

# SLCC 2010 Sponsors

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Blondin Linden  
Memorial Dae  
Grey Beam  
Spritely Pixel  
Charles Mountain  
Amulius Lioncourt  
JB Hancroft  
Rj Kikuchiyo

### VOLUNTEERS 2010

**Printed Program:**  
Katydid Something

### Cover Art:

Kris Schomaker (SL: Gracie Kendall),  
*Reflections of a Lover*

### Audio Streaming:

Edward Lowell & The Stream Team

**Survey Design:** Pebbles Hanya

**Badge Printing:** Lenni Foxtrot

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InWorld: Bree Birke

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Qeux Serge  
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Daryl Rubble  
BambiTwice Nitely  
RavenSi Reve  
Gwenette Writer  
Rj Kikuchiyo



# SECOND LIFE

## COMMUNITY CONVENTION

Boston - August 13-15, 2010

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

[slconvention.org](http://slconvention.org)

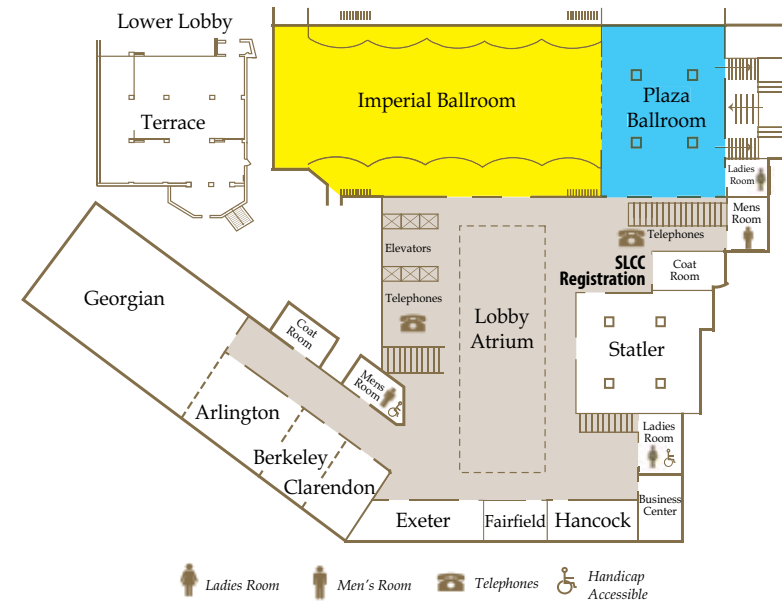
# SLCC 2010 General Schedule\* - Saturday

TIME	Imperial Ballroom	Whittier	St James	Stuart	White Hill	Thoreau	Winthrop	Stanhope
8:00 AM - 9:00 AM	KEYNOTE SPEAKER: Philip Rosedale (SL: Philip Linden)							
9:00 AM	FORMAL WELCOME - Introduction to AvaCon Board and Track Leaders						Community Room Open	Artathon 2.0 - Filthy Fluno & Winter Nightfire
9:30 AM	SPEED SPARKS	Education & Research	Govt & Nonprofit	Live Music & Performance	Business & Enterprise	Health & Support		
10:00 AM							Live Music	
10:30 AM	Technical & Opens Source	BREAK					Community Room Open	
11:00 AM		Education & Research	Health & Support	Art, Machinima & Theatre	Business & Enterprise	Education & Research		
11:30 AM	Lunch Set Up	Education & Research						
12:00 PM - 1:00 PM	LUNCH SERVED IN IMPERIAL BALLROOM WITH LIVE MUSIC							
1:00 PM - 2:00 PM	KEYNOTE SPEAKER: Doug Thompson (SL: Dusan Writer)							
2:00 PM	BREAK						Live Music	Artathon 2.0 - Filthy Fluno & Winter Ventura
2:30 PM	Art, Machinima, Theatre: Alice in WondeSLand	Education & Research	Health & Support	Live Music & Performance	Business & Enterprise	Fashion & Design	Community Room Open	
3:00 PM								
3:30 PM	BREAK						Live music	
4:00 PM	Technical & Open Source	Education & Research	Govt & Nonprofit	Art, Machinima & Theatre	Business & Enterprise	Communities & Social	Community Room Open	
4:30 PM								
5:00 PM	Evening Event Set Up							
7:00 PM - 9:30 PM	SECOND LIFE MUSICIAN SHOWCASE: MUSIC 'R' US							
9:30 PM	Set Up							
10:00 PM - 1:00 AM	AVACON PRESENTS THE AVATAR BALL: Come as your avatar or as you are!							

