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SECOND LIFE

COMMUNITY CONVENTION

Oakland - August 12-14, 2011

The Official U.S. Convention of
the Second Life® Community

slconvention.org

Hosted by:



SLCC 2011 General Schedule* - Saturday

TIME	MAIN BALLROOM	ROOM 201	ROOM 202	ROOM 203
8:00 AM - 9:00 AM	KEYNOTE SPEAKER: Rik Panganiban (SL: Rik Riel): <i>We Built This City: Creating a Better World</i>			
9:00 AM	FORMAL WELCOME - Introduction to AvaCon Board and Track Leaders with Light Breakfast			
9:30 AM - 10:30 AM		Stefan Buscaylet: <i>Maximizing Photography Impact Through Lighting Techniques</i>	Jean Hewlett (SL: Riven Homewood) et al: <i>What Being in SL Has Taught Me About My RL Profession</i>	Charlie Hite (SL: Charlar Linden): <i>The Future of Mesh in Second Life</i>
10:30 AM	BREAK			
11:00 AM - 12:00 PM	Lunch Set Up	Bob Ketner (SL: Agent Heliosense): <i>Rock the Real World with Second Life</i>	Bernhard Drax (SL: Draxtor Despres) et al: <i>The Kansas To Cairo Project - Lessons Learned From Using SI For Engaging Youth In Cross-Cultural Collaboration</i>	Larry Havenstein (SL: Thadicus Caligari): <i>Getting your Feet Wet Building in Mesh</i>
12:00 PM - 1:00 PM	LUNCH SERVED IN MAIN BALLROOM			
1:00 PM - 2:00 PM	KEYNOTE SPEAKER: Rod Humble (SL: Rodvik Linden): <i>The Future of Second Life</i>			
2:00 PM	BREAK			
2:30 PM - 3:30 PM		Marc Viale (SL: Viale Linden): <i>The Future of Second Life Social Experience and Communities</i>	Kenneth Lim (SL: Veritas Raymaker): <i>Developing Adolescents' Map Literacy With Second Life</i>	Eleanor Tesoro (SL: Opal Lei): <i>Bringing Back the 3rd D in 3D: Taking Stereo Virtual Photos</i>
3:30 PM	CUPCAKE & COFFEE BREAK			
4:00 PM - 5:00 PM		Monique Richert (SL: Chayenn): <i>Case Study: Protect Yourself - Safe2live</i>	Renne Brock-Richmond (SL: Zinnia Zauber): <i>Building a Virtual Professional Learning Community</i>	
8:00 PM - 12:00 AM	AVACON PRESENTS THE AVATAR BALL: <i>Come As Your Avatar or As You Are!</i> 8:00 - 10:00 - LIVE MUSIC & DANCING WITH DEAD CAT HAT 10:00 – MIDNIGHT – AVATAR BALL CONTINUES WITH DJ ARMATH SEVERINE			

Sunday

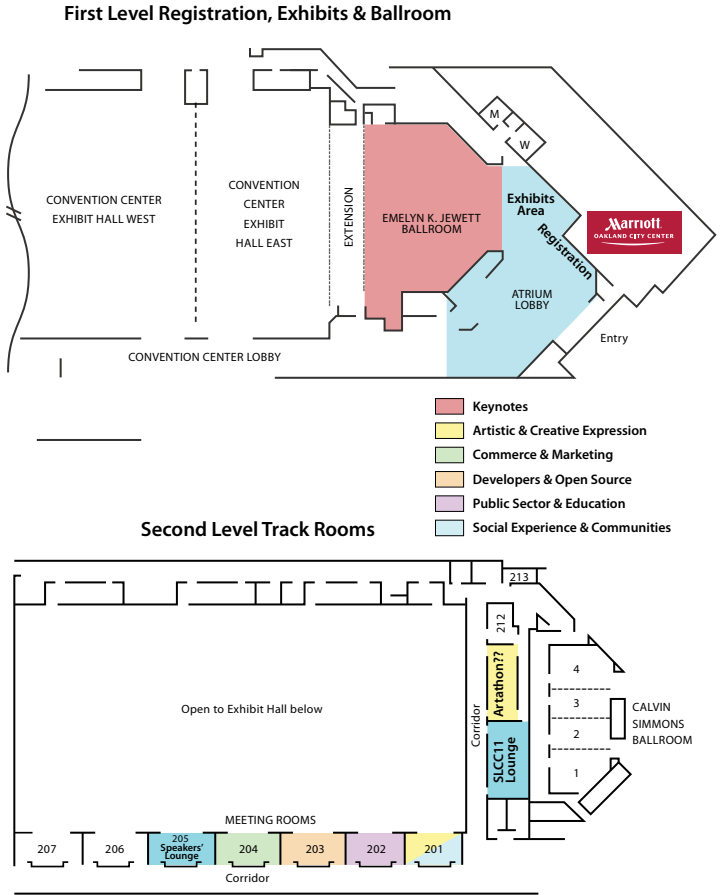
TIME	MAIN BALLROOM	ROOM 201	ROOM 202	ROOM 203
8:00 AM - 9:00 AM	KEYNOTE SPEAKER: Aliza Sherman (SL: Cybergrrl Oh): <i>FutureMobileGeekyTech - Our Virtual Lives</i>			
9:00 AM	ANNOUNCEMENTS - Light Breakfast			
9:30 AM - 10:30 AM		Jeska Dzwigalski, Karin Willison: <i>How To Grow A Community In Virtual Worlds.</i>	D. Cooper Patterson (SL: Cooper Macbeth): <i>Using Second Life For Application Prototyping And Testing</i>	Patty Rangel (SL: BellaLuna Xigalia): <i>Brain-Computer Interface and Holographic Projection for Avatars</i>
10:30 AM	BREAK			
11:00 AM - 12:00 PM	Lunch Set Up	Kamilah Hauptmann et al: <i>Victoriana and Steampunk Communities in SL</i>	Kenneth Day (SL: Eamon McDowell): <i>Numu Tekwapu: Building A Community Of New Speakers</i>	Ron T Blechner (SL: Hiro Pendragon) et al: <i>Storytelling Secrets for Successful Virtual Environments</i>
12:00 PM - 1:00 PM	LUNCH SERVED IN MAIN BALLROOM			
1:00 PM - 2:00 PM	KEYNOTE SPEAKER: Linden Lab Panel - <i>The Future of the Second Life Platform</i>			
2:00 PM	BREAK			
2:30 PM - 3:30 PM		Ron T. Blechner (SL: Hiro Pendragon) et al: <i>Avatar Identity: Privacy and Transparency in Social Media</i>	Marcia Kloepper (SL: Marcia Kjeller): <i>2 Campuses, 35 students, 3 Offices, 4 Avatars, 4 Desktops and 4 Microphones: Ahhh, the Power of Second Life</i>	
3:30 PM	BREAK			
4:00 PM - 5:00 PM		Lara DePoyster (SL: Mysty Mellison) <i>The Fire</i>	Rebecca Reiniger (SL: Ute Frenburg): <i>Don't Be Adverse To Traverse The Metaverse: An sQ tale.</i>	
7:30 PM - 10:00 PM	FILM SCREENING: MY AVATAR AND ME			

ROOM 204		ROOM 210-211	
		Artathon 3.0 - Filthy Fluno & Winter Nightfire	
Carmen Dubaldi (SL: Skip Oceanlane): <i>Capital Exchange Stock Market Simulation Game</i>			
Brett Atwood (SL: Brett Linden): <i>Destination Guide & Beyond: New SL Promotional Channels Today</i>			
		Artathon 2.0 - Filthy Fluno & Winter Nightfire	
Kimberly Rufer-Bach (SL: Kim Anubis) et al: <i>Solution Provider Roundtable</i>			
Ron T Blechner (SL: Hiro Pendragon) et al: <i>Choosing the Right Virtual World for the Right Project</i>			

For up-to-date information regarding schedule or speaker changes please go to <http://schedule.slconvetion.org>

ROOM 204		ROOM 210-211	
		Artathon 3.0 - Filthy Fluno & Winter Nightfire	
Jeff Vogt (SL: Vogt Linden): <i>The Future of Commerce in Second Life</i>			
James Neville (SL: Sitearm Madonna): <i>The Creative Economy in Second Life; Of Cyber Mega-Regions and the Three T's</i>			
		Artathon 2.0 - Filthy Fluno & Winter Nightfire	
Jeffrey Montegut (SL: Stingray9798 Raymaker): <i>How Non-Profits & SL Businesses Can Work Together</i>			
Renne Brock-Richmond (SL: Zinnia Zauber): <i>Authentic Avatar Brand Built Trust Through Your Virtual Presence</i>			

SLCC 2011 Meeting Room Locations & Configurations



Don't forget to visit our Sponsors' tables next to the ballroom designated in blue!

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Welcome to SLCC 2011!

Dear Friends and Fellow Residents,

Welcome to the 7th Annual Second Life Community Convention 2011, the Official United States Convention of the Second Life Community, hosted by AvaCon, Inc.

This year we are delighted to present an exciting, future-focused program that asks “What next for Second Life?”

Not to be missed are the Keynote Speakers every day at 8AM and 1PM, including an energetic opening keynote Saturday morning from Rik Panganiban (SL: Rik Riel), followed by a much anticipated afternoon keynote from new Linden Lab CEO Rod Humble (SL: Rodvik Linden). Sunday’s keynotes will also include a visionary future look at how social media and virtual worlds will collide from Aliza Sherman (SL: Cybergrl Oh), as well as a keynote panel about the future of the Second Life platform from John Laurence (SL: Durian Linden) Sarah Kuehnle (SL: Esbee Linden) Michael Gesner (SL: Gez Linden), moderated by Peter Gray (SL: Peter Linden).

In addition, this year’s program offers over 30+ breakout sessions with more than 50+ speakers covering a broad range of topics in five consolidated tracks that we hope will spark plenty of mingling, conversations, and networking opportunities. With so many terrific sessions, it can be hard to choose, but this year we also introduced a new online scheduling tool to make it even easier to find just the right sessions - view <http://schedule.slconvention.org> on your smart phone or mobile device throughout the conference!

Finally, don’t forget to refuel with coffee and breakfast breaks following each morning’s keynote addresses, lunch in the Ballroom on both days, and a cupcake and coffee social on Saturday afternoon. And speaking of social, we have networking events planned throughout the convention, including an opening Social & Mixer on Friday afternoon with a cash bar and film screenings of the Emmy nominated “Deep Down - A Story From the Heart of Coal Country” and “When Strangers Click”, a Saturday evening live and DJ’d music event with cash bar, and to finish off the convention, a film screening of “My Avatar & Me” following Sunday’s closing remarks.

