

Speaker's Bios

Opening Keynote

James Sun is the quintessential entrepreneur. While he is presently the CEO and founder of [Zoodango](#), James began his first company at age 11. He is a well known public speaker and television personality. Within the last year James has spoken to over 15,000 people and has even shared a stage with Alan Greenspan and Colin Powell. In 2007, at about the same time he was starting to launch Zoodango, James was the first Seattle native to become a finalist on Donald Trump's hit reality show "The Apprentice."

Before becoming the "chief zoodangler," James attended the [University of Washington](#) and started a technology investment company with \$5,000. He made over two million dollars while going to college full-time. He graduated with a degree in Business and Computer Information Systems. Next James worked as a database programmer for Intel and then as a management consultant for Deloitte Consulting. But James realized he had the "heart and soul" of an entrepreneur so he went on to establish 3P Networks, a wireless software firm. He sold it off before starting [Zoodango](#).

[Zoodango.com](#) was created to enable entrepreneurs and business people the ability to find a place to network in an online community to connect face-to-face. Zoodango.com provides a recommendation, invitation, and collaboration engine that helps people find places and meet with others in a very efficient way.

Dinner Keynote

Matthew Dunn is a digital Renaissance guy, whose intense curiosity has propelled him through a dizzying range of careers. Matthew was acting and singing professionally by age 18 and built a successful career over the next decade as actor, graduate-trained director and teacher. He chucked it all to drive cross-country and start over in software. In almost a decade at Microsoft, he wore 13 titles, worked in 3 different countries, secured 8 patents and completed a PhD in Digital Media in 3 years flat.

Not content to stay in desktop software when momentum had shifted to the Internet, he moved to Bellingham and started the consulting firm Socratech to help U.S. and international companies kick off their Web strategy. He was then recruited to Intrawest, the largest ski & resort operator in the world, to spearhead their entire digital strategy as CIO. He left Intrawest to launch HTNG, a successful technology standards organization for the hospitality industry, before a VC recruited him to run LA-area music technology startup MusicIP as CEO & President.

Matthew and his associates have re-launched [Socratech](#) as an innovation-focused strategy and technology consulting firm, with clients in Whatcom County and across the country. Matthew reads furiously, speaks extensively, writes frequently, teaches occasionally and serves on local and company boards, including the Technology Alliance Group. He is married, with two sons, and plans never to leave Bellingham.

Remainder in alphabetical order by last name

Brett Allsop is the Chairman and Co-Founder of [Yapta](#), and President of [Allsop, Inc.](#) He is a Bellingham, Washington native, is a seasoned entrepreneur with a passion for building consumer internet and software businesses. He started his career by founding Fogdog, Inc. and eventually growing the company into the internet's leading sporting goods retailer with more than 180 employees and over \$9MM in quarterly sales. Following the acquisition of Fogdog by GSI Commerce (NASDAQ: GSIC) in 2000, Brett served as part of

the Investment team at Amadeus Capital in London where he focused on evaluating potential investment opportunities in the software field - specifically enterprise, wireless, consumer and SME opportunities. In 2003, Brett became President of Allsop Inc., designers and builders of unique computer and consumer electronic accessories with offices in Bellingham, Laramie, Wyoming, Waterford, Ireland and Shanghai, China. He currently oversees product development, implementation and sales at major retailers across North America and Europe.

In 2006 Brett co-founded and is the Chairman of the Internet travel web site, Yapta. Yapta is focused on building the brand promise behind being a true personal travel assistant to web travel planners. Yapta has raised \$3M in capital to date, is based in Seattle and has received much national press from publications ranging from the USA Today, Wall Street Journal, Time, Oprah Magazine, CNN and 650 press mentions in its first year since launch. Yapta is the 2008 winner of the Washington Technology Industry Association Investment Aware in web services.

Brett is a graduate of Stanford University's Engineering program and enjoys running, sailing, skiing and traveling. He is married and has two children.

Matt Barnhart has over twenty years experience with branding & graphic design, owning his own firm for over eleven years before starting Pivot Lab. His understanding of entrepreneurial needs is the reason he has a long history of exceeding clients' business goals. He believes every investment should yield the highest return possible, including hiring an outside strategy or design firm. He has had great success with large to small companies including Buick, Chevrolet, Wells Fargo, Microsoft, Seimens, Alcoa, SPIE, Seattle Opera, Zand, Botanical Laboratories, NatraBio, Symtec, Easton, Ocean Kayak, Erin Baker's Wholesome Baked Goods, Tony's Coffee, Sodexo and Labor Ready just to name a few.