## Sunday

\*Schedule subject to last minute changes

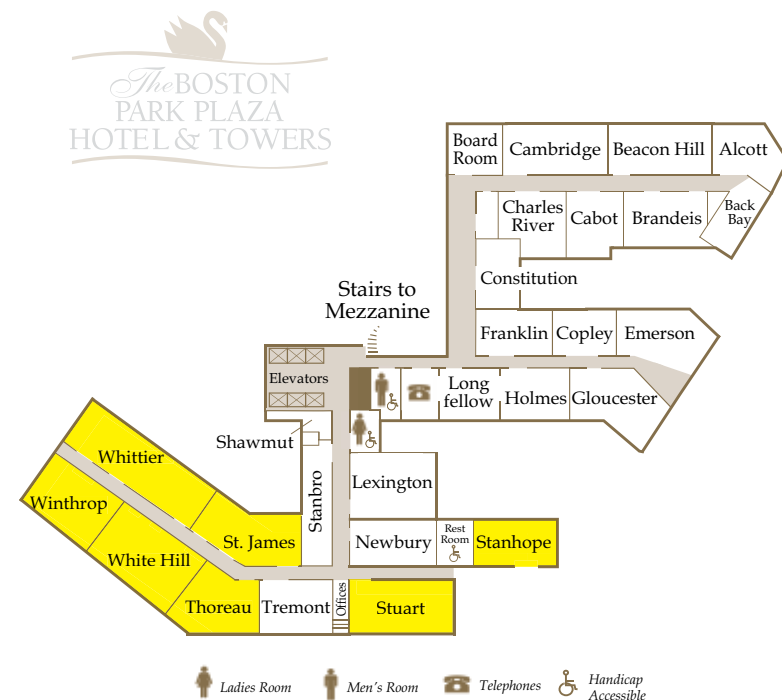
TIME	Imperial Ballroom	Whittier	St James	Stuart	White Hill	Thoreau	Winthrop	Stanhope
8:00 AM - 9:00 AM	KEYNOTE SPEAKER: John Lester (SL: Pathfinder Lester)							
9:00 AM	BREAK						Community Room Open	Artathon 2.0 - Filthy Fluno & Winter Nightfire
9:30 AM	Education & Research	Education & Research	Govt & Nonprofit	Art, Machinima & Theatre	Business & Enterprise	Communities & Social		
10:00 AM		Education & Research	Technical & Open Source					
10:30 AM	Lunch Set Up	BREAK					Live Music	
11:00 AM		Education & Research	Technical & Open Source	Live Music & Performance	Business & Enterprise	Communities & Social	Community Room Open	Art, Machinima & Theatre
11:30 AM		Education & Research						
12:00 PM - 1:00 PM	LUNCH SERVED IN IMPERIAL BALLROOM WITH LIVE MUSIC							
1:00 PM - 2:00 PM	KEYNOTE SPEAKER: Linden Lab Panel on Viewer Development							
2:00 PM	BREAK						Live Music	Artathon 2.0 - Filthy Fluno & Winter Ventura
2:30 PM	Live Music & Performance	Education & Research	Govt & Nonprofit	Education & Research	Business & Enterprise	Communities & Social	Community Room Open	
3:00 PM								
3:30 PM	BREAK						Live music	
4:00 PM	Fashion & Design	Education & Research	Health & Support	Art, Machinima & Theatre	Business & Enterprise		Community Room Open	
4:30 PM								
5:00 PM	CLOSING GOODBYES & THANKS BY AVACON BOARD							
7:30 PM - 10:00 PM	FEATURE FILM: LIFE 2.0 screening & Q&A with director							



Ladies Room Men's Room Telephones Handicap Accessible

Mezzanine Level (second floor)

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



Ladies Room Men's Room Telephones Handicap Accessible

4th Floor Conference Rooms

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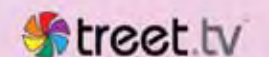
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shopping showcase



http://treet.tv/shows/shopping

IM Yxes Delacroix to find out more or to book a showcase for your SL business



## Welcome to SLCC 2010!

Dear Friends and Fellow Residents,

Welcome to the **6th Annual Second Life Community Convention 2010**, the Official United States Convention of the Second Life Community, hosted by AvaCon, Inc.

In many ways, 2010 has been a year of tremendous transition and change. In February, we finally saw the long awaited roll out of Viewer 2, which included many changes that have sparked considerable controversy and discussion. Later, we also welcomed the return of Philip Rosedale as interim CEO of Linden Lab, even as we mourned the loss of many friends and colleagues from the Linden Lab team. As a community, these changes have profoundly impacted our experiences with Second Life, and we look forward to the conversations, discussions, and debates that will surely take place this year as we look to the future of the platform.

It has also been a year of transition and change for SLCC. As many of you know, the previous organization that hosted the convention since 2005 stepped down in the spring, and several of us who have long volunteered felt that the time was right for change. Our nonprofit, AvaCon, Inc., was incorporated in April 2010, and our goal is to continue the best traditions of SLCC while breathing new life and fresh air into the planning and execution of the convention. We hope you will find the changes enhance your experience and we welcome your feedback and thoughts as the convention unfolds.

Not to be missed are the Keynote Speakers every day at 8AM and 1PM, the included lunches in the Imperial Ballroom at noon, and the evening socials, including the Second Life Musician's Showcase followed by the Avatar Ball on Saturday, and the private LIFE2.0 film screening on Sunday night. On a broader level, we also hope that the structure and flow of the convention this year facilitates great discussions and opportunities to network and socialize as we contemplate the future of Second Life and the Metaverse.

Thank you for joining us this year in the lovely city of Boston, and we hope you find the convention inspiring and enriching.

Sincerely,

### The Executive Board, AvaCon, Inc.

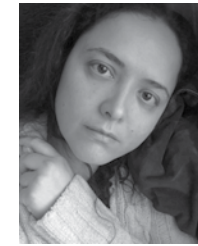
Joyce Bettencourt (SL: Rhiannon Chatnoir), President

Donna Meyer (SL: Misty Rhodes), Vice President

Peter Lokke (SL: Peter Imari), Treasurer

Chris Collins (SL: Fleep Tuque), Clerk

## 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 and work full-time doing virtual world marketing, creative direction and development within Second Life and other online virtual spaces. She is also the Web 2.0 go-to-girl for Global Kids, NYC and blogmistress of their widely read, TSL youth focused blog [www.holymeatballs.org](http://www.holymeatballs.org). She is an artist, content creator and evangelist of online social media who believes in its power to raise social awareness, foster community, and spark creative collaboration through mediums such as blogging, podcasting, video/machinima and virtual worlds. [www.joycebettencourt.com](http://www.joycebettencourt.com)



**Donna Meyer (SL: Misty Rhodes)**  
*Vice President and Director of Human Resources*

Donna Meyer has been involved with every Second Life Community Convention since the first SLCC 2005 held in New York City. She now serves as Vice President of AvaCon, Inc. and Director of Human Resources for the convention. She joined Second Life in 2003 as a Resident and former Second Life Mentor, and then in 2006, became part of the Linden Lab team as Mia Linden, where she worked with the Second Life community in this capacity until 2010. Misty Rhodes holds the record for the most friendships in all of SL, and she created many notable events and experiencing during her tenure at Linden Lab, including the Kiss-A-Linden Kiss-A-Volunteer event, the Isle of View, EggsActly, Eventopia and Viewer2Tips Islands, more than 50 different Linden Bears, and more than 30 of the avatars shown in the "What is Second Life" and "Shopping in Second Life" videos on the Second Life website.