All in all, we look forward to the many conversations, discussions, and debates that will surely take place this year as we look to the future of the platform and we hope you find the convention an inspiring and enriching experience!

Sincerely,

The Executive Board, AvaCon, Inc.

Joyce Bettencourt (SL: Rhiannon Chatnoir), President

Chris Collins (SL: Fleep Tuque), Vice President and Director of IT & Human Resources

Kathery Fatica (SL: Katydid Something), Treasurer

Donna Meyer (SL: Misty Rhodes), Clerk and Director of Community Relations

AvaCon, Inc. Board of Directors



JOYCE BETTENCOURT (Rhiannon Chatnoir)
President and Director of Operations & Logistics

Joyce Bettencourt left the corporate design world in 2007 to co-found the company The Vesuvius Group, LLC (www.thevesuviushgroup.com) and work full-time doing virtual world marketing, creative direction and development within Second Life and other online virtual spaces. Her prior professional experience includes working as a new media designer and interactive specialist for the Online Leadership Program at the educational non-profit Global Kids as well as developer and editor of their widely read youth digital media focused blog <http://olpglobalkids.org>. Joyce is an artist, interactive designer and digital media producer whose focus is where creativity, community, social good and the future converge online.



Chris Collins (SL: Fleep Tuque)
Vice President and Director of Human Resources

Chris Collins has used the Second Life platform extensively since its public beta in 2003, and her research interests include the educational, cultural, economic, and political potential of virtual worlds. She is an IT Analyst in the UCit Instructional & Research Computing department at the University of Cincinnati, where she currently manages the campus-wide podcasting and Second Life projects, and serves as the Second Life Ambassador for the Ohio Learning Network, a consortium of 80 colleges and universities in Ohio. In her free time, she serves on the board of AvaCon, Inc., a non-profit organization that produces conferences and workshops that promote education about virtual worlds and related technology. Chris often presents and writes about the use of virtual worlds and social/web media in education and she blogs informally on these topics at <http://fleeptuque.com>



Kathery Fatica (SL: Katydid Something)
Treasurer and Director of Finance & Sponsorships

Kathery Fatica is co-principal of Needham Fatica Advertising Agency in Key West, Florida specializing in graphic design, web, marketing, and social media to local clients. This is her 4th SLCC—the last two conventions she was in leadership roles within the Live Music Tracks. In Second Life she has been co-owner and manager of Molaskey’s Pub, one of SL’s premiere Live Music Venues. She writes for Music Matters Magazine, an Second Life in-world publication. She is on the management team for Virtual Haiti Relief, an in-world organization which raised almost \$8000 (US currency) to help Haiti after the 2010 earthquake.



Donna Meyer (SL: Misty Rhodes)
Clerk and Director of IT & Communications

Donna Meyer has been involved with the Second Life Community Convention (SLCC) since 2005 when the first SLCC was held in New York City. She has served in various roles over the years and currently serves as Clerk on the board of AvaCon, Inc. and Director of Community Relations for the convention. She joined Second Life in August 2003 as a Resident and as a Second Life Mentor. In 2006, she became part of the Linden Lab team as Mia Linden, working with the Second Life Community in this capacity until June 2010. Her Resident persona, Misty Rhodes, holds the record for most friendships in Second Life, and as Mia Linden she created many notable events and experiences during her tenure at Linden Lab, including such memorable builds and events as Kiss A Linden Kiss A Volunteer, Isle of View, EggsActly, Eventopia and Viewer2Tips Islands, more than 50 Linden Bears, More than 30 avatars shown in the “What is Second Life” and “Shopping in Second Life” videos on the Second Life website.

AvaCon 2011 Staff



A/V & Technical Manager

David Oberholtzer (SL: Dirk McKeenan) is an IT generalist, a musician, a father, a son, and too many other things to get it all done. He tries to stay busy and keep himself healthy and finds himself wishing he also was wealthy. Dirk also blogs at <http://dirkisms.blogspot.com>.



Asst. A/V & Technical Manager

Joshua Stortz (SL: Amulius Lioncourt) is a Founder and Executive Producer for the Vesuvius Group, and has worked with many high profile organizations including Google, The International Justice Center, the MacArthur Foundation, and the New York Department of Education. In Second Life, he developed interactive exhibits for the Exploratorium, built a unique paleontological dig simulation for Global Kids’ “I Dig Tanzania” project, and assists nonprofits with their building needs through the Nonprofit Commons. Josh also sells exquisitely detailed handcrafted weapons in Darkwood and Caledon, historical themed communities within Second Life.

SLCC 2011 Track Leaders



Artistic & Creative Expression

SD Windham (SL: Manx Wharton) is an established writer, artist, musician, and designer with more than a decade of world class experience in management, marketing, finance, economics, and strategy. He received his undergraduate from Georgetown University and his masters from University of Georgia. Among other trivial achievements, he coined the term "Match Rock".

He is a native of Charleston, South Carolina, and lives in Miami, Florida.



Commerce & Marketing

James Neville (SL: Sitearm Madonna) is a strategist and expeditor for virtual worlds projects in Business, Music, Tourism, and the Arts. James began his online career in 2005 when he registered for Second Life and is the owner of Siterma The World In 4D. Located in The Katy Area, Greater Houston, Siterma is an accredited member of the Better Business Bureau. Showcase

projects include Dublin Virtually Live, a recreation of Dublin City online featuring real-world partnerships with Dublin Tourism, Dublin Institute of Technology, House of Ireland, and Voices from the Dawn. James also manages Sister Cities and Friends in SL, Solution Provider Exposition, and Live Radio SL. James blogs at <http://sitearm.wordpress.com>.



Development & Open Source

Chris Collins (SL: Fleep Tuque) is an IT Analyst at the University of Cincinnati. She leads the UC Virtual Campus project in Second Life and serves as the Second Life Ambassador for the Ohio Learning Network, a consortium of 80 colleges and universities in Ohio. Her research focuses on the use of virtual worlds, augmented reality, and mobile devices for teaching and learning and she

blogs informally about these topics at <http://fleeptuque.com>.

Public Service & Education

Shirley Márquez Dúlcey (SL: Shirley Marquez) speaks machine; has been in love with computers a long time, and can usually get any strange system or gadget to do something useful in short order. She also speaks human and translates between the two. Shirley loves to dance in both worlds and blogs at <http://shirleymarquez.livejournal.com>.



Social Experience & Communities

Jason Pace (SL: Hydra Shaftoe) has nearly a decade of online community manager experience, dating back to the end of college when he began managing forums for student organizations and an early online gaming company. He is a passionate and avid social gamer, actively playing everything from Frontier Ville to World

of Warcraft and has a knack for understanding the digital cultures that exist within them. He has significant experience as a contractor, developer, and project manager in Second Life, and works as the host of two popular machinima shows. Follow Hydra on Twitter at <http://twitter.com/hydravelsen>.

SLCC 2011 In-World Program



In-World Construction Manager

Jon Alt (SL: Xavier Sockington) has participated in SecondLife Life since 2007 exploring many of the social and economic opportunities that it has to offer. His interest lies primarily in educational communication in Second Life, building and scripting. When not building, Xavier teaches classes on a graphic manipulation software called GIMP at Builder's Brewery. In his free time

he likes to create gadgets which help educators and organizers communication to their audience. See Xavier's offerings on the Second Life Marketplace at <https://marketplace.secondlife.com/stores/42213>.



In-World Program Chair

Philena Rush (SL: LOM Runner) has been using SecondLife since 2009. She began volunteering for IEEE Computer Society as public relations manager for the IEEE Islands in SecondLife. twitter @IEEEVirtual She is the 3D Virtual Program manager for BETF.org BDPA Education and Technology Foundation. To close the gap of

computer and technology literacy with today's minority youth. Currently working on pilot program virtual worlds with middle school students on the OSGrid, and has high interest in the gamification of education. Also works locally in her community for BDPAColumbus.org as Vice President of program management, and Girls in Tech Columbus chapter. <http://bit.ly/GITColumbus>



JOIN OUR TEAM

We are looking for a few good avatars who love virtual worlds and the metaverse as much as we do!

Would you like to be part of organizing next year's SLCC or other future events and programs?

If so, we invite you to email us at info@avacon.org and join us!



visit us online at avacon.org

photo by Izzy Karu

MISSION STATEMENT

AvaCon, Inc. is a non-profit organization dedicated to promoting the growth, enhancement, and development of the metaverse, virtual worlds, augmented reality, and 3D immersive and virtual spaces. We hold conventions and meetings to promote educational and scientific inquiry into these spaces, and to support organized fan activities, including performances, lectures, art, music, machinima, and much more. Our primary goal is to connect and support the diverse communities and practitioners involved in co-creating and using virtual worlds, and to educate the public and our constituents about the emerging ecosystem of technologies broadly known as the metaverse.

Always In Our Hearts

Madame Maracas • Julia Hernandez in RL

In Memory 8.5.1965 approx - 9.8.2010 • SL Dates 6.7.2004 - 9.8.2010

An active member of the SL community including Relay for Life, Madame Maracas was the first to own a radio station. She was also a mentor and wrote for M2. She was on the 2010 RFL of SI Design Committee, a member of Relay Raiders team, as well as the RFL 2008 RadioRadio Team (her station), was a DJ, sold petable turtles in SL, and participated in Had a Burning Life. On her Interests she wrote: "Continue have fun w/my friends everyday in SL!" Under Skills she checked most of the boxes and wrote: "Where's the box for professional smart@\$?" Under Language: "English, bad English, pidgin Espanol, Foul, Gibberish."

A month into Relay for Life 2010, Madame fell and broke her leg, which is how the doctors discovered she had chondrosarcoma.

And in the end... The love you take... is equal to the love you make... Julia was very loved.

Alchemist Muircastle (Harry Simon in RL) passed away 9/18/09

"alch was person make you laugh all time, he was awesome scripter, and best friend to many, not a day that don't go by that we don't think of him."

