



User Group University

San Francisco, California
January 7, 2002

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<u>Time</u>	<u>Title</u>	<u>Location</u>
7:30 – 8:00 AM	Registration	Argent Hotel, Metropolitan 3*
7:45 – 8:30 AM	Continental Breakfast and Networking	Metropolitan 3*
8:15 – 8:45 AM	Welcome to UGU (<i>Garr Reynolds, Chuck Joiner</i>)	Metropolitan 3*
9:00 – 11:00 AM	Macworld Keynote (<i>Steve Jobs</i>)	Metropolitan 3*
11:00 – 11:30 AM	Break	
11:30 – 12:25 PM	Working Lunch – Understanding Apple’s Corporate Identity Standards (<i>Liz Berry</i>)	Metropolitan 3*
12:30 – 1:25 PM	Marketing Your User Group (<i>Christopher Sarson</i>)	Franciscan 1**
	How to Make a Small Event Big: A-Z (<i>Lorene Romero, Ronnie Roche</i>)	Franciscan 2**
1:30 – 2:25 PM	Youth Appeal: How to Get Young People In Your Group (<i>David Roemer, Ken Bereski II</i>)	Franciscan 1**
	Building (or Rebuilding) Your User Group from Scratch (<i>Chris Bastian</i>)	Franciscan 2**
2:25 – 2:40 PM	Refreshment Break	
2:45 – 3:40 PM	Tips and Tricks for Great User Group Presentations (<i>Dave Marra</i>)	Franciscan 1**
	It’s All About Content: Using Digital Video Effectively to Tell Your Story (<i>Michael Uy</i>)	Franciscan 2**
3:45 – 4:50 PM	Vendor Relationships: Your Responsibility (<i>Lorene Romero & Participating Vendors</i>)	Metropolitan 3*
5:00 – 6:00 PM	Special Guest (<i>It’s a surprise!</i>)	Metropolitan 3*
6:00 – 8:00 PM	Vendor Reception	Metropolitan 1 & 2*

* On the second floor.

** On the third floor.

Title: *Understanding Apple's Corporate Identity Standards*

Venue: Metropolitan 3 (11:30 – 12:25)

Presenter: Liz Berry

Abstract: Wondering why your MUG's cool, animated logo featuring a tap-dancing Granny Smith keeps getting rejected? Learn the ins and outs of Apple's Corporate Identity and logo usage policies, and how to make use of Apple's brand elements to strengthen and legitimize user group communications, and get the most out of Apple User Group's identity, while reinforcing the Apple brand. Liz promises to do her best to convince attendees that Apple has other words in its vocabulary besides "no".



Liz Berry (berryliz@apple.com) manages Corporate Identity for Apple and serves as chief Logo Cop.



Title: ***Marketing Your User Group***

Venue: Franciscan 1 (12:30 – 1:25)

Presenter: Christopher Sarson

Abstract: Whether you know it or not, you are marketing to prospective members, current members, vendors, speakers, potential donors, and your community at large. But, are you getting the most out of your marketing efforts? This session offers an opportunity to learn new techniques and share tips with other user group participants.



Christopher Sarson (csarson123@hotmail.com) is president of the Windows on the Rockies User Group (WRUG) and secretary of APCUG where he also serves as chairman of the Board of Directors. When not busy with computers or user groups, Chris is a television producer and is best known as the creator and first executive producer for Masterpiece Theater and Zoom! (both still running after 30 years!) He is also a mediator for the city of Boulder, Colorado, a gardener, and a cook.

Title: ***How To Make A Small Event Big: A-Z***

Venue: Franciscan 2 (12:30 – 1:25)

Presenters: Lorene Romero and Ronnie Roche

Abstract: Imagine a fundraising event so big it draws attendees from 100 miles away and has to turn vendors away for lack of room. Lorene Romero and Ronnie Roche, planning committee members for NCMUG's highly successful Mac Computer Expo, the biggest Mac event North of San Francisco, have produced such an event for the past 4 years. Join them and learn how to have fun while raising money for your MUG.



Lorene Romero (lorene@mac.com) has been the President of the North Coast Mac Users Group (NCMUG) for 3 years. She began 6 years ago as a new member who volunteered to help with a fundraising event. She serves on Apple's User Group Advisory Board as "Vendor Queen," working with vendors to improve relations and negotiate MUG discounts. It has become something she loves because everyone wins. In spite of an educational background in Clinical Psychology and 12 years in the Mental Health field, she prefers to work with computers.



Ronnie Roche (raroche@mac.com) has been involved with user groups since 1992 when a friend gave her an Apple IIe. She currently owns a Mac Consulting/Training business focusing on new users and teaches high-end design applications such as Photoshop, Illustrator and Quark. Over the years she has been Assistant Software Librarian and graphic designer for two local user groups and currently serves on the board of directors for the North Coast Mac Users Group. Ronnie is an Apple Product Professional and an Apple Solutions Expert.