**Peter Lokke (SL: Peter Imari)**  
*Treasurer and Director of Finance & Sponsorships*

Peter has been involved with Second Life since 2003 and has always believed that the Second Life Community Convention greatly benefits both the businesses and residents of Second Life. From 2006-2008 Peter served in a variety of roles including as a sponsor, panelist, and Business Track Leader, including Director of Finance for SLCC08. He has continued in that role to the present. Peter says, "I have always been an avid supporter of SLCC because, it allows us to join together in person and discuss the many aspects of Second Life that effect us, to see old friends and make new ones. As some one once said to me, 'We all maybe crazy in Second Life, but SLCC allows us to be crazy together in person.'"



**Chris Collins (SL: Fleep Tuque)**  
*Clerk and Director of IT & Communications*

Chris Collins has used the Second Life platform extensively since its public beta in 2003, and is keenly interested in 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 is the founder and Executive Director of the Chilbo Community, where she resides in the Chilbo sim in Second Life. Fleep's research centers around the use of technology, education, and the metaverse, and she blogs informally on these topics at [fleepтуque.com](http://fleepтуque.com).



### JOIN OUR TEAM!

Already thinking about next year's convention?

Join the SLCC11 planning team! Contact us at [info@avacon.org](mailto:info@avacon.org)

### 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.

## SLCC 2010 TRACK LEADERS



### Business & Enterprise

**Mary Ellen Gordon (SL: Pebbles Hanya)** has deep connections in the Second Life business community through her work with Market Truths, a company that does market research in and about virtual worlds. Her company produces a series of reports about different aspects of Second Life including reports on Real Life Brands in

Second Life, Psychographics and Media Consumption (of SL users), and reports on the Second Life employment, entertainment, wearables, and real estate markets.



### Education & Research

**Kevin Feenan (SL: Phelan Corrimal)** is the founder and President of Rockcliffe University Consortium. Kevin has been involved with prior SLCCs, including as Education Track Chair in 2009, and he also chaired the Virtual Worlds Best Practices in Education in-world conference in 2009 and 2010.



### Art, Machinima, & Theatre

**Gwenette Sinclair (SL: Gwenette Writer)** is a virtual world developer, event producer, educator, artist, and poet. She has extensive experience organizing events and conventions for the private education sector and tourist industry, and in-world has hosted many large events including the Peace Fest, Kennesaw State University grand opening, and Virtual Worlds Best Practices in Education.



### Live Music & Performance

**Kathey Fatica (SL: Katydid Something)** is a real world advertising executive with Needham Fatica Advertising Agency and works with many clients in the travel and tourism industry. As co-owner of Molaskey's Pub, which has roughly six Live Music shows a week Katy has, herself, entered the world of the virtual entertainer, performing about once a week, drawing her influences from the folk/in-

die music of the '60s and '70s.



### Government & NonProfit

**Mark Dulcey (SL: Shirley Marquez)** has been in Second Life since 2005. Mark has been involved with many high profile projects and institutions in world, including the Academy of Second Learning, Simone's Supermodels, Virtual CSI:NY, Brooklyn Is Watching, and a discussion leader for Bisexuals in Second Life. In real life, Mark is a computer geek of all trades. He has worked for numerous Boskone, Arisia, and Noreascon science fiction conventions, and his other interests include morris, contra, and English country dance, ham radio, and the Society for Creative Anachronism.



### Health & Support

**Janyth Ussery (SL: Saxet Uralia)** is the Director of Web Education at Texas State Technical College and has 14-years experience in higher education. As one of the co-founders of SecondAbility Mentors, Janyth has worked with others on making this a resident assistance group specializing in assisting real-life disabled people learn how to navigate the Second Life interface and to find groups of their common interests.



### Communities & Social

**John Mahon (SL: Ham Rambler)** is an Airline Pilot based in Iceland, and the owner and developer of Dublin virtually Live, and the Blarney Stone Bar.



### Fashion & Design

**Christina Greene (SL: Jesika Contepomi)** is the CMO for AVENUE, a fashion and lifestyle branding company with a models agency, academy, and monthly publication. Her professional work in Marketing and Sales has helped her devote her time in Second Life to helping promote brands in both worlds and get them established in the

virtual landscape.



### Technical & Open Source

**Meadhbh Hammrick (SL: Meadhbh Oh)**, has extensive experience as author, co-author or editor of several internet drafts relating to virtual world interoperability and helped organize the Virtual Worlds Region Agent Protocol (VWRAP) working group of the Internet Engineering Task Force (IETF). She also works as a consultant, helping customers develop strategies for marketing, developing and implementing virtual worlds and mobile applications.



**David Levine (SL: Zha Ewry)** has been involved in Second Life since 2006, and social computing technology since the 1980s. David works at the IBM Thomas J. Watson Research Center, as a member of the social computing group and is a contributor to IETF Virtual Worlds Agent Protocol (VWRAP) working group.



### In-World SLCC

**MicheleLee Vegas (SL: Kitty Tandino)** has held many roles in-world from instructor to estate manager and has been a part of many wonderful teams, including the Second Life Mentors, Bug Hunters, and Second Life Solution Providers. She is also an active member of the community and always willing to take on new projects.

## Always In Our Hearts...

### Garth FairChang (1957-2009)

The Second Life community lost a longtime friend, mentor, former Linden, and co-creator of our world when Garth FairChang passed away in late 2009 of pancreatic cancer. Garth Fairlight was born into Second Life in 2003, where he quickly became an SL Mentor best known for his kindness and scripting advice. He worked with Linden Lab as Nigel Linden from 2004 to 2006, supporting the Teen Grid, building and scripting the train system in the color sims and Northern Continent, and he even built one of the first helicopters in Second Life before vehicle scripting existed. It was during this time that he met and married the former Lizzie Linden, also known as Pituca Chang, and they changed their last names to FairChang as a wedding gift from Linden Lab. Garth was a wonderful friend and he is missed by all who knew him.

**Ars Northmead**, March 12 2010

**Aunnia Wilberg**, February 15, 2010

**Bluewave Ogee (1959-2009)** - Visionary, joyous, luminous, courageous - Leslie Jarmon was a passionate trailblazer for education in virtual worlds, spearheading the University of Texas project with over 50 sims, and co-founding the Educators Coop. Though she passed away after a long battle with cancer, she is still remembered and greatly missed by friends and colleagues from the SLED community.