Alonso Loon (Lonnie Harvel in RL) passed away Nov. 4, 2010 Dr. Lonnie Harvel was the charter Vice President of Educational Technology at Georgia Gwinnett College in metro Atlanta. He was a rare combination of brilliance, creativity and compassion, and was loved as well as respected. Passionate about the educational potential of virtual worlds, he persuaded the college to purchase GGC Island sim in 2007. SL Memorial: GGC Island (123, 99, 24)

AmyBeth Seerose (Janice Warrington in RL) passed away 15-Jun-11

"AmyBeth was an enthusiastic, passionate, creative, innovative, humorous nurse educator who also donated her time generously to the healthcare and support communities of Second Life. Her unexpected and untimely death is a huge loss to many communities."

Ayfera Vlodovic/Razberria Cerise (Jacqy Floriano in RL) passed away Sept. 30, 2010. "She lived her final 15 years with the uncommon rheumatoid disease, systemic scleroderma. As she became increasingly disabled and disfigured, she was grateful to discover Second Life as an outlet for her creativity. Her SL stores included the gothic-themed Cirque Ayfera."

Boliver Oddfellow (Drew Stein in RL)

"Boliver was a passionate advocate and practitioner of the metaverse in general and Second Life in particular."

Delinda Dyrssen passed away 20th Nov, 2010

"Delinda Dyrssen was passionate about people, she was also passionate about the arts and particularly about music. Delinda was one of the most generous upbeat positive people you could ever care to meet. She was loved in Second Life because of all of these things. Her promotion and enthusiasm of the music and arts scene in Second Life is palpably missed, she will never be replaced. Rest In Peace Dear Angel." SL Memorial: Freestar Bay Isle/229/39/22

Kelvinblue Oh (Kevin Navy in RL) passed away 7/14/11. "Kelvinblue Oh was a legendary blues artist in Second Life. No words can describe our loss, only the blues can."

Magnolia Mopp (Sandra McFarland in RL) passed away Jan-11

"Maggs was my SL partner for 3 years. She had the voice of an Angel, She had many friends. Best known for her interior design work, she had great taste. It was a massive shock to all that knew her, taken quite suddenly by Leukemia. I will never get over this massive loss and will always Love her" SL Memorial: Sea Islands Golf Course built for Magnolia Mopp at Sea Escape

Niki Writer (Niki in RL)

We enjoyed many conversations and the great journey of the SL sea with the SLCG. We all miss you and wish you were still here with us.

Reverend Newchurch (R.Pagel in RL) passed away 7/14/11 "Gone But Not Forgotten, Your At Rest From All Your Fights With The Woes In Your Life!"

In Memory - Those we lost to cancer Sep 2010 to July 2011

Kimberly Ann Salazar (Mouse) (5.25.1966 - 2.3.2011) From her sister, Jesta Weirman's testimonial: "She was married to HawkedWarrior Darkwatch (Shadow Wolf) for 14 wonderful years. They had 3 beautiful girls. She battled esophageal cancer for 3 years. My sister a person who gives of herself and never asked for anything in return. She rescued a total stranger even when she didn't have to. She took a scared girl into her arms wrapped her up and gave strength and encouragement. She saw the best in me when I couldn't even see it in myself... My sister is so much to me and I can't find the words to say everything she is, but I know this she is going to be greatly missed when she is gone. I feel like my world is turned upside down but her courage and strength she is still given. She is my sister and my hero."

Krishna Lowery - In Memory 4.28.1978 - 5.17.2011 Aiyana Orchid: Kisha was a fun loving person, Not only was she strong for herself but also for me as we held hands and went through treatments together. In her words.. " Please don't give up the fight and thank you all for your support.. I'll be one extra angel watching over you, cheering you all on."

Marletta Jones - In Memory 6.6.1958 - 9.4.2010 when i count my blessings, i count you twice thanks for being such a dear friend to me and brighten up my life you were loved by many and you will be missed dearly..... R.I.P. sister. —Jewels Gothly

Morgane Kirax - In Memory SL 2.15.2008 - 2010 A Second Life, in memory of the broken first. To see with her eyes a new world. Taken from us in 2010, but never forgotten — Trina Varriale

Wiccan Sojourner - In Memory 08.06.2004 - 12.21.2010 Passionate member of the RFL community , Amazing Designer / Owner of Bewitched Designs. Loving Friend to many. Truly a Legend of Second Life. From her profile: Don't grieve for me, for now I'm free! I follow the plan God laid for me. I saw His face, I heard His call, I took His hand and left it all...I could not stay another day, To love, to laugh, to work or play; Tasks left undone must stay that way. And if my parting has left a void, Then fill it with remembered joy. A friendship shared, a laugh, a kiss... Ah yes, these things I, too, shall miss. My life's been full, I've savoured much: Good times, good friends, a loved-one's touch.

2010-2011 Avatars that have passed-Way too many. Courtesy Remembering Our Friends Memorial <http://www.rememberingfriendsmemorial.com> Director: Carlo Dufaux Founder: Mike Burleigh

Ludinha Kamachi
Juss Wylder
Jeb Mills
Billzebub Zenovka
Ember N Ashes
Jeffry Pastorelli
Mt Ghost
Marty Briand
Blade Lamilton
Lady Hightower
Ereee
Buckie Meriman
Rowanda Simons
Brywnwynn Llewellyn
Valkyria Halcali
Juliane Maroon
Kcigam Balbozar
Nancy O'toole
Doreen Pearl
Gabriella Malus
Scott Nielsen
Angel Ectonite
Sanosuke Jun
Kat Klata
Magnolia Mopp
Fardua Forcella
Armand Sanitlouis
Casey Caiben
Hoby Bellflower
Emerson Vhargon
Masonlongspring
Mb Brinner
Silencia Alsop
Bear Rasmuson
Danielle Dasmijn
Vanilla Catteneo
Mikeblue Bloobury
Rachal Brandi
Sumtymwhnwetouch Forster
Susanb Breen
Roy Homebuilder

Convention Keynote Speakers



We Built This City: Creating a Better World **Rik Panganiban (SL: Rik Riel)** **Saturday, August 13th, 8:00am PDT**

Rik Panganiban will give a rousing opening keynote, highlighting some of the coolest applications of Second Life toward bettering the human condition and saving the planet. He will also address some of the current and upcoming challenges facing the "public good" sector in virtual worlds.

Rik is a peripatetic explorer of the intersection of virtual worlds and civil society, which you can follow on his site Betterverse.org. He has worked for several innovative virtual world institutions including TechSoup Global, Global Kids and the Electric Sheep Company, developing cutting edge non-profit and educational projects in multiple worlds and across the social web.



The Future of the Second Life Platform **John Laurence (SL: Durian Linden),** **Sarah Kuehnle (SL: Esbee Linden), and** **Michael Gesner (SL: Gez Linden)** **Moderated by Peter Gray (SL: Peter Linden)** **Sunday, August 14th, 1:00 pm PST**

This illustrious panel from Linden Lab will discuss current topics relevant to how you experience the Second Life Platform. Moderated by Peter Gray (SL: Peter Linden), Linden Lab PR Manager.

John Laurence is Senior Director, Consumer Product at Linden Lab. John joined Linden in 2011 with eleven years of experience in the gaming industry, primarily with Role-Playing Games and Massively Multiplayer Online Games, most recently at Sony Online Entertainment. He loves everything about games, most notably 3D games and the craft of making 3D art and animations. John is a collector of obscure Japanese video games, is fluent in Chinese, a self-professed "massive fan" of car racing and an amateur go-karter.

Sarah Kuehnle is a Senior Producer at Linden Lab, where she leads efforts to optimize the viewer experience. Sarah is a long-time Second Life Resident and loves to build, script, and explore the grid. Her background in web design and development has included interactive experiences for Dodge, Coca Cola, Sony, Gap, and others. In her free time, Sarah is an illustrator and aspiring vinyl toy designer, avid gamer, indie game developer, and cyclist determined to conquer the hills of San Francisco.

Michael Gesner is Executive Producer, Consumer Product at Linden Lab where he has focused his efforts on developing new inworld experiences for new and existing residents. Michael comes from a background in game development and production, where he founded his own contract game development studio, Dragonfly Game Design, worked as a Development Director for ImaginEngine/Foundation 9, and shipped over 30 titles, ranging from small casual games to multi-console titles.

Peter Gray is PR Manager at Linden Lab. His job includes connecting with journalists from around the world (and inworld) to share great stories and information about Second Life and Linden Lab, so he's always looking for users open to sharing what they love about Second Life with press. Before joining the Lab in 2009, he worked at a global public relations consultancy focused on technology startups. Peter will moderate the keynote panel.



The Future of Second Life **Rod Humble (SL: Rodvik Linden)** **CEO, Linden Lab** **Saturday, August 13th, 1:00pm PDT**

Rod Humble is Chief Executive Officer at Linden Lab, and he leads the company's strategy and the development of Second Life. Humble's 20-year career in the game development industry has included work on more than 200 games. He joined Linden Lab from Electronic Arts, where, in his role as Executive Vice President, he led the EA Play label, which includes the best-selling PC game franchise of all time, The Sims. In 2009, he was ranked #2 on the annual list of the Hot 100 Game Developers from gaming publication Edge. Prior to his work at Electronic Arts, Humble served as Vice President of Product Development at Sony Online Entertainment for the massively multiplayer online game (MMOG) EverQuest. You can follow him on Twitter @rodvik.



FutureMobileGeekyTech ~ Our Virtual Lives **Aliza Sherman (SL: Cybergrl Oh)** **Sunday, August 14th, 8:00 am PDT**

Aliza will address the future of virtual worlds in the ecosystem of social media and its impact upon our virtual (and real!) lives.

Aliza Sherman is a Web pioneer, digital strategist, and social mobile media innovator and commentator. She speaks around the world and writes about social and mobile media and marketing, practical uses of new technologies, and women's technology and business issues. In Second Life, she is Cybergrl Oh and celebrates her 5th Rez Day in March 2012.



A warm welcome to the 2011 Second Life Community Convention!



Linden Lab®

A sponsor of the 2011 SLCC

Meetup & Mixer hosted by AvaCon

Friday, 3:00 to 6:00pm - Main Ballroom

As a kick off to the 7th annual Second Life Community Convention (SLCC), AvaCon, Inc. will be hosting a meetup and mixer. This event will be open to all SLCC 2011 attendees as well as those interested in online culture, virtual worlds and the metaverse-at-large. We will be screening two films, the first, *Deep Down*, a film about strip mining in Kentucky whose virtual companion experience in Second Life has been nominated for an Emmy. The second, *When Strangers Click*, by the director Robert Kenner (*Food, Inc.*) which looks poignantly at how people interact, connect and meet online.

