing the way businesses talk with their customers
Topic: It's a Google World (and Facebook too!)

Scoble is a lifelong technologist, growing up just blocks from Apple computer and playing in the garage with electronic gadgets. Scoble worked for Fawcette Technical Publications, UserLand Software, NEC and TabletPC before joining Microsoft's Channel 9 MSDN Video team, producing stories about Microsoft employees and products. He is a popular speaker and co-author of Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers.



SPECIAL GUEST
Rey Ramsey
 Founder and CEO, One Economy Corp.
Topic: Digital Inclusion 2.0: New Dynamics, New Solutions

Rey is the CEO of One Economy, a multi-national nonprofit organization that brings broadband to the homes of low-income people and provides a multilingual web portal called The Beehive (www.thebeehive.org). Their mission is to maximize the potential of technology to help low-income people improve their lives and enter the economic mainstream. He is an internationally respected social entrepreneur and co-author, with Ben Hecht, of ManagingNonprofits.org: Dynamic Management for the Digital Age. Prior to founding One Economy in 2000, Rey served as President and Chief Operating Officer of The Enterprise Foundation. Rey is the current past Chairman of the Board of Habitat for Humanity International. He also serves on the boards of Schnitzer Investment Corporation, the Advisory Board of the Brookings Institution Center on Urban and Metropolitan Policy, Local Initiatives Support Corporation (LISC), and Kaboom!. He has a BA in Political Science from Rutgers University and is a graduate of the University of Virginia Law School.



Mike Moran
 Distinguished IBM Engineer
 author of Search Engine Marketing, Inc.
Topic: Marketing 2.0: Do It Wrong, Quickly

Co-author of the best-selling book Search Engine Marketing, Inc., Mike Moran is an IBM Distinguished Engineer with more than 20 years experience in search technology working at IBM Research, Lotus, and other IBM software units. He led the product team that developed the first commercial linguistic search engine in 1989, and has been granted four patents in search and retrieval technology. He led the original search marketing strategy for ibm.com, as well as the integration of ibm.com's site search technologies. Beyond his search work, Mike has spearheaded ibm.com projects in Content Management, Personalization, and Web Metrics. Mike worked on IBM's Web site for the past eight years and is currently the Product Manager of IBM's OmniFind search product.



Mark Colombo
 Vice President Electronic Channels and Strategic Marketing, FedEx
Topic: If Ben Franklin Saw the Internet

As Vice President of Electronic Channels and Strategic Marketing for FedEx Corporate Services, Mark leads teams who are thought leaders for creating sustainable competitive differentiation through managing a portfolio of strategies, investigating and researching today's and tomorrow's market opportunities, developing customer electronic interfaces, and continuously enhancing the customer experience.

Mark influences 6 key initiatives; FedEx.com, Customer Automation, FedEx Kinko's Digital Print, Corporate Strategy, Customer Loyalty, and Marketing Research. These initiatives cover a spectrum of global involvement from significant revenue generation to an understanding of the levers that drive customer loyalty.

Prior to FedEx, Mark held positions in Strategy, Operations, Finance, Supply Chain Management and Sales at Akzo Nobel, Harris Chemical Group, KPMG and Computer Sciences Corporation. Mark is an author and speaker on several topics, including the future direction of supply chain management, customer loyalty, electronic commerce and implementing effective customer experience models.



Tim Kopp
 Chief Marketing Officer, WebTrends
Topic: Web 2.0: Turning Customer Insight into a Strategic Advantage

Tim Kopp, Chief Marketing Officer, is responsible for all WebTrends marketing efforts including overall strategy, brand identity and awareness, and demand generation. Prior to joining WebTrends, Tim served as Vice President of Worldwide Interactive Marketing for The Coca-Cola Company, responsible for gaming, mobile, web, CRM initiatives, as well as managing key partnerships. Tim dramatically expanded Coca-Cola's digital marketing efforts, while working with top global leaders in marketing, media, market research and technology to drive marketing innovation, accountability and measurement. He also led Coca-Cola to participate in some of the first global Web 2.0 marketing initiatives, including a YouTube holiday greeting card campaign and the globally renowned video involving Diet Coke/Mentos. He also worked at Procter & Gamble for nearly eight years, leading P&G's Interactive Marketing Program for the entire Global Beauty Care division-a \$17B annual business. Tim has served on the advisory board for AdTech and other industry committees, and is a frequent speaker at key industry conferences and events including AAAA, AdTech, Microsoft's Strategic Account Summit, OMMA and IAB. He holds a BBA in Finance and Accounting and an MBA with a concentration in Information Technology.



PANEL DISCUSSION
Workforce 2.0: Avoiding Pitfalls, Leveraging Power
 Discussion Led By:
 Mary Alice Colvin, Senior Marketing Consultant, Allyis

- PANELISTS:**
- Bryan Rhoads, Sr. Internet Strategist, Social Media, Intel
 - Mark Erickson, Sr. Computer Scientist, Adobe
 - Linda Gold, Founder, President & CEO, M3i Works
 - Thomas Powell, Founder and President, PINT

IN-KIND SUPPORT

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INTERNET STRATEGY FORUM SUMMIT WEST

Web 2.0: Social Strategies

JULY 19, 2007

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The Internet Strategy Forum is a nonprofit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations across multiple industries.

www.internetstrategyforum.org