**Daisyblue Hefferman (1948-2010)** - If only there were more people like Daisy in this world, it would be a better place. She was a true friend, a gentle and patient lady with a big heart.

**Enigma Guardian (1971-2009)** - Enigma was lost suddenly and at a very young age from a heart attack. He is greatly missed by his wife, his SL children and everyone else who loved him.

**KevinBear Watanabe**, March 27, 2010

KevinBear was a singer/songwriter with songs like Little Avatar Girl and Lullaby that warmed the soul. Many a night was spent at Bear's backyard campfire pass the mic sessions, relaxing to his music after a long day. Kevin-Bear's music lives on in several YouTube recordings

**Luckie Baily (1986-2009)** - Rest in peace, little one. I miss you every day.

**Ludinha Kamachi**, May 27, 2010

**Martha Somerset**, June 7 2010

**Master Georgia**, March 12 2010

**Micki Underwood**, March 29, 2010

Micki could rock!! She would often video stream when she played so we could see the person behind the music. The flaming guitar she played showed the beat of her heart and the hearts reflected the depth of her soul. Micki's music lives on in several YouTube recordings.

**Morris Lee Starr (1955-2009)** - Morris contributed to the Second Life Holocaust project, and was a chef extraordinaire, including for the Super Bowl XXXII and the Denver Broncos. He was loved by all...

**Odysseus Gausmann** - We called Odysseus "Odi" although his full name was more apt. He was a serious poet and playwright having just finished a lengthy play about Baudelaire. He was often found at the Open Latte coffee shop either debating surrealism, reciting a poem or playing his guitar for friends and strangers alike. Odi was a bright man with a terribly bright future which was snuffed out at a very young age. We mourn every day for our bright star.

**Shala Lemondrop**

**Taffy Taliaferro (1945-2009)** - Taffy Taliaferro was a founding member of the Chilbo Community and a wonderful, loving person. Her vision of supporting entrepreneurs in Second Life inspired the birth of commerce in Chilbo and she will be missed and remembered always.

**Trisha Bamaisin**, July 10 2009

**Trouble McTeague (1974-2009)** - Trouble McTeague was the founder and creator of Vision Homes. Outgoing, creative, funny and full of life, she touched the hearts of most anyone that ever met her and she is missed. She leaves us with as many lessons as she taught in life... .take time for yourself, enjoy life... both of them!

## Convention Keynote Speakers



### Philip Rosedale (Philip Linden) Founder and Chairman of the Board, Interim CEO of Linden Lab

Saturday, August 14<sup>th</sup>, 8:00am EDT

Philip recently returned as interim CEO after Mark Kingdon stepped down in July, and we expect that he will address the company's future direction and Linden Lab's "return to the basics" of improving the core Second Life experience. In a recent post on the Second Life blogs, Philip talked frankly about addressing Resident's concerns. "We need to get back to being the first to invent and deliver the solutions that evolve virtual worlds," said Rosedale, "We are still at the beginning of a huge market." Rosedale's speech will be delivered in world and simultaneously webcast to attendees of the Second Life Community Convention in Boston on Saturday morning.

Virtual World visionary **Philip Rosedale** founded San Francisco-based Linden Lab in 1999, and has since seen Linden Lab grow as a privately held and profitable business to include more than 300 globally distributed employees. He has led the creation of the virtual world Second Life from its initial concept and public launch in 2003, to its current status as the industry leading user-generated content virtual world with a robust economy projected at more than US\$450 million in user-to-user transaction in 2009. Second Life's growing global population of users now spend approximately 40 million hours inworld each month. As a pioneer in the virtual worlds industry, Rosedale is actively involved in the strategy, development and design of Linden Lab's products. Known for his entrepreneurial approach to new technologies, his introduction to the computer industry can be traced to his starting a network software company at the age of 17. Rosedale holds a BS degree in Physics from the University of California at San Diego and is now the Chairman of the Board and Interim CEO for Linden Lab.

### Rezzing Prims and Painting the Future



### Doug Thompson (Dusan Writer) CEO, Remedy Communications

Saturday, August 14<sup>th</sup>, 1:00pm EDT

Second Life gets one thing absolutely right: its ability to paint a picture of the future. Through Second Life, we begin to understand how our lives will evolve and change because of technology; the promise and peril of increased virtuality; and the larger implications of an individual's ability to rez a prim. Drawing from lessons and discussions with leading thinkers, this presentation will take a rapid tour through how Second Life is informed by (and informs) disciplines as diverse as game design and theory, architecture, organizational development, innovation, spirituality, content creation, commerce, governance and branding. As the pace of technology continues to accelerate, how can Second Life continue to be a source of rich value, connections and insights and is there a continued role in this changing landscape for the act of rezzing a prim?

**Doug Thompson** is CEO of Remedy Communications, a full service agency providing brand strategy, training, education, content services and creative to Fortune 500 companies, cause marketers, and the military. Remedy delivers programs across traditional and digital media, and is a leading agency for virtual world development, mobile technology, and social media. Remedy also owns Metanomics, the leading source of insight into the serious uses of virtual world technologies and how our lives online are influenced by policy, governance and economics. With over 20 years of brand strategy, market research, advertising, and digital media experience, including with Southam Publishing, the largest newspaper company in Canada at the time, Thompson helped to develop and launch some of the first digital media products in an age of main frames and fax machines with curling paper. He sold some of the first health-related Internet-based

products in the late 90s, produced award winning video titles on behalf of Fortune 500 companies that including Glaxo SmithKline and Pfizer, and helped launch a half-dozen Internet properties during the early days of the Web. Thompson also blogs about immersive media at Dusan Writer's Metaverse.