Film Screening: *Deep Down - A Story From the Heart of Coal Country*

Friday, 4:15 pm to 5:15pm - Main Ballroom

Beverly May and Terry Ratliff grew up on opposite sides of a mountain ridge in eastern Kentucky, where coal is king. When a mountaintop removal coal mine encroaches on their community, the two find themselves on opposite sides of a debate that divides their community and the world — who controls, consumes, and benefits from the planet’s dwindling supply of natural resources? In a small town in dire economic straits and high unemployment, the coal company’s offer to buy land and provide jobs can be hard to resist. What can a community do when it must choose between its present and its future? An Emmy nominated, PBS Indies / Independent Lens selection. Directed by Sally Rubin and Jen Gilomen. <http://deepdownfilm.org>

Film Screening: *When Strangers Click* and Q&A with Director

Friday, 5:30 pm to 6:30 pm - Main Ballroom

Finding love has never been easy. But it’s also never been easier. Online dating sites thrive on the promise that dates and mates are just a “click” away... but are they? From Robert Kenner, the director of last year’s Oscar nominated *Food, Inc.* and Marc Weiss, the creator of the celebrated TV series *P.O.V.*, comes a compelling new documentary about the way we woo in a wired world. *When Strangers Click* tells revealing true stories of people whose lives were transformed in unexpected ways by online encounters. See how Bara Jonson, an aspiring musician, found a new life and new love in Second Life—changing his real life forever. Directed by Robert Kenner. Produced by Robert Kenner, Marc N. Weiss and Melissa Robiedo. <http://whenstrangersclick.com>



Avatar Ball: An Evening of Music & Dance

Saturday, 8:00pm to Midnight - Main Ballroom

Come dressed as your avatar or just come as you are! This event is free for SLCC11 attendees or \$10 at the door for any other guests. Cash Bar.

Live Music: Dead Cat Hat

Saturday, 8:00 to 10:00 - Main Ballroom

The Second Life Community Convention is proud to present *Dead Cat Hat* from 8:00 to 10:00 Saturday Evening. *Dead Cat Hat* includes Pato Milo, a Second Life resident who performed two years ago at SLCC09. Pato and ZeroOne Paz, are real life friends and veterans of the Second Life live music scene as both individual performers, and as collaborators with other Second Life musicians. They are joined this year by their friend Jettison Starship, aka Allan Canumay, another Second Life resident and performer, in a unique performance at this year’s Second Life Community Convention. *Dead Cat Hat* describes themselves as “Twang-In-fused Recession Rock.” The band performs with banjo, strum-guitar, bass, drumming, accordion and a trombone or two. With their unique sound they can be heard regularly around the Bay Area and into Oregon and Washington. Along with a few other musicians, they will be rocking the house.... Dancing Encouraged!

Dancing with DJ Armath Severine

10:00pm to Midnight - Main Ballroom

The night is just beginning as the live music ends and the dance tunes begin featuring DJ Armath Severine, who was Second Life’s first transfer from the Teen Grid, and a long time DJ for the Second Life radio station, Radio Radio.



Film Screening: *My Avatar and Me* and Q&A with Directors

Sunday, 7:30 to 10:00pm - Ballroom

Sunday evening after the convention formally closes, join us for a private screening of the feature film *My Avatar and Me*, with a Q&A session with the film’s directors, Bente Milton and Mikkel Stolt to follow. *My Avatar and Me* is a creative documentary-fiction film about a man who enters the virtual world of Second Life to pursue his personal dreams and ambitions. His journey into cyberspace becomes a magic learning experience, which gradually opens the gates to a much larger reality.

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(GDI) GDInc.
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(MLS) MiLOS Designs
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(SLG) Sri Laxmi Ganapathi Ventures
(VBL) Verballis Translation Service
(VHEA) VH Employment Agency
(VSIF) Virtual Stocks Investment Fund
(VTM) Virtual Tallinn Merch
(ZEN) Zhenya Zoning Real Estate Co.

Artistic & Creative Expression Track Schedule

Time	Title	Presenter(s)	Room
All Day Sat & Sun	Artathon 3.0	Jeffrey Lipsky (SL: Filthy Fluno) C.J Ross (SL: Winter Nightfire)	210, 211
Sat. 9:30 - 10:30am	Maximimizing Photography Impact Through Lighting Techniques	Stefan Buscaylet	201
Sat. 11:00am - Noon	Rock the Real World with Second Life	Bob Ketner (SL: Agent Heliosense)	201
Sat. 2:30 - 3:30pm	Bringing back the 3rd D in 3D: Taking Stereo Virtual Photos	Eleanor Tesoro (SL: Opal Lei)	203
Sun. 4:00 - 5:00pm	Live Storytelling Performance: The Fire	Lara DePoyster (SL: Mysty Mellison)	201

Artistic & Creative Expression Track Descriptions and Presenters

ALL DAY SATURDAY AND SUNDAY

Artathon 3.0 - Jeffrey Lipsky (SL: Filthy Fluno), CJ Ross (SL: Winter Nightfire)

Saturday & Sunday, All Day - 210, 211

Artathon 3.0 is a live art event that takes place throughout the convention where artists Filthy Fluno and Winter Nightfire draw inspiration from attendees, events, and people who support our endeavors. On the last day of the conference, an SL/RL benefit auction will raise awareness and funds for Preferred Family Healthcare's A.R.T.C (Achieving Recovery Through Creativity) program, a nonprofit 501c3 organization. Artworks from the Artathon are then exhibited throught the metaverse.

Filthy Fluno is a Boston based artists who harnesses the power of virtual worlds to connect to new audiences, collaborate with new artists, and build bridges within the arts and technology worlds. He has organized the Artathon with Winter Nightfire for the past 3 SLCC's and loves making art about and with his peers and sharing it with the community.

Winter Nightfire is a San Francisco based artists who harnesses the power of virtual worlds to connect to new audiences, design exhibition spaces, and build bridges within the arts and technology worlds. She has organized the Artathon with Filthy Fluno for the past 3 SLCC's and loves making art about her peers and sharing it with both SL and RL audiences.

SATURDAY, AUGUST 13, 2011

Maximimizing photography impact through lighting techniques - Stefan Buscaylet

Saturday, 9:30 to 10:30am - 201

There are some significant improvements in Second Life photogrpahy lighting in the last couple years. This session will focus on photography, composition, and production discussed, with the main emphasis on photography lighting and how lighting effects the overall result. A perfect session for beginners to advanced Second Life photographers.

Stefan Buscaylet is an award winning advanced amateur photographer both in SL and RL. He is a principal engineer and architect RL for a large computer company and has the privilege of working with some of the pre-eminent graphics chip designers in the industry which helped guide is work. He is the creator of the Second Life's LumiPro photography lighting system which takes full advantage of the amazing ability of SL lighting. Checkout his website www.stefanbuscaylet.com which showcases his work.

Rock the Real World with Second Life - Bob Ketner (SL: Agent Heliosense)

Saturday, 11:00 to Noon - 201

This interactive workshop will introduce you to the platform developed

by The Tech Virtual, winner of the 2010 Linden Prize. The program empowers Second Life users to connect directly with museum staff world-wide to develop concepts and designs for interactive exhibits and spaces. Get introduced to the design methods developed in this program over the last 3 years with hands-on details, and learn how you can use Second Life to prototype interactive experiences for the real world.

Bob Ketner is a digital media product developer. Currently managing the online museum design project at The Tech Museum in San Jose, CA, he has presented on the topic of virtual worlds at major museum industry conferences, Engage Expo, Silicon Valley Innovation Institute, SRI, Stanford, and NASA.

Bringing Back the 3rd D in 3D: Taking Stereo Virtual Photos Eleanor Tesoro (SL: Opal Lei)

Saturday, 2:30PM to 3:30PM - 203

We live in a 3D virtual world, and yet we view it in 2D on a flat screen; stereoscopy brings back the third dimension to virtual photography. In this workshop, Eleanor / Opal starts with an introduction to stereoscopy with examples of her own stereoscopic photographs of virtual fashion. Participants will come away with their own stereo pair of virtual photographs, which can then be combined for cross-viewing or for parallel viewing using any photo editor or formatted into a red-cyan anaglyph using Stereo Photo Maker.

The digital avatars **Opal Lei** and **Treasure Box** are animated by the biological avatar named **Eleanor (Lea) Tesoro**. She discovered stereoscopy in late 2009 by searching on "3D" in Flickr and she has been an avid fan of stereoscopy since. She is one of a small set of stereo photographers specializing in stereo framing, and one of only a handful of stereo photographers in Second Life.

SUNDAY, AUGUST 14, 2011

The Fire - Lara DePoyster (SL: Mysty Mellison)

Sunday, 4:00PM to 5:00PM - 201

The Fire is inspired by Simon Schama's Citizens. Prologue is Robert Dwyer Joyce's "The Wind That Shakes The Barley."

If you LOVE Les Miserables, then you really will enjoy The Fire, a tale of murder, mystery, and mayhem! Set against the backdrop of the French Revolution, The Fire is a drama reading about Pete, a passionate peasant verses a greedy government. He struggles to earn bread during a Paris famine. Join us on our journey as our magical storyteller, Pan, takes us through time to the year 1789.

Mysty Mellison is a writer in SL and is named after the myst that rolls off of the Rocky Mountains. The 1789 historical-drama, "The Fire," is her first production. She has her BA in French and first came to SL to explore the French sims.

Commerce & Marketing Track Schedule

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	Capital Exchange Stock Market Simulation Game	Carmen Dubaldi (SL: Skip Oceanlane)	204
Sat. 11:00am - Noon	Destination Guide & Beyond: New SL Promotional Channels Today	Brett Atwood (SL: Brett Linden)	204
Sat. 2:30 - 3:30pm	Solution Provider Roundtable	Kimberly Rufer-Bach (SL: Kim Anubis) with Jeroen Frans (SL: Frans Charming), James Neville (SL: Sitearm Madonna), Ron T Blechner (SL: Hiro Pendragon)	204
Sat. 4:00 - 5:00pm	Choosing the Right Virtual World for the Right Project	Ron T Blechner (SL: Hiro Pendragon)with Jeroen Frans (SL: Frans Charming), Kimberly Rufer-Bach (SL: Kim Anubis), Chris Collins (SL: Chris Collins)	204
Sun. 9:30 - 10:30am	The Future of Commerce in Second Life	Jeff Vogt (SL: Vogt Linden)	204
Sun. 11:00am - Noon	The Creative Economy in Second Life, Of Cyber Mega-Regions And The Three T’s	James Neville (SL: Sitearm Madonna)	204
Sun. 2:30 - 3:30pm	How Non-Profits & SL Businesses Can Work Together	Jeffrey Montegut (SL: Stingray9798 Raymaker) with Dianne Pors (SL: MamaP Beerbaum)	204
Sun. 4:00 - 5:00pm	Authentic Avatar Brand: Build Trust Through Your Virtual Presence	Renne Emiko Brock-Richmond (SL: Zinnia Zauber)	204

Commerce & Marketing Track Descriptions and Presenters

SATURDAY, AUGUST 13, 2011

Capital Exchange Stock Market Simulation Game
Carmen Dubaldi (SL: Skip Oceanlane)

Saturday, 9:30 to 10:30am - 204

Capital Exchange is the largest stock market simulation game operating within Second Life®. Currently 36 companies are listed for trading, with more being added every month. Capital Exchange is a great fun way to become familiar with how a stock exchange operates, while possibly making a Linden profit.