Shari Burk cut her teeth in this business implementing and refining strategy as a creative for national and international brands and is now with Pivot Lab. This gives her an unfair advantage. She can quickly separate useful strategy from the usual superficial blather. Shari has worked as an award winning art director, creative director and brand strategist on many accounts—JanSport, Nordstrom, Holland America Cruise line, Boeing, Attachmate software, Seagate software, Microstaq, SPIE, St. Michelle Winery, Columbia Crest Winery, Top Food & Drug, McDonald's, Xbox 360, Leatherman Tool, and many others.

Doug DeVries is a Partner /Production Manager at Big Fresh Media with over 10 years experience in technical areas such as computer and network support, database development, and website development. Doug brings a solid technical foundation to Big Fresh Media. Doug is also a certified Google AdWords Qualified Professional.

Paula Drum is the VP of Marketing of Digital Tax Solutions at H&R Block in Kansas City, MO. With more than 15 years of experience in strategic planning, brand marketing, e-commerce development, interactive/direct marketing, and change management, Paula Drum joined H&R Block in 2006 as vice president of marketing for the Digital Tax Solutions Group. Ms. Drum's expertise in marketing and her desire to innovate prompted her to lead an extensive social media program to reposition the H&R Block brand as a leader in tax expertise and digital products. H&R Block was recently cited by Shel Israel, co-author of *Naked Conversations*, as the most active consumer retail or service company in social media. Before joining H&R Block, Ms. Drum was an e-commerce pioneer in the travel industry establishing the e-commerce and interactive marketing disciplines for companies such as Alamo-Rent-a-Car and Days Inn.

Eric Grimstead is a Business Advisor at Western Washington University's College of Business and Economics' Small Business Development Center and is equal parts creative, technologist and business sensible. He has designed and hand coded websites for large and small clients. He has been a sought out expert in creating, publishing and using video on the web for over four years. Eric has over 15 years experience in marketing, business development, accounting, and he has been a small business owner.

Kevin Hoult entered the business world in the early 1970s in management and is also a Certified Business Advisor with Western Washington University's College of Business and Economics' Small Business Development Center. Hired in an executive capacity in 1983, Kevin's responsibilities grew to include

marketing, financial analysis, risk management, human resources management, information systems integration and web technology. Kevin earned his MBA from Washington State University in 2001.

Mark Lee is a Partner /Creative & Marketing Director with Big Fresh Media. Mark brings over 17years experience in marketing and design. Formerly a product marketing manager for a software development company and involved in creative work for several ad agencies, Mark adds the creative and marketing aspect.

Tina Janni is a professional mentor and tenured faculty member in the Business and Management Training Center at Bates Technical College. Tina combines a psychology degree with a leadership acumen that serves both the public and private sectors in reconnecting to powerful principles that are timeless and universal, while guiding them through a dynamic cultural landscape. With over 14 years of demonstrated results in facilitation and consultation, Tina has received awards recognition for two high-profile Washington state training initiatives. As a writer and actress with a background in film and theatre, Tina is an engaging and vivacious presenter. And as a brand guru who has guided myriad businesses and non-profits through a journey of discovery and authentication, she will successfully lead your organization in the quest to locate its' voice and connect with the public in a meaningful dialogue.

Greg Marshall is the Director of Community Education at Whatcom Community College. Greg Marshall has been a computer instructor for over ten years and teaches office productivity software, internet tools and image editing. Greg has been involved with computers most of his life. For many years, he operated his own consulting firm, Marshall Services, which specialized in computer repair, training, and office efficiency. He also worked as an instructor and computer specialist at Northwest Indian College and briefly as a computer columnist for *The Bellingham Herald*. Recently, he had a weekly segment on KVOS TV titled *Your Digital Life*. Greg is currently the Director of Community Education where he manages the production of over 800 workshops per year for the community. His first book, *Introduction to Windows Vista*, was just published in October 2007. Greg has an Associates Degree in Computer Information Systems and a Bachelors Degree in Business Management with an emphasis on Information Technology. He was one of the first 12 students to attend Western Governors University (www.wgu.edu) and remains a strong advocate for adult and online education.