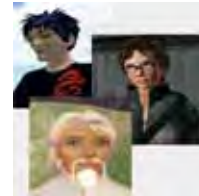
### Pioneers in Virtual Worlds: Your Time Is Always Now

John Lester (Pathfinder Lester)  
Sunday, August 15<sup>th</sup>, 8:00 am EDT

Platforms for creativity and community will always arise, grow and change over time. Regardless of the nature of any specific platform, it's the users of those platforms, specifically people with pioneering spirits and creative ideas, who drive innovation within the platform as well as the inevitable development of new platforms. In this keynote, John will talk about pioneers in Virtual Worlds, exploring their role in a constellation of available tools for creative expression and communication. He will discuss why community building is critical to the evolution of any creative platform and why cultural understanding is the most important factor for success that needs to be cultivated by both platform creators and users. New challenges always create new opportunities, and John's keynote will highlight why the time of pioneers in Virtual Worlds is...and always will be...\*now.\*

**John Lester** worked at Linden Lab from 2005 to 2010, where he was commonly known as "Pathfinder." While at Linden Lab, John acted as a general strategist and product expert to help customers using Second Life for teaching, academic and healthcare research, medical education, simulation, and scientific visualization. He also served as "Lead Evangelist in Market Development," broadly exploring and cultivating innovation at the intersection of emerging markets in Second Life such as education, healthcare, enterprise, government and entertainment. Before working at Linden Lab, John was the Information Systems Director for the Department of Neurology at Massachusetts General Hospital, where he pioneered the use of the web in 1993 to create online communities supporting patients dealing with neurological disorders. As a Research Associate in Neurology at Harvard Medical School, he also created online collaborative education environments for professors and students to advance the case-based teaching method in medical education. John is currently exploring opportunities to help organizations understand and cultivate innovation at the intersection of virtual worlds, online communities, education and creative expression.

### The Second Life Viewer: What's Next?



Kent Quirk (Q Linden), Scott  
Lawrence (Oz Linden), Sarah  
Hutchinson (Esbee Linden)  
Sunday, August 15<sup>th</sup>, 1:00 pm EST

**Kent Quirk** is an Executive Director at Linden Lab. During three years at Linden Lab, his roles have included software development on the viewer, managing the Viewer Sustaining Engineering team, and heading up the development teams for both Viewer 1.23 and Viewer 2.1. In more than 25 years of working in software engineering, he's led many projects related to computer games, visual programming, 3D art, and test automation. When he's not at work, he's probably either cooking or riding a bike.

**Sarah Hutchinson** is a Product Manager at Linden Lab. She is a long-time Resident with experience building and scripting, and was active in the Mentor program during its tenure. Her most recent job as Interactive Lead at a small start-up drew her even closer to Second Life where she worked with small to mid-size companies teaching them how to leverage the power of virtual worlds to change the way they do business. Outside of work,

Sarah enjoys character design and illustration, video games, playing guitar, hiking, cycling, and of course, Second Life!

**Scott Lawrence** is the Director of Open Development at Linden Lab. A long time open source user and developer, he's come to virtual world development by climbing up from low level drivers through network and transport protocols, HTTP, and SIP. He's authored and contributed to a number of standards in the IETF, W3C, and other industry consortia. In RL, he plays pool, has three dogs, and rides an electric skateboard.

Linden Lab spent the better part of the last two years working heads down on Viewer 2. The focus was on creating a Viewer that would be easier for new users to adopt. It has become clear, however, that this design did not meet the needs of an important fraction of our existing Resident community. We're now embarking on a new, more open and collaborative approach. The people leading this effort will explain what, why, and how in a special panel keynote session.

## Special Session: Speed Sparks Saturday, 9:30 to 10:30am - Imperial Ballroom

20 slides in 5 minutes - ready, set, GO! Attend this special Speed Sparks session for a breathtakingly fast overview of some of the exciting technologies, communities, and projects happening on the grid. Presenters from across all nine convention tracks will be sure to delight as they race through their slides to share, inspire, and entertain using a rapid presentation style known as *pecha kucha*.

### In Order of Appearance:

#### Machinima Basics

Robin Williams (SL: Greylin Fairweather)

#### How Community Contribution Opportunities Have Helped the 7Seas Fishing Community

Jen Gagne (SL: Jen Shikami)

#### Almost Like Being There:

#### Second Life Experiences Informing Real World Action

Linda Kelley (SL: Delia Lake)

#### Sojourner Auditorium on Virtual Ability Island

Dr. Robert Vernon (SL: Gabrielli Rossini)

#### RAGE4 - Web-Enabled Roleplay And Gaming Engine for Second Life

Jeremy Pippin (SL: Luc Aubret)

The 2010 Telstra-TJA Christopher Newell Award winning accessibility solution for telecommunications and disability  
Dr. Denise Wood (SL: Denlee Wabbit), Charles Morris (SL: Charles Mountain)

#### Cape Able

Dr. Robert Vernon (SL: Gabrielli Rossini)

#### Art in Abundance: Hosting International Digital Art Exhibitions in SL

Bonnie Mitchell (SL: BonnieMitchell Miles)

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<http://sl.markettruths.com/reports/report.asp?15>

Market Truths 50/185/35

<http://slurl.com/secondlife/market%20truths/50/185/35>

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## Second Life Musicians Showcase: Music 'R' Us

Saturday, 7:00 to 9:30pm - Imperial Ballroom

Saturday night, get your dancing shoes on to enjoy the live musical performances of a great line-up of Second Life musicians! The evening will include performances from individual musicians as well as old and new musical friends. The entertainment will be emceed by the inestimable Lauren Weyland.

**Edmund Collins:** Edmund Collins is an accomplished guitar player from Dublin and long time friend of Mash Rhode. Mash (Richie McDonald) met Edmund (Eddie D'arcy) when he was 18. Sitting around a campfire on a hill in the town of Finglas which is now known to the locals as "Ed's Hill, Mash witnessed Eddie perform the song "I'm Free" by The Who and was hooked. 2 years later he bought himself a guitar and they have been jammin ever since.

**Casias Falta:** Singer/Songwriter Paul Emery plays acoustic folk/blues and originals around Mid Michigan as the avatar "Casias Falta" he plays regularly on Second Life at the Maritime Club in Belfast Monday at 3pm slt.

**Debi Latte:** She honed her craft singing in RL choruses and choirs, at concerts and weddings, and with small local RL bands. She lends her sultry voice to a mix of covers from artists such as DIDO, Norah Jones, Sheryl Crow, Leon Jackson, Katie Melua, and Sarah McLachlan... mostly romantic songs and some oldies, but goodies! You never know quite what to expect at one of her concerts, but be sure to expect to have a great time!