Carmen Dubaldi has been the CEO of Capital Exchange since January 15, 2011, and trading on Second Life stock exchanges since 2007.

Destination Guide & Beyond: New SL Promotional Channels Today - Brett Atwood (SL: Brett Linden)

Saturday, 11:00am to Noon - 204

You’ve got an amazing SL venue or event -- but how can you let more people know about it? Linden Lab’s Managing Editor Brett Atwood (SL: Brett Linden), who oversees editorial for the Destination Guide, discusses new and future changes to the Second Life Viewer and Secondlife.com that can help any venue expand its audience.

Brett Atwood writes copy for the various Linden Lab Web properties and is responsible for the daily oversight of the Destination Guide. Prior to Linden Lab, Brett worked in both print and online editorial development. He was New Media Editor at Billboard and freelanced for Rolling Stone, Vibe, Hollywood Reporter and other publications. He has managed content at Amazon.com and RealNetworks and teaches a convergence media course at Washington State University.

Solution Provider Roundtable - Kimberly Rufer-Bach (SL: Kim Anubis), Jeroen Frans (SL: Frans Charming), James Neville (SL: Sitearm Madonna), Ron T Blechner (SL: Hiro Pendragon)

Saturday, 2:30 to 3:30pm - 204

Join expert Solution Providers and ask questions during this insightful discussion of the many changes affecting the SP scene and predictions for the coming year.

Kim Rufer-Bach is Owner, Designer, & Producer of The Magicians. A Gold Solution Provider, she is author of The Second Life Grid: The Official Guide to Communication, Collaboration, and Community Engagement; as well as co-author of Creating Your World: The Official Guide to Advanced Content Creation for Second Life.

Jeroen Frans is one of the three Founders of the Vesuvius Group, LLC, and functions as a Virtual World Technology Specialist and Developer. The Vesuvius Group is a Full Service Solution provider for companies and institutions who desire to develop a presence or experience in a virtual world, with expertise in the virtual world platform Second Life & OpenSim.

James Neville is Strategist and Expediter for Virtual Worlds Projects in Business, Music, Tourism, Arts. Showcase projects include Dublin Virtually Live, a recreation of Dublin City online featuring real-world partnerships with Dublin Tourism, Dublin Institute of Technology, House of Ireland, and Voices from the Dawn.

Ron T Blechner is a professional virtual worlds expert, having worked with a variety of Fortune 500 companies and educational institutions since January 2006. His prior work with Involve, Inc, included ground-breaking virtual world projects including 7 Days Magic Bakery, Dell, US Holocaust Memorial Museum, General Electric, NBC, The Tech Museum of San Jose, and others. Ron is also an active voice for promoting virtual worlds and social media

as a part of a broader web initiative. He actively blogs at SecondTense.com and discusses virtual world and social media via Twitter @Zero.

Choosing the Right Virtual World for the Right Project
Ron T Blechner (SL: Hiro Pendragon), Kimberly Rufer-Bach (SL: Kim Anubis), Jeroen Frans (SL: Frans Charming), James Neville (SL: Sitearm Madonna)

Saturday, 4:00 to 5:00pm - 204

In the last half decade, a variety of virtual world platforms have sprung up. It can seem dizzying when comparing these choices in coming up with the right platform that best fits the goals of your project. Whether your goal is entertainment, marketing, community building, education, simulation, meeting spaces, or virtual events, there are multiple virtual world choices that can fit your needs.

Our panelists will help lay out criteria for deciding upon which virtual world is right for your project. A large focus of the session will be answering audience questions.

Ron T Blechner is a professional virtual worlds expert, having worked with a variety of Fortune 500 companies and educational institutions since January 2006. His prior work with Involve, Inc, included ground-breaking virtual world projects including 7 Days Magic Bakery, Dell, US Holocaust Memorial Museum, General Electric, NBC, The Tech Museum of San Jose, and others. Ron is also an active voice for promoting virtual worlds and social media as a part of a broader web initiative. He actively blogs at SecondTense.com and discusses virtual world and social media via Twitter @Zero.

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Chris Collins is the CEO and Founder of Tipodean Technologies, a company focused on virtual technologies. Prior to founding Tipodean, Chris worked at Linden Lab (creator of Second Life), where he co-started the enterprise team. Before joining Linden, Chris was the Managing Director of The Solution Base, a CRM software and consulting company in the UK.

SUNDAY, AUGUST 14, 2011

The Future of Commerce in Second Life
Jeff Vogt (SL: Vogt Linden)

Sunday, 9:30 - 10:30 am - 204

Jeff will discuss both visions and practical steps that his group is taking to grow the Second Life economy, enable businesses and service providers to flourish on the SL platform.

Jeff Vogt is Senior Director, Business Product at Linden Lab. Jeff oversees all strategies, plans and new business initiatives to expand the Second Life economy and better enable Second Life Residents to grow their businesses on the SL platform. In his prior roles at Linden Jeff led the company’s Customer Support organization and Technology Business Operations group where he drove the business and operations management efforts to scale the SL infrastructure. His background is in business development and operations management for consumer internet services and technology service providers.

The Creative Economy in Second Life, Of Cyber Mega-Regions And The Three T’s
James Neville (SL: Sitearm Madonna)

Sunday, 11:00am to Noon - 204

This presentation applies new economic insights from the Real World to Second Life. Using the research of economic development expert Richard Florida, this presentation examines “cyber” mega-regions and “three t” predictors of success in Second Life. Participants will be positioned to better navigate the economic and cultural dynamics of the Creative Age in Second Life.

James Neville is Strategist and Expediter for Virtual Worlds Projects in Business, Music, Tourism, Arts. Showcase projects include Dublin Virtually Live, a recreation of Dublin City online featuring real-world partnerships with Dublin Tourism, Dublin Institute of Technology, House of Ireland, and Voices from the Dawn. James blogs at http://sitearm.wordpress.com.

How Non-Profits & SL Businesses Can Work Together
Jeffrey Montegut (SL: Stingray9798 Raymaker) with Dianne Pors (SL: MamaP Beerbaum)

Sunday, 2:30 - 3:30pm - 204

Find out how the American Cancer Society’s Relay For Life works with SL Businesses for a mutually beneficial relationship. What are the benefits for participating in SL fundraising and how these partnerships can bring positive changes to both parties.

Jeff Montegut works for the American Cancer Society (ACS) in the Interactive & New Media Department. He has served as the Director of Second Life activity for the ACS since 2008, working with volunteers on the grid to grow the presence of ACS and their signature fundraising event: Relay For Life.

Dianne Pors owns and operates 2 businesses in Second Life. She has been a Relay For Life of Second Life volunteer for 5 years, and has most recently completed her first year as Chair of the event, raising more than \$371,000 for the ACS.

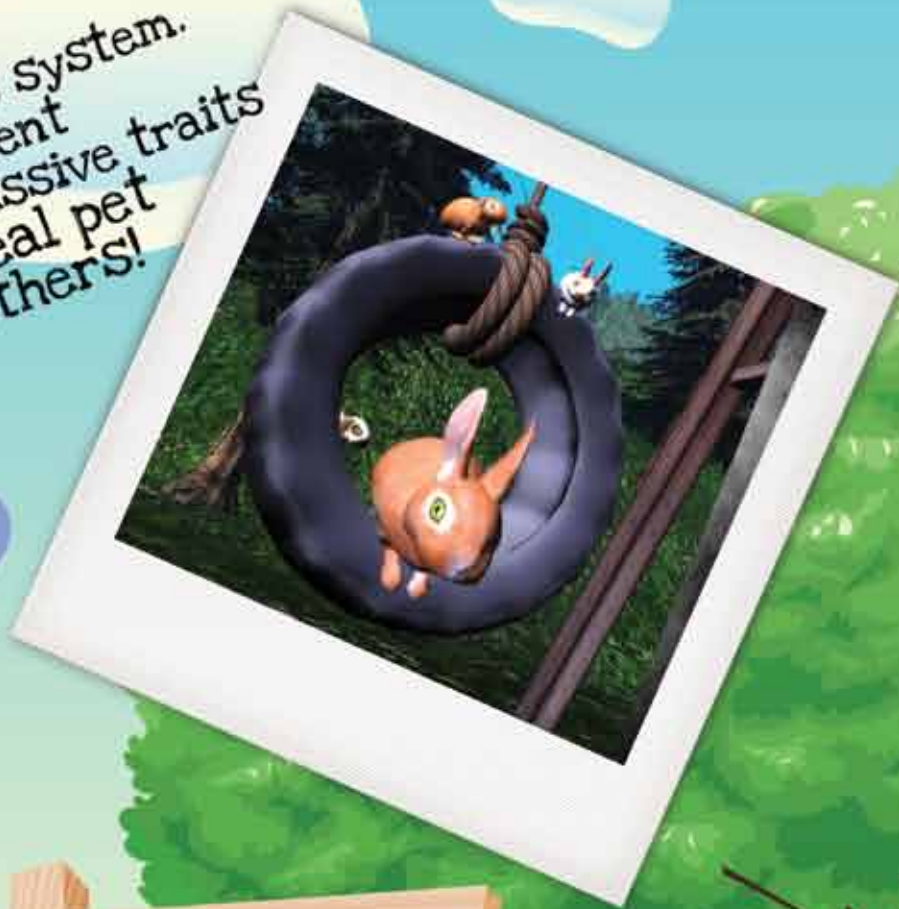
Authentic Avatar Brand: Build Trust Through Your Virtual Presence - Renne Emiko Brock-Richmond (SL: Zinnia Zauber)

Sunday, 4:00 to 5:00pm - 204

Your avatar is a visual representation of you. As a form of personal branding, your avatar must communicate your enthusiasm, openness, and mission to tap those productive, emotional interactions and encourage participation that online communities utilize. Discover how to create an expressive, consistent, and genuine appearance and animations that articulates your authentic motivation and to differentiate you, your cause, and your business from other avatars.