Charlotte Jones is Senior Product Manager on the Windows Live Sharing and Social Networking team within Microsoft's Online Services Group. She started with the team soon after the launch of Windows Live Spaces, a blogging and photo sharing platform, in 2005 and has assisted in its expansion into a social networking service over the years that followed. She now manages Windows Live Events, an online event planning service launched in October of 2007, in over 50 countries. She also works on bringing new products to market for the team that will enhance the social networking experience within Windows Live. Throughout her time on the team she has been responsible for defining and promoting strategies that can enable Windows Live to create compelling social networking and community services for its worldwide user base of 400+ million users.

Prior to her work at Microsoft, Charlotte worked in the licensing business of CBS MarketWatch and for Deloitte Consulting in their telecommunications practice. She has an MBA from Harvard Business School. She has also spoken on topics such as safety in social networking and mobile social networking on various panels. You can find her blog at: <http://thoseredboots.spaces.live.com>.

Paul T. Pashibin is a Sr. Systems Engineer with Apple Computer with 11+ years of service. In addition, he serves on the AppleDigital Media Virtual Team, which specializes in interactive media. He has been in the technology / marketing field for over 22 years. Paul is a past VP of Technology of Colle & McVoy Advertising Agency, and IT Manager for Fallon McElligot, as well as the Director of Technology and Innovation at Relationship Marketing, Inc.

Bob Pritchett is the President/CEO, Logos Bible Software. Bob Pritchett has been programming computers since he was eight years old. As a freshman in high-school he founded a software company and developed and marketed programming tools used world-wide. He left high-school a year early to attend

Drexel University in Philadelphia, where he majored in Computer Science. After a second internship at Microsoft Corporation he left Drexel early to accept a position as one of Microsoft's youngest program managers.

In 1992 Bob co-founded Logos Research Systems, Inc. and serves as President/CEO of Logos and its subsidiaries, Libronix Corporation and Logos Electronic Publishing, Pty. (South Africa). Bob speaks regularly at industry conferences and to academic groups on electronic publishing and digital libraries. He is a 2005 winner of the Ernst & Young Entrepreneur of the Year award, and was included in the Puget Sound Business Journal's "40 Under 40." Bob lives with his wife Audra and two children (Jacob, 14, Kathleen, 12) in Bellingham, Washington.

Bob's first book, *[Fire Someone Today, And Other Surprising Tactics for Making Your Business a Success](#)*, was released in April, 2006. He writes blog entries at the [Logos Blog](#), [FST Blog](#), and [BobPritchett.com](#).

Mike Rich is a Director in [comScore](#)'s Marketing Solutions division. Since joining comScore in 2004, Mike has worked within the Media and Technology units to provide market research services to Fortune 100 clients. Mike works with major West Coast clients to conduct custom research projects in areas such as advertising effectiveness, software usage and digital media consumption.

Shari Storm is the VP & CMO at [Verity Credit Union](#). Shari has been with the credit union industry since 1998. Before joining the Verity Credit Union team, she was a director at the non-profit organization, Consumer Credit Counseling Service (CCCS). At CCCS, she spent six years giving money and credit management seminars. Shari's staff has been using a corporate blog since 2004. They have found it to be an excellent way to communicate with members on a level never before possible. Shari has an undergraduate degree in speech communications from the University of Washington and earned her MBA from Seattle University. Her accomplishments include participating in over 60 media interviews on consumer issues, teaching free enterprise in the communist country of Belarus and raising three daughters. She will also be publishing a book on how motherhood is the perfect management training (Thomas Dunne).

Ryan Turner is Associate Director of User Experience and Social Media Lead, [ZAAZ](#). Ryan leads social media efforts for ZAAZ, an interactive marketing agency implementing web channel strategies for clients around the US. Combining business analysis with customer research and leading-edge creative, Ryan develops marketing strategies and web architectures for companies leading the way in responding to the shifting media landscape. He's worked with Boeing, Microsoft, Helio, Tom's of Maine, REI, Converse, Sony, and others to find innovative ways to engage customers in co-creating value. Ryan blogs at [www.websocialarchitecture.com](#).