**Edward Lowell:** Edward has been entertaining audiences in second life since February of 2006. Dubbed "The Lyrical Bard", Ed is a writer of ballads, which he performs for his fans with his unique style of charm and wit. Often accompanied with a keyboard player, Ed's primary instrument for his performances is his 12 string guitar. He occasionally treats his audience to his other musical loves, the flute, piano and mandolin. He brings quality audio streams to the residents though The Stream Team. His involvement in the live music scene in second life makes his name synonymous with quality live entertainment.

**Gandalf Mornington:** I have been performing in second life for about 1-1/2 year, playing guitar and singing. I picked my guitar back up about 2 years ago - Second life then gave me an outlet. I continue to grow and have fun!!

**Jean Munro:** Jean Munro is a professional vocalist and keyboard player, teacher, mentor, who performs classic jazz tunes, new jazz tunes and contemporary songs. She has a BA in music and has been performing many years as a solo act and with many bands around the East Coast of the USA. Currently, she is the music director of a large church on the East Coast where she directs and manages an adult choir, a children's choir, a Youth Band and trains the singers for the Sunday services and special events. Much of the music that they perform are her own arrangements and compositions.

**Handarido Optera:** Performance and pedagogy degrees in organ and piano, university teaching positions in organ and piano. 1993-2008 organist for a renowned organ and church music program. Various musical publications. Recordings for radio and TV stations. Seven solo CDs. Appearances with major European orchestras and conductors.

**Katydid Something:** Katy started performing folk music in her early teens in the 60's including traveling across the U.S. three times with a

youth group similar to Up With People. About the time she was considering pursuing her music professionally, real life concerns hijacked that idea. So now she is focusing again on her music with her 12-string guitar and a songlist inspired by James Taylor, Judy Collins, Joni Mitchell and many others.

**Stratus Mactavish:** Stratus sings and plays with an easy-going soft, smooth and intimate sound that draws his audience, occasionally bursting out with his powerful vocal range. Stratus has a light guitar playing style, showcasing bright acoustic arrangements of popular songs. In RL, from high school Stratus has played in bands in the past in local bars, alternately playing Acoustic, electric, bass guitars, playing in bands whose styles range from Pop to R&B, Motown, Soul and Blues.

**SpinWeaver Radmussen:** SpinWeaver has been playing the Hammer Dulcimer for 27 years, and teaching for 20. She draws on her musical background which began with piano lessons when she was a kid and followed through her school years playing first the flute, then the oboe. In real life she plays at parties, weddings, after-lunch-or-dinner programs, and church programs. Although she plays also plays traditional American and Spiritual music, her true love is Traditional Irish.

**Mash Rhode:** A native of Dublin, Ireland, Mash Rhode is a baker/confectioner in RL and a watercolor artist and singer/guitar player in SL. Regular gigs @ The Old Barn, Guthrie's, Blue Moon Tavern, Cuddler's Cove, Buddy's Bar, Fibber MaGees and Mash's Rhodehouse which he built himself. He performs his own interpretations to covers by Beatles, Rolling Stones, Jimi Hendrix, The Who, Cream, Eric Clapton, Kinks, Paul McCartney, John Lennon, Paul Weller, Elvis Costello, Greenday, and many more.

**Tamra Sands:** Tamra Hayden, chosen as one of the "Top Ten to watch in 2010" by CDbaby, has performed starring roles on Broadway in such blockbusters as Les Miserables and Cabaret (at Studio 54), Off-Broadway in Jacques Brel is Alive and Well..., and Broadway National Tours of Phantom of the Opera, Les Miserables, and Fiddler On The Roof. Tamra has produced 3 CDs: I Believe In The Fire, A Day At The Fair, and Unwrapped, as well as a music video of her song, Eden Will Bloom.

**Lauren Weyland:** Lauren was born on Sandbox Island on October 1, 2006 into a relatively modest family. Poorly educated and half naked she was turned out into the world. Unable to learn the craft of building or scripting, Lauren instead made watercress sandwiches for those who could and entertained them with her jokes. Since then she has moved on and performed at many events, written and performed in theatrical plays, and maintains a regular show night at her club "Lauren's Place" on Cookie Island. When not working on comedy Lauren can be found landscaping at her home, making a gourmet meal or just kicking back reading a good novel. She is writing an autobiography called, "Beneath The Skin: Second Life Exposed" and "Laughter - The orgasm you don't have to worry about if your partner is finished."



## AvaCon Presents the Avatar Ball: Come As Your Avatar or As You Are!

Saturday, 10:00pm to 1:00am - Imperial Ballroom

Saturday evening, AvaCon hosts the **Avatar Ball: Come As Your Avatar or As You Are!** The theme of this year's event celebrates the diversity of Second Life residents in both lives, represent yourself however you choose and meet up with friends and colleagues while everyone dances the night away. Included in the evening festivities will be a cash bar, door-prizes generously donated by our sponsors, a "Best Dressed" and "Worst Dressed" costume contest, and great DJs spinning until last call. Bring your avatar to life at the Avatar Ball!

*With special thanks to the evening's DJs, Rusch Raymaker, Misty Rhodes, and Armath Severine!*


## LIFE 2.0" Feature Film Screening and Q&A with Director Jason Spingarn-Koff

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

Sunday evening after the convention formally closes, join us for a private screening of the feature film documentary "LIFE 2.0" with the film's director, Jason Spingarn-Koff, and a Q&A session to follow. "LIFE 2.0" is about an upgrade of the human operating system — where life is no longer determined just by atoms, but also by bits. It's about a remaking of identity, relationships, and the nature of reality. First time feature director Jason Spingarn-Koff digs deeply into the core of basic human interaction by assuming his own avatar and immersing himself in the worlds of Second Life residents — whose real lives have been drastically transformed by the new lives they lead in cyberspace. In doing so, he manages to create an intimate, character-based drama that forces us to question not only who we are, but who we long to be.