Renne Emiko Brock-Richmond is an artist, instructor, and superhero promoting the importance of creative education and community participation in the arts that are active and inclusive. Renne teaches art, computer, digital media, and social media use through Peninsula College, a Lecturer and Education Mentor for the University of Washington Certificate in Virtual Worlds Program, and conducts workshops for TechSoup’s Nonprofit Commons on branding, marketing, event production, and social media networking. She creates art, apparel, and virtual goods that embrace the empowerment of brilliant hues, individualism, and acceptance.

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Developers & Open Source Track Schedule

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	The Future of Mesh in Second Life	Charlie Hite (SL: Charlar Linden) with Neal Orman (SL: Nyx Linden)	203
Sat. 11:00 am - Noon	Getting your Feet Wet Building in Mesh	Larry Havenstein (SL: Thadicus Caligari)	203
Sun. 9:30 - 10:30am	Brain-Computer Interface and Holographic Projection for Avatars	Patty Rangel (SL:BellaLuna Xigalia) with Alaina Hardie (SL: mizalaina)	203
Sun. 11:00am - Noon	Storytelling Secrets for Successful Virtual Environments	Ron T Blechner (SL: Hiro Pendragon) with Ian Tepoot (SL: Ethan Thereian), Larry Rosenthal (SL: Cube Inada), Blerimi Topalli	203

Developers & Open Source Track Descriptions and Presenters

SATURDAY, AUGUST 13, 2011

The Future of Mesh in Second Life
Charlie Hite (SL: Charlar Linden), Neal Orman (SL: Nyx Linden)

Saturday, 9:30 to 10:30am - 203

Today Charlar Linden and Nyx Linden will present an overview of Mesh import and what it can do for content creation, building, sharing, and selling in Second Life.

Charlie Hite has led efforts to develop and launch the Mesh project at Linden Lab. Charlie's previous software experience is in a wide range of industries including; Visual Effects, Animation, Enterprise, Web, Online Games, Console Games and Finance. His work at Linden Lab seems to encompass absolutely all of his previous experience.

Neal Orman trained as a software engineer and 3D content creator, Neal has been working at Linden Lab since 2008. In that time he's worked across various projects and efforts including avatar appearance, content creation tools, and rendering features and glitches. Currently working on the mesh import team, he is focused on providing better support and tools for users to create stunning but efficient content and experiences inworld.

Getting your Feet Wet Building in Mesh
Larry Havenstein (SL: Thadicus Caligari)

Saturday, 11:00am to Noon - 203

This is a newbies introduction on how to use free or OpenSource tools to make Mesh Objects. Examples of simpler tools and how to get them to work with Second Life's Mesh Importer.

Larry Havenstein has been involved in Second Life since 2003. Larry has real life work involvement supporting Kansas State University and USDA eXtension projects in Second Life. He is an active builder in Second Life.

SUNDAY, AUGUST 15, 2010

Brain-Computer Interface and Holographic Projection for Avatars - Patty Rangel (SL:BellaLuna Xigalia), Alaina Hardie (SL: mizalaina)

Sunday, 9:30 to 10:30am - 203

Demo of advanced biomorphic integration into SL using brian-computer interface, wearable sensors, first person viewing for slight and space exploration, and life-size holographic projection for Avatars. Proof of concepts achieved within the last 6 months (at AV Concepts) by Alaina Hardie and Patty Rangel at Singularity University at NASA Ames. Presentation will incorporate the next steps of advanced visualization systems, including a SL project for deep Space exploration and travel.

Patricia Rangel is a student researcher in Simulation Based Learning and Integrated Systems Design at Singularity University at NASA Ames. She received her Master of Fine Arts in Management (with an emphasis in Producing) from CalArts and has worked extensively in international project management. At AV Concepts Ms. Rangel worked exclusively with the 3D Holographic Stage. She headed the concept and design for Mixed Reality using Musion, which resulted in the world's first interactive Holographic Telepresence system for Avatars. Ms. Rangel's experience includes fully immersive Virtual Reality, 3D Stereoscopic Projection and Laser Holography for Edu-tainment.

Alaina Hardie, a member of the technology team at Precision Nutrition, has been involved in the IT industry for 23 years. She expertise in software engineering and development, high availability systems, microcontrollers, IP networking, data centre technologies, advanced human-computer interaction, personal automation systems, and network security. A hacker and maker, Alaina has built robots, 3D printers, home automation systems, a PCR machine for sequencing DNA, power monitoring systems, personal sensor systems, and Quantified Self systems.

She is a student at Singularity University's 2011 Graduate Studies Program, where she has been working on personal robots and virtual/augmented reality with advanced biomorphic integration. When she is not expanding her mind at SU on the NASA Ames campus in Mountain View, she live in Toronto, ON, Canada.

Storytelling Secrets for Successful Virtual Environments
Ron T Blechner (SL: Hiro Pendragon) with Ian Tepoot (SL: Ethan Thereian), Larry Rosenthal (SL: Cube Inada), Blerimi Topalli

Sunday, 11:00am - Noon - 203

Immersive, 3-D environments in virtual worlds are inherently experiential in nature. They require a development methodology that full realize the advantages of the medium. It is less like website or software design, and more similar to movie making or video game design.

Storytelling is the essential approach needed for a successful, immersive experience for visitors to your virtual environment. Speakers will reveal their secrets and methods of storytelling, show artwork and finished results, and answer your questions on how to best achieve success.

Ron T Blechner is a professional virtual worlds expert, having worked with a variety of Fortune 500 companies and educational institutions since January 2006. His prior work with Involve, Inc, included ground-breaking virtual world projects including 7 Days Magic Bakery, Dell, US Holocaust Memorial Museum, General Electric, NBC, The Tech Museum of San Jose, and others. Ron is also an active voice for promoting virtual worlds and social media as a part of a broader web initiative. He actively blogs at SecondTense.com and discusses virtual world and social media via Twitter @Zero.

Ian Tepoot - As a designer and illustrator for over fifteen years, Ian has a passion for creating rich, immersive experiences. He brings an illustrator and animator's eye for detail, and a storyteller's sensibility to his work in virtual worlds. Ian got his start while still in college, as a freelance designer. Since then, Ian has worked as a contract artist creating projects for such companies as Burger King, American Express, Canon, and Procter and Gamble. He was Studio Director for a South Florida multimedia firm and was responsible for managing the teams that created work for clients such as Bank Atlantic and the University of Miami. In addition, Ian was a professor of game art, interactive media, animation and design students at the Art Institute of California. He teaches (among other subjects) storyboarding, digital illustration, color theory and design theory. Ian attended the University of Florida and was awarded a B.S. in Advertising (Design) from the College of Journalism and Communications.

Larry Rosenthal - Working as Cube3 for many years, Larry has designed and consulted on many digital media products and projects in the areas of Virtual World creation tools, marketing and community evangelism, and the creative design for the Entertainment, Corporate, and Consumer

markets. With long time experience with almost every Mac and PC based design tool and software, Larry has been at the creative forefront of the virtual worlds and online entertainment industry in both creative and executive/strategic roles. Projects he has created and designed have been reviewed and written about in publications such as WIRED, Home PC, New Media , CNET and Macweek.

Blerime Topalli has 18 years of experience in film, television and digital entertainment, and currently advises entertainment, telecommunications and emerging tech clients as a transmedia strategist. Her newly formed company Brand Band Inc. is a collective of creative and technology partnerships helping companies architect and execute story-led entertainment experiences for fans, and invests in long-term cultivation of fan communities through the collection and representation of metadata. Formerly, Blerime worked in Hollywood in VFX and as a production and development executiveon breakthrough features ranging from Titanic to My Big Fat Greek Wedding. Blerime has more recently advised clients such as Hasbro Inc. on elevating children's content through Transmedia and is currently an external member of the MIT Media Lab's Immersive Content group.



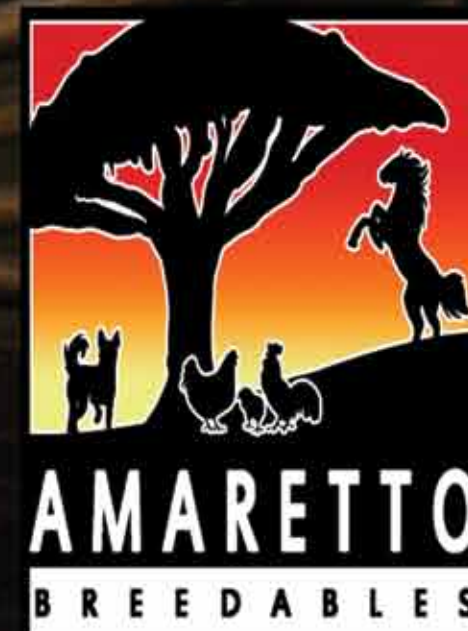
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Public Sector & Education Track Schedule

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	What Being in SL Has Taught Me About My RL Profession	Jean Hewlett (SL: Riven Homewood) with JJ Jacobson (SL: JJ Drinkwater), Marcia Meister (SL: Hyacinth Cortes), Liz Dorland (SL: Chimera Cosmos)	202
Sat. 11:00am - Noon	The Kansas To Cairo Project - Lessons Learned From Using SI For Engaging Youth In Cross-Cultural Collaboration	Bernhard Drax (SL: Draxtor Despres) with William E. May (SL: Serotta Keynes), David Denton (SL: DB Bailey), Amr Attia (SL: Archi Vita), Kara Bartelt (SL: Kara Monaron)	202
Sat. 2:30 - 3:30pm	Developing Adolescents’ Map Literacy With Second Life	Kenneth Y T Lim (SL: Veritas Raymaker)	202
Sat. 4:00 - 5:00pm	Building a Virtual Professional Learning Community	Renne Brock-Richmond (SL: Zinnia Zauber) with Valerie Hill (SL: Valibrarian Gregg), Anna Gadler Pratt (SL: Sicily Zapatero), Kathryn Green (SL: JILIAN Magic), Stylianos Mystakidis (SL: Stylianos Ling), Beverly Gay McCarter (SL: Bev Landar), Cyber Simsider, D. Cooper Patterson (SL: Cooper Macbeth)	202
Sun. 9:30 - 10:30am	Using Second Life For Application Prototyping And Testing	D. Cooper Patterson (SL: Cooper Macbeth)	202
Sun. 11:00am - Noon	Numu Tekwapu: Building a community of new speakers	Kenneth Day (SL: Eamon McDowwll)	202
Sun. 2:30 - 3:30pm	2 Campuses, 35 students, 3 Offices, 4 Avatars: Ahhh, the Power of Second Life	Marcia Owens Kloepper (SL: Marcia Kjeller) with Ed Zweischer (SL: MrE Raynier)	202
Sun. 4:00 - 5:00pm	Don’t Be Adverse To Traverse The Metaverse: An sQ tale.	Rebecca Reiniger (SL: Ute Frenburg) with D. Cooper Patterson (SL: Cooper Macbeth), Anna-Marie Robertson	202

Public Sector & Education Track Descriptions and Presenters

SATURDAY, AUGUST 13, 2011

What Being in SL Has Taught Me About My RL Profession

Jean Hewlett (SL: Riven Homewood), JJ Jacobson (SL: JJ Drinkwater), Marcia Meister (SL: Hyacinth Cortes), Liz Dorland (SL: Chimera Cosmos)

Saturday, 9:30 to 10:30am - 202

Even the most immersionist SL resident never completely loses sight of who they are in RL. For education professionals, this can be especially true. Please join us as we discuss some ways in which being on SL has enriched our experience as academic professionals.

