



Connect Update for SunTug Connect Florida

Jay McLaughlin, Connect Board Director
September 24, 2009



Agenda

- State of Connect
 - Changes in organizational model
 - Relationship with HP
 - Social Network
 - Connect by the numbers
- NonStop Community
 - What's new
 - Event strategy for 2010
- Connect Plans for 2010
 - Board
 - New Initiatives
- NonStop Tribute Book



State of Connect

- We are now managed by our own Executive Director , Kristi Browder , with 2 additional staff members, Erin Anderson – Member Services Manager and Suzanne Jarl – Marketing Director .
- Finance, IT support and legal services are outsourced
- We utilize a CRM solution for membership management making new membership, renewals and event registration automated! Yourmembership.com



State of Connect – Relationship with HP

- HP has created an internal portal for those who have and are interested in supporting Connect including a speakers bureau
- We continue to be invited to events that help us increase awareness and membership.
- Working closely with the worldwide HP NonStop leadership team to partner on initiatives.



State of Connect – Social Networking

- Numbers grow month over month.
- We are perceived as thought leaders in social media. (Stream57 Panel)
- HP moving over networks (Blades) to myCommunity from hp.com
- We bridge to other networks including Twitter and LinkedIn to increase awareness.



Connect by the Numbers in 2009

- 88 Chapter Meetings Scheduled Worldwide
- 36 affiliated chapters (as of 9/1) with 3 more planned by the end of 2009
- 10 Webcasts delivered to date with over 300 registrants – 70% attendance
- 5 New SIGs (Storage, JAVA, Business Continuity, Virtualization, Blades)
- 2 Events with HP (HPTF&E and Tech@Work)
- Social Network averages 30K pageviews/month
- 50K plus members worldwide
- 2 Newsletters/Month



NonStop – What’s New!

- Dedicated NonStop Monthly Newsletter – Connect Now
 - To opt in, please update your member profile and make the selection!
- Launched NonStop Vendor SIG
- Held second NonStop Vendor Summit in Tampa
- Planning on having NonStop ‘month’ in November in conjunction with 35th anniversary of NonStop
- HP donated a new NS2000 to host the ITUG LIB! Thanks of course to HP and to Bill Honaker, Mike Kilpatrick and Randall Becker for their support!
- Launching a new NonStop focused Connect chapter in Mexico City in Oct 09.



2010 Event Strategy

- HP will hold a US event in the spring and not in Vegas
- Connect will host a NonStop Summit in October 2010 in Northern California – Date will be announced the first week of Oct 2009)
- Connect will host an EMEA NonStop focused multi-city 'tour' (dates and locations TBA)
- Connect is exploring other HP events, like T@W in EMEA and APJ.



Plans for 2010 – Class of 2010

- The nominating committee should have a slate of 5 for the board to vote on by next week. Once approved by the board, it will be presented to the members for a vote. Thanks to all who submitted applications! Great turnout.
- As Connect grow, so does the need for volunteers...please contribute your time and talents!



Plans for 2010 – New Initiatives

- Tech focused vendor/partner directory
- Connect scholarship fund
- Tech focused months synched with webcasts, blogs, chapter activities
- Tech focused pages on our Social Network, myCommunity



35th Anniversary Tribute Book

- Connect is working with HP to put together a tribute book.
- Asking all NonStop users to contribute a line or two describing what NonStop means to you.. "NonStop is.."
- Book to be presented to Mark Hurd in November .
- Please submit your contribution via myCommunity groups NonStop Vendor SIG or NonStop by 10/25/09. We will also have a drawing for an HP Mini Laptop!
- Please contact Suzanne Jarl with any questions, sjarl@connect-community.org.



Stay Connected!

Questions?

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