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## Business & Enterprise Track Schedule

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	<a href="#">A View on IBM's Use of Virtual Worlds</a>	Joseph Jaquinta (SL: Jaymin Carthage)	White Hill
Sat. 11:00am - Noon	<a href="#">Avatar Analytics</a>	Mary Ellen Gordon (SL: Pebbles Hannya)	White Hill
Sat. 2:30 - 3:30pm	<a href="#">Doing Business in Virtual Worlds: Virtual Relationships, Boundaries and Community</a>	Joan Combs Durso (SL: Devon Alderton) with Janalee Redmond (SL: Jennette Forager) and Patricia Murphy (SL: Pamala Clift)	White Hill
Sat. 4:00 - 5:00pm	<a href="#">When Worlds Collide: Mashing Up Real World, Virtual Worlds and Social Worlds - Panel</a>	Linda Zimmer (SL: Znetlady Isbell) with Aliza Sherman (SL: Cybergrrl Oh) Bernhard Drax (SL: Draxtor Despres)	White Hill
Sun. 9:30 - 10:30am	<a href="#">The World In 4D - Mr. Square Visits Virtual Reality</a>	James Neville (SL: Sitearm Madonna) with Teddi Davis (SL: Teddi Shamrock); John Mahon (SL: Ham Rambler); SL: Jean Munro; Karin Willison (SL: Ayesha Lytton)	White Hill
Sun. 11:00am - Noon	<a href="#">Teaching Operations Management Using Second Life</a>	Peggy D. Lee (SL: Linda Sautereau)	White Hill
Sun. 2:30 - 3:30pm	<a href="#">Second Life as a Media Platform</a>	Pooky Amsterdam	White Hill
Sun. 4:00 - 5:00pm	<a href="#">Positioning Second Life Content for Real Life Audiences - Panel</a>	Wiz Nordberg with Peggy Sheehy (SL: Maggie Marat), Doug Thompson (SL: Dusan Writer)	White Hill

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## Business & Enterprise Track Descriptions and Presenters

### SATURDAY, AUGUST 14, 2010

[A View on IBM's Use of Virtual Worlds](#) - **Joseph Jaquinta** (SL: Jaymin Carthage)

Saturday, 9:30 to 10:30am - White Hill

IBM is a big, diverse company with a broad international employee and customer base. It has engaged Virtual Worlds in a number of different ways; as products it sells, as services it uses internally, and for recreation. Join one employee for a walk through some of the high points and low points of this journey.

*Joseph Jaquinta is an average IBM employee. He does not work on Virtual Worlds as part of his day-job, but has been a volunteer on many projects, in several worlds, both internal and external for several years. He does not represent IBM's official position on anything; just an enthusiast's viewpoint.*

[Avatar Analytics](#) - **Mary Ellen Gordon** (SL: Pebbles Hannya)

Saturday, 11:00 to Noon - White Hill Room

There's an old saying that you can't manage what you don't measure, but what metrics make the most sense to measure in virtual worlds? This session will cover the pros and cons of various metrics that can be used to assess the attitudes and behavior of SL participants and discuss the metrics that are most appropriate for different situations. Audience members who have experience applying different metrics within SL or using analytical information derived from SL to make decisions will be encouraged to share their own observations about the types of data that have been most useful to them.

*Mary Ellen Gordon is one of the owners of Market Truths, which is a RL market research company that has also been doing research in SL since*

*2006. Mary Ellen has extensive experience doing academic research as well as commercial research for clients in the US, UK, and New Zealand. She also has extensive experience practicing and teaching marketing, and has a PhD, MBA, and BS in marketing.*

[Doing Business in Virtual Worlds: Virtual Relationships, Boundaries and Community](#) - **Joan Combs Durso** (SL: Devon Alderton), **Janalee Redmond** (SL: Jennette Forager), **Patricia Murphy** (SL: Pamala Clift)

Saturday, 2:30PM to 3:30PM - White Hill Room

Among the newcomers from the business and academic communities who we orient to SL, most express gratitude for a frank discussion of the professional promise and personal pitfalls of virtual worlds. This session offers advice on organizational approaches to handling the sensitive issue of virtual world relationships and boundary setting with employees new to virtual worlds.

*Joan Combs Durso is an economist with research interests in pharmacoeconomics and prehospital care. In SL, she is the Volunteer Coordinator for Metanomics, a co-host of Immersion:Tools.Jam and is a Project Manager for the Epoch Institute. Janalee S. Redmond has been a Dressage coach and horse trainer since age 15. She immediately recognized the tremendous potential of Immersive Environments and established the Epoch Institute to facilitate education and use. She is also the Community Manager for Metanomics. Patricia Murphy works at a university and as a consultant for university instructors to bring classes into SL. She delivered the "Shh, The Realities of Virtual Relationships" presentation at SLCC 2009 but will be attending SLCC 2010 virtually.*

**When Worlds Collide: Mashing Up Real World, Virtual Worlds and Social Worlds - Linda Zimmer (SL: Znetlady Isbell), Aliza Sherman (SL: Cybergrl Oh), Bernhard Drax (SL: Draxtor Despres)**

Saturday, 4:00PM to 5:00PM - White Hill Room

Immersive virtual worlds are compelling and captivating. Social media is dynamic and ubiquitous. How can we integrate and leverage the uniqueness of Second Life and power of social media by melding them into a total "virtual environment." We'll look at best and highest use for various forms of SL/Social media, best practices, and techniques for mashing media together.

**Linda Zimmer** modernizes marketing and business strategies for the digital age. She is a long-time web, digital media strategist and virtual world enthusiast. **Aliza Sherman** is a social media innovator and commentator. She is author of 7 books including *The Everything Blogging Book*, *Street-wise Ecommerce*, and *PowerTools for Women in Business*. **Bernhard Drax** is an award-winning SL machinimist and reporter on social and political issues, as well as a RL blogger, and composer for TV and film. His machinima series for the MacArthur philanthropy project was nominated for Best Series at the 2008 NYC machinima festival and he was awarded the "Every Human Has Rights" media award for his report on the "Virtual Gitmo" build in Second Life.

**SUNDAY, AUGUST 15, 2010**

**The World In 4D - Mr. Square Visits Virtual Reality**

**James Neville (SL: Sitearm Madonna), Teddi Davis (SL: Teddi Shamrock), John Mahon (SL: Ham Rambler), SL: Jean Munro, Karin Willison (SL:Ayesha Lytton)**

Sunday, 9:30AM to 10:00AM - White Hill Room

This presentation will show you "the fourth dimension of virtual reality." The movie Avatar was a spectacular introduction to the idea of virtual environments, but we still don't realize how difficult virtual reality is for people to grasp, including its own advocates. We need a deeper perception of what's going on, a deeper understanding of the new dimension that digital virtual environments have made available. Seemingly different achievements in the fields of business, music, tourism, arts are in fact unified when looked at from a "fourth dimension" with respect to virtual reality. While we think we know what "3D Web" means, in fact we are still missing the point.

**James Neville** is Strategist and Expeditor for Virtual Worlds Projects. Showcase projects include *Dublin Virtually Live*, *Solution Provider Conference*, and *SL Live Radio*. **Teddi Davis**: Owner, *The Exchange Tavern*; Editor, *Free Play Virtually Live*; **John Mahon**: Pilot, *Astraeus Airlines*; Owner, *Dublin Virtually Live*; **ean Munro**: Music Director, *St. Theresa's*; Actor, *Musician*; **Karin Willison**: Owner, *Solace Beach Estates*; *Community Manager*.

**Teaching Operations Management Using Second Life**  
**Peggy D. Lee (SL: Linda Sautereau)**

Sunday, 11:00AM to 12:00PM - White Hill Room

This session will discuss the intersection of business and education, using the presenter's experiences teaching Operations Management to working professionals pursuing MBA degrees. She will present the student project, discuss pedagogical issues related to the use of SL in graduate management education and implications for corporate training, executive education, continuing education and distance learning. The session is informed by the results of a survey administered to students following the course in which SL was used.

**Peggy D. Lee** is a Professor at the Indiana University Kelley School of Business Indianapolis (KSBI), teaching Operations Management, Supply Chain Management, and Procurement at the undergraduate and graduate levels, and Chairperson for Undergraduate Programs at KSBI. She is also co-owner of Nat's Jazz Club in SL.

**Second Life as a Media Platform**  
**Pooky Amsterdam**

Sunday, 2:30PM to 3:30PM - White Hill Room

Digital media and the expansion of video content offers opportunity which Second Life can meet through its platform. This presentation will discuss the future of interactive media including Social TV.

**Pooky Amsterdam**, CEO of PookyMedia is one of Second Life's most prolific producers. Using Second Life as a media platform is the basis of her business.

**Positioning Second Life Content for Real Life Audiences**

**Wiz Nordberg, Peggy Sheehy (SL: Maggie Marat), Doug Thompson (SL: Dusan Writer)**

Sunday, 4:00PM to 5:00PM - White Hill Room

For creative individuals and teams, Second Life is an environment that excels in unleashing creative potential in art, music, entertainment, and education. But what happens when you want to take your work to the next level, reaching out into real-world audiences and mass-markets where people are less familiar with Second Life? This panel of experts takes a practical and hard-hitting look at the opportunities and challenges of reaching out of Second Life to larger markets.

**Wiz Nordberg** is the CEO of Treet TV and founder of the original SLCN, the first "virtual TV network" in Second Life. Currently a media specialist at Suffer Middle School, in 2006, **Peggy Sheehy** established the first school in Teen Second Life, Ramapo Islands, which hosts 2400 students and teachers. **Doug Thompson** is the CEO of Remedy Communications, which owns Metanomics, the leading source of insight into the serious uses of virtual world technologies and how our lives online are influenced by policy, governance and economics.



**Education & Research Track Schedule**

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:00am	<b>Build It, Tweak It, Rethink It, Rebuild It: Building Gadgets and Games for a Virtual Campus</b>	Anthony Fontana (SL: AnthonyFontana Chevalier) with Bonnie Mitchell (SL: BonnieMitchell Miles)	Whittier
Sat. 10:00 - 10:30am	<b>Virtual Learning System for Virtual World Education</b>	Janyth Ussery (SL: JanythKU Techsan) with Chris Gibson (SL: ChrisG Techsan)	Whittier
Sat. 11:00 - 11:30am	<b>An Innovative Context for Teaching Counseling &amp; Interviewing Skills in Second Life</b>	Cindy Tandy (SL: Eve Maven)	Whittier
Sat. 11:00am - Noon	<b>Learners &amp; Tigers &amp; Prims - Oh My!: Going on Virtual Safaris with CLIVE</b>	Ann Steckel (SL: Olivia Hotshot) with Jonathon Richter (SL: Wainbrave Bernal)	Thoreau
Sat. 11:30am - Noon	<b>The Unbearable Lightness of Being Virtual</b>	Kevin Feenan (SL: Phelan Corrimal)	Whittier
Sat. 2:30 - 3:30pm	<b>VWER @ SLCC</b>	AJ Kelton (SL: AJ Brooks) with Ann Steckel (SL: Olivia Hotshot)	Whittier
Sat. 4:00 - 5:00pm	<b>Teaching Teens in Second Life: No Avatar Left Behind</b>	Peggy Sheehy (SL: Maggie Marat)	Whittier
Sun. 9:30 - 10:30am	<b>Literate Games</b>	Tim Maly (SL: Babbage Darwin)	Imperial Ballroom
Sun. 9:30 - 10:00am	<b>The Six Learnings framework in action: Examples from geography education in Singapore schools</b>	Kenneth YT Lim (SL: Veritas Raymaker)	Whittier
Sun. 10:00 - 10:30am	<b>Experiential Learning Meets Market Research on the Teen Grid</b>	James Fullerton (SL: Jimmy Veeper) with Mary Ellen Gordon (SL: Pebbles Hannya)	Whittier
Sun. 11:00 - 11:30am	<b>The Future of Virtual Worlds in Education</b>	Andrew Hughes	Whittier
Sun. 11:30am - Noon	<b>PRIMative Cultures to Integrated Empires: Holistic Virtual Campus Development</b>	Bonnie Mitchell (SL: BonnieMitchell Miles) with Anthony Fontana (SL: AnthonyFontana Chevalier)	Whittier
Sun. 2:30