Riven Homewood is Director of the Steelhead Public Library. **Jean Hewlett**, her motivating spirit, is a reference and instruction librarian at the University of San Francisco. She manages the mostly-online library of a small satellite campus located about 50 miles outside of San Francisco.

JJ Drinkwater is the director of the Caledon Library system, and founder of the Alexandrian Free Library, a consortium of libraries serving Second Life communities such as Caledon, Steelhead, and Winterfell. JJ’s “physical avatar”, **JJ Jacobson**, is a librarian with longstanding interests in narrative, intentional community, and the history of everyday life. Professional interests include digitization, metadata, teaching virtual world librarianship, and the uses of Food Studies materials to serve scholarship in the social sciences and the humanities.

Hyacinth Cortes has been involved with the Community Virtual Library as a volunteer reference librarian and is manager of the Mystery Manor located on Info Island - one of the CVL sims. Her first life person is **Marcia Meister**, a librarian in the Humanities, Social Sciences and Government Information Services Department at the University of California, Davis.

Liz Dorland is an education specialist, and the Communications Director for the new US DOE-funded Photosynthetic Antenna Research Center at Washington University in St. Louis, as well as the Chair of the Gordon Research Conference on Visualization in Science and Education for 2011.

The Kansas To Cairo Project - Lessons Learned From Using SI For Engaging Youth In Cross-Cultural Collaboration

Bernhard Drax (SL: Draxtor Despres), William E. May (SL: Serotta Keynes), David Denton (SL: DB Bailey), Amr Attia (SL: Archi Vita), Kara Bartelt (SL: Kara Monaron)

Saturday, 11:00 am to Noon - 202

Inspired by President Barack Obama’s 2009 Cairo speech a famed Los Angeles architect and his Egyptian colleague embarked on an ambitious journey to use Second Life for meaningful cross-cultural collaboration: more than 30 students from California and Cairo, many had never left their home-town, worked for many months on a complex architectural task, using SL as design platform for an RL project as well as a place to exchange ideas, combat stereotypes and learn from each other. What are the pitfalls of such a large-scale project in a virtual world? What is being implemented in the current second phase with students who have never met before in the physical world are designing for an empty lot in downtown Los Angeles.

Bernhard Drax writes music for TV, commercials and feature film. In the virtual world “Second Life” Bernhard regularly files machinima reportages on social and political issues. His story on virtual Guantanamo won the 2008 Human Rights Media Awards from internets in France. Bernhard studied composition and music education at the Richard-Strauss Conser-

Developing Adolescents’ Map Literacy With Second Life

Kenneth Y T Lim (SL: Veritas Raymaker)

Saturday, 2:30 to 3:30pm - 202

This session describes a project carried out in some state-funded schools in Singapore earlier this year, in which Grade 7 students learned certain concepts of geography and the earth sciences using Second Life. The students were able to apply their newly-acquired map literacy to reading and analysing traditional paper-based topographical maps.

Kenneth Y T Lim is a research scientist at the Office of Education Research, National Institute of Education, Singapore. He has conceptualised the Six Learnings framework for curricular design in virtual worlds, and works closely with the Ministry of Education to help teachers develop their own curricular units which leverage the affordances of Second Life for learning.

Building a Virtual Professional Learning Community

Renne Brock-Richmond (SL: Zinnia Zauber), Valerie Hill (SL: Valibrarian Gregg), Anna Gadler Pratt (SL: Sicily Zapatero), Kathryn Green (SL: JILIAN Magic), Stylianos Mystakidis (SL: Stylianos Ling), Beverly Gay McCarter (SL: Bev Landar), Cyber Simsider, D. Cooper Patterson (SL: Cooper Macbeth)

Saturday, 4:00 to 5:00pm - 202

Graduates from the University of Washington Certificate in Virtual Worlds Classes of 2009, 2010, and 2011 work together to enhance diverse professions and collaborate through shared synchronous projects in a scholarly community. While fostering effective and cooperative projects, the UW VW graduates are also working on virtual world projects in a variety of disciplines: library and information science, cognitive engineering, museums, education, government, military, career

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counseling, healthcare, nonprofits, project management, computer programming, and the Arts.

Renne Emiko Brock-Richmond (SL: Zinnia Zaubер) is an artist, instructor, and superhero promoting the importance of creative education and community participation in the arts that are active and inclusive. Renne teaches art, computer, digital media, and social media use through Peninsula College, a Lecturer and Education Mentor for the University of Washington Certificate in Virtual Worlds Program, and conducts workshops for TechSoup’s Nonprofit Commons on branding, marketing, event production, and social media networking. She creates art, apparel, and virtual goods that embrace the empowerment of brilliant hues, individualism, and acceptance.

Valerie Hill, a school librarian in Lewisville I.S.D., is a doctoral candidate at Texas Woman’s University’s School of Library and Information Studies. She is a National Writing Project trainer with interests that include children’s literature, storytelling, multi-media, human-computer interaction, and emerging technology tools that impact libraries. Her research area is immersive learning environments and virtual worlds. A graduate of the University of Washington’s Certificate in Virtual Worlds, Ms. Hill continues to work with the UW virtual world colleagues, ALA, TLA, TCEA, and ISTE through virtual world projects, presentations and machinima production.

Kathryn Green (SL:JILIAN Magic) Career and Academic Counselor, Tenured Professor, Program Facilitator, and Virtual World Builder.

Stylianос Mystakidis (SL: Stylianос Ling) is a creative e-learning decathlete who demonstrates and evangelizes the power of virtual worlds, social media and educational technology in reinventing & revolutionizing education.

Beverly Gay McCarter (SL: Bev Landar) is certified facilitator of Self Organizing Systems for Complex Environments and is a certified Virtual Worlds Specialist (University of Washington). While working at the National Defense University in Washington, DC, she worked in support of coordinating and executing the efforts of the Federal Consortium for Virtual Worlds’ to bring the Federal Government into virtual worlds.

Cyber Simsider is a Physicist, Engineer, and Software Developer who utilizes Virtual Worlds professionally in industry. As an alumni of the University of Washington’s Virtual Worlds Certificate Program, he donates time developing the Virtual World Career Center on the University of Washington’s Avalumni Island in Second Life.

D. Cooper Patterson (SL: Cooper Macbeth) is the Cognitive Engineer and Curriculum/Instruction Developer for Dream Realizations. He is also Director of Research and Development at www.ItOnlyTakes1.org.

SUNDAY, AUGUST 14, 2011

Using Second Life For Application Prototyping And Testing
D. Cooper Patterson (SL: Cooper Macbeth)

Sunday, 9:30 to 10:30am - 202

ItOnlyTakes1 develops visualization tools. After moving our prototyping and testing to Second Life, we have experienced increased effectiveness at discovering design flaws in images and programs. I will be discussing the pros and cons of this move.

Daniel Cooper Patterson is the Cognitive Engineer and Curriculum/Instruction Developer for Dream Realizations. He is also Director of Research and Development at www.ItOnlyTakes1.org.

Numu Tekwapu: Building A Community Of New Speakers
Kenneth Day (SL: Eamon McDowlll)

Sunday, 11:00 to Noon - 202

Second Life offers the potential for aiding language revitalization and restoration in the case of endangered languages. In this presentation, I argue and demonstrate that, although a range of new communication technologies can be harnessed in this quest, that virtual worlds like Second Life offer two special affordances: (1) an immersive-interactive space utilizing voice in recreated real world settings and (2) a learning space in which textual/audio/video learning materials can be brought together in an integrative way. For Comanche, in which almost no day to day conversation in the language is taking place in real life, this is profound. This project describes ongoing work in Second Life to save the Comanche Language from extinction.

Kenneth D. Day is professor of Communication and Interim Virtual World Manager at the University of the Pacific for which he has taught courses and performed scripting and building in Second Life. As Eamon McDowlll, he has been a four-year resident of Second Life and a provider of SL land rentals for educators. The Learn Comanche Project grew out of his avid interest in Comanche language and history.

2 Campuses, 35 students, 3 Offices, 4 Avatars: Ahhh, the Power of Second Life - Marcia Owens Kloepper (SL: Marcia Kjeller), Ed Zweischer (SL: MrE Raynier)

Sunday, 2:30 - 3:30pm - 202

Utilizing the tools of Second Life and a classroom lab session with students, a professor was able to teach his students about a subject topic not available on his campus. Subject matter experts at a campus 800 miles away collaborated through the use of the tools and connection afforded by Second Life to reach these students.

Marcia Owens Kloepper began professional IT career at Bank of America in San Francisco. Migrated to higher education and now support faculty, utilizing skills as IT Specialist, Instructional Designer, Virtual World manager/builder, etc, etc, etc.

Ed Zweischer is a professor of Animal Science at Redlands Community College in El Reno, OK. He has been in the traditional classroom and laboratory settings for 35 years and enjoys the creativity found in virtual worlds and how Second Life can intrigue and interest students.

Don’t Be Adverse To Traverse The Metaverse: An sQ tale.
Rebecca Reiniger (SL: Ute Frenburg), D. Cooper Patterson (SL: Cooper Macbeth), Anna-Marie Robertson

Sunday, 4:00 to 5:00pm - 203*

ItOnlyTakes1 and Dream Realizations are partnering with universities and institutions throughout Second Life to create an experimental journey in education. Meet the players of both organizations, hear the results of their initial research, and discover how DR has created a unique strategy to not only help students succeed, but also to help increase the exposure to our partners.

Rebecca Reiniger is currently CEO and Educational Coordinator for Dream Realizations where she conducts research. She also will be teaching 5th/6th grade at a homeschool support charter starting fall 2011.

Daniel Cooper Patterson is the Cognitive Engineer and Curriculum/Instruction Developer for Dream Realizations. He is also Director of Research and Development at www.ItOnlyTakes1.org.

Anna-Marie Robertson is the Educational Technologist and Technology Coordinator for Dream Realizations. She also works full-time for an online school in Idaho as the Math Department Chairperson and Math instructor.

Social Experience & Communities Track Schedule

Time	Title	Presenter(s)	Room
Sat. 2:30 - 3:30pm	The Future of Second Life Social Experience and Communities	Marc Viale (SL: Viale Linden)	201
Sat. 4:00 - 5:00pm	Case Study: Protect Yourself - Safe2live	Monique Richert (SL: Chayenn Resident)	201
Sun. 9:30 - 10:30am	Getting Your Community Airborne - How To Start A Community From The Ground Up	Jeska Dzwigalski (SL: Jeska Dzwigalski) with Karin Willison (SL: Ayesha Lytton)	201
Sun. 11:00am - Noon	Victoriana and Steampunk Communities in SL	Kamilah Hauptmann with Larry Havenstein (SL: Thadicus Caligari), Jean Hewlett (SL: Riven Homewood)	201
Sun. 2:30 - 3:30pm	Avatar Identity: Privacy and Transparency in Social Media	Ron T Blechner (SL: Hiro Pendragon) with Pixeleen Mistral	201

Social Experience & Communities Track Descriptions and Presenters

SATURDAY, AUGUST 13, 2011

The Future of Second Life Social Experience and Communities - Marc Viale (SL: Viale Linden)

Saturday, 2:30 to 3:30pm - 201

Viale will present the features and aspirations of sustainable, organic communities in tomorrow’s Second Life. Get a walk-through of new social profile features and learn practical and innovative ways to grow exposure for your community in Second Life.

Marc Viale joined Linden Lab in 2009 and leads the Integrated Marketing Team. By focusing on community partnerships, Marc brings a fresh approach to traditional Acquisition and Retention Marketing and is part of an industry-wide shift away from corporate agendas and toward win-win collaboration. Marc is a dotcom veteran, and was a key player in several start-ups that helped define how we share content and form communities online today, including Ofoto (Kodak Gallery) and TasteBook.com.

Case Study: Protect Yourself - Safe2live
Monique Richert (SL:Chayenn Resident)

Saturday, 4:00 to 5:00pm - 201

Monique Richert will present, Safe2live: Using Virtual Worlds to Engage At-Risk Youth for HIV Prevention.

Monique Richert is a French-born, bi-lingual writer and producer whose work has been distributed by Warner Bros-France, under the pseudonym: Monique Egé. She has 30 years experience managing companies, 25 years of directing video productions and 10 years managing and directing multi media projects. Her professional assignments include writing books as well as producing and writing for visual media on health, fitness and well-being. Since her arrival in the United States in 1999, she has directed international technical teams and she serves as Executive Director of Protect Yourself 1 Inc. (PY1), a Non-Profit Corporation that utilizes multimedia communications, live events, creative arts and virtual worlds to spread globally the urgent message of HIV prevention.

Getting Your Community Airborne - How To Start A Community From The Ground Up - Jeska Dzwigalski (SL: Jeska Dzwigalski), Karin Willison (SL:Ayesha Lytton)

Sunday, 9:30 to 10:30am - 201

This presentation will cover ways of getting a new community up and running from the ground up - What is needed to make a new community successful, what is required to keep it vibrant, and how to keep it

growing and lively as it matures. Jeska Dzwigalski (Formerly Jeska Linden) and Karen Willison (SL: Ayesha Lytton) will relate their theories and best practices on how to make your community successful.

Jeska Dzwigalski worked for Linden Lab from 2004-2010, where she was the Director of Community Development, focused on the new user experience, product development and Second Life community building, programming and advocacy. Following that, she spent a year with Wikia, helping to manage and grow their passionate wiki-based communities. She is currently working in community and marketing at the tech startup Coffee&Power. Jeska received her MA in Digital Media from the University of Denver and has a dual Bachelor’s degree from the University of Detroit Mercy. Jeska is interested in all things digital, films (artsy/benign), photography (digital/traditional), contemporary art (Japanese pop art++) and cheesy vampire novels.

Karen Willison, as Ayesha Lytton, is the owner of Solace Beach Estates, a community of 50 regions with a live music/arts theme. She operates a Community Gateway for new Second Life residents, three live music venues, and a region modeled after her real-life home of San Diego, CA.

SUNDAY, AUGUST 15, 2010

Victoriana and Steampunk Communities in SL - Kamilah Hauptmann with Larry Havenstein (SL: Thadicus Caligari), Jean Hewlett (SL: Riven Homewood)

Sunday, 11:00am to Noon - 201

An overview of the various Victoriana and Steampunk communities in SL, and what it’s like to be part of them.

Kamilah Hauptmann, long term Estate Manager in Caledon, has been with the estate since its inception. Has a mild involvement in other steampunk communities at large and extends this into the Flesh Life in the form of sewing projects and crafting. Somewhere along the line was crowned as Caledon’s royal monarch, and representative of Queen Victoria, Vicereine. The irony isn’t lost.

Larry Havenstein has been involved in Second Life since 2003. Larry has real life work involvement supporting Kansas State University and USDA eXtension projects in Second Life. He is an active builder in Second Life.

Riven Homewood is Director of the Steelhead Public Library. **Jean Hewlett**, her motivating spirit, is a reference and instruction librarian at the University of San Francisco. She manages the mostly-online library of a small satellite campus located about 50 miles outside of San Francisco.

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Avatar Identity: Privacy and Transparency in Social Media
Ron T Blechner (SL: Hiro Pendragon)

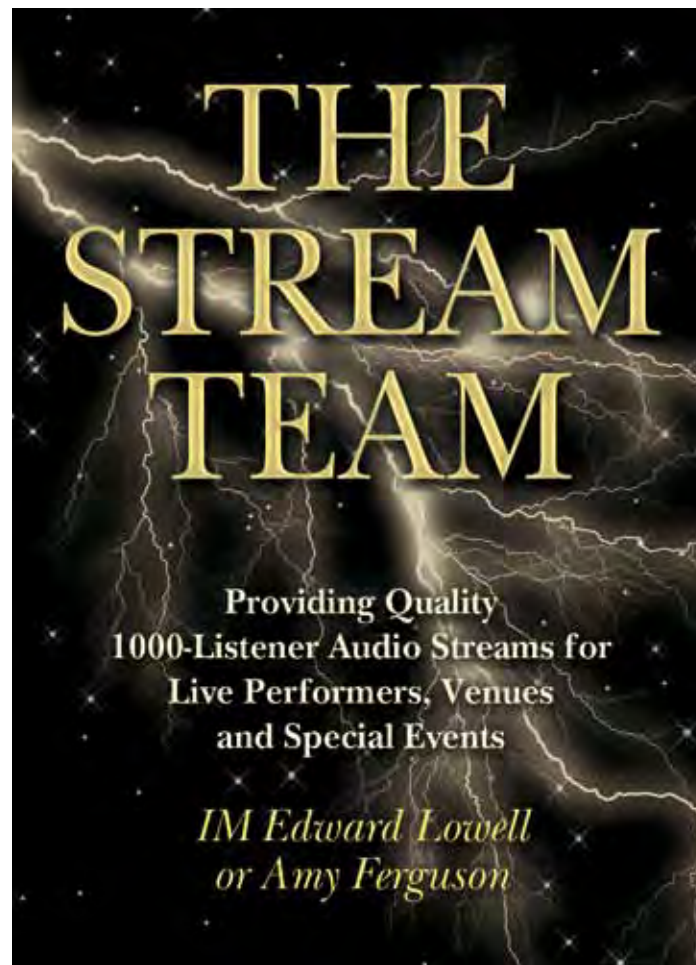
Sunday, 2:30 to 3:30pm - 201

Anonymous participation in social web, both 2-D and 3-D, has long been a point of debate. Recently avatar identity, especially used as pseudonyms in social media sites, has been a hot button issue with the rise of Google Plus and with ongoing enforcement on Facebook.

How do we balance between security and protection from fraud or harassment, and keeping user privacy and letting users expose only the parts of their identity that they choose to share?

Ron T Blechner is a professional virtual worlds expert, having worked with a variety of Fortune 500 companies and educational institutions since January 2006. His prior work with Involve, Inc, included ground-breaking virtual world projects including 7 Days Magic Bakery, Dell, US Holocaust Memorial Museum, General Electric, NBC, The Tech Museum of San Jose, and others. Ron is also an active voice for promoting virtual worlds and social media as a part of a broader web initiative. He actively blogs at SecondTense.com and discusses virtual world and social media via Twitter @Zero.

Pixeleen Mistral is the managing editor of the Alphaville Herald (<http://alphavilleherald.com/>), where she covers online culture and governance, grieving, vigilantes, and hactivism. Ms. Mistral began writing for the Herald sports desk in 2006 and became managing editor late that year. Pixeleen's real life typist has been involved in developing Internet technologies for over 20 years, including early e-mail clients, Internet Gopher - one of the first popular Internet information systems, the IETF standard for URLs, and Croquet - an open-source peer-to-peer virtual world.



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Help us make next year's convention even better by filling out the attendee survey found at bit.ly/SLCC11survey and we look forward to seeing you in 2012, in Boston!



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MISSION STATEMENT

AvaCon, Inc. is a non-profit organization dedicated to promoting the growth, enhancement, and development of the metaverse, virtual worlds, augmented reality, and 3D immersive and virtual spaces. We hold conventions and meetings to promote educational and scientific inquiry into these spaces, and to support organized fan activities, including performances, lectures, art, music, machinima, and much more. Our primary goal is to connect and support the diverse communities and practitioners involved in co-creating and using virtual worlds, and to educate the public and our constituents about the emerging ecosystem of technologies broadly known as the metaverse.