Title: *Youth Appeal: How To Get Young People In Your Group*

Venue: Franciscan 1 (1:30 – 2:25)

Presenters: David Roemer and Ken Bereski II

Abstract: Does your user group want more members, greater enthusiasm, stronger diversity, and future visionary leaders? One of the keys to achieving these characteristics is attracting new and energetic younger members with fresh ideas. However, in order to attract younger members, groups need to understand what younger people desire and adapt to meet these varying demands. This session will address the benefits and possible pitfalls of engaging younger members, and discuss ways the user group community can grow stronger by rebuilding to create more youth appeal.



David Roemer (droemer@mac.com) founded a student user group dedicated to using technology to enhance Emory University and its community. The group created iMovieFest, an exciting and innovative program that introduced Apple technology to thousands of students in five days. For the past two summers, David has had the privilege of interning in Cupertino with Apple's Worldwide User Group Relations. He's excited to learn more from everyone at this year's UGU.



Ken Bereski II (bereski@mac.com) is co-founder and third-term president of the Macintosh User Group of Boston College. A senior majoring in Philosophy and minoring in Computer Science, Ken is also the Apple Campus Representative at BC and works at the Boston College Student Help Desk, providing support for both the Mac and Wintel platforms. He is an avid fan of BC athletics and has been known to travel with the team whenever possible.

Title: *Building (or Rebuilding) Your User Group From Scratch*

Venue: Franciscan 2 (1:30 – 2:25)

Presenter: Chris Bastian

Abstract: Sometimes the best approach to dealing with your User Group's problems is to tear the group down and start over, rather than constantly patching up what already exists. This presentation is based on Chris' recent experiences in planning and founding the Metropolitan New York Macintosh Alliance, a new Mac group in New York City.



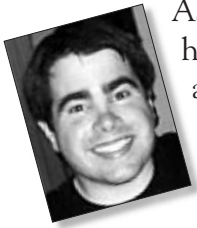
Chris Bastian (cbastian@acedsl.com) is president and co-founder of the Metropolitan New York Macintosh Alliance (MetroMac). He served three years as treasurer of the New York Mac User's Group and has held various administrative positions with NYMUG, Washington Apple Pi, and the Big Apple User Group, dating back to 1987. In real life, Chris works as a Transportation Planner for the Metropolitan Transportation Authority in New York City.

Title: ***Tips and Tricks For Great User Group Presentations***

Venue: Franciscan 1 (2:45 – 3:40)

Presenter: Dave Marra

Abstract: Discover some of the innovative ways to plan and deliver an exciting, attention-grabbing presentation to your Macintosh User Group audience. Dave will discuss the tips and tricks to giving great presentations, suggest some cool tools to use, and offer ways to avoid some of the common pitfalls that can occur.



As a Senior Systems Engineer for Apple Computer, Dave Marra (marra@apple.com) has conducted technology presentations, seminars, and workshops for user groups across the United States and Canada. His specialty areas include digital multimedia, internet technologies and cross-platform integration. For more information about Dave, please visit his web site at www.marrathon.com.

Title: ***It's All About Content: Using Digital Video Effectively To Tell Your Story***

Venue: Franciscan 2 (2:45 – 3:40)

Presenter: Michael Uy

Abstract: Few people really know how to create short, professional videos that have impact. Michael Uy, iMovie Product Marketing Manager at Apple, will offer advice on how to plan, shoot, and edit your video in ways that will increase your ability to capture people's attention and deliver a compelling message. This presentation is less about technology and more about how to tell a story and manage your video content.



As iMovie Product Manager for Apple, Michael Uy is responsible for positioning, marketing strategy, and on-going development of iMovie worldwide. He works with developers like Alias Wavefront and ToonBoom to bring applications to the Mac platform, and with digital camera vendors to promote the QuickTime file format. Michael has a Masters in Joint Studies from Harvard's John F. Kennedy School of Government and the Harvard Business School, and has authored a case study on 3D game consoles for the Harvard Business School and an IT policy report for the government of Japan.

Title: ***Vendor Relationships: Your Responsibility***

Venue: Metropolitan 3 (3:45 – 4:50)

Presenters: Lorene Romero and a panel of our sponsoring vendors

Abstract: Having a good vendor relationship is important to user groups because vendors can provide presenters, demo products, scripts, review items, and products that attract people to meetings. User group leaders are responsible for following through with vendors by keeping group information updated and making sure that reviews are produced in a timely manner. This session provides an opportunity to meet with vendors and learn what they seek from a user group leader.



Lorene Romero (lorene@mac.com) has been the President of the North Coast Mac Users Group (NCMUG) for 3 years. She began 6 years ago as a new member who volunteered to help with a fundraising event. She serves on Apple's User Group Advisory Board as "Vendor Queen," working with vendors to improve relations and negotiate MUG discounts. It has become something she loves because everyone wins. In spite of an educational background in Clinical Psychology and 12 years in the Mental Health field, she prefers to work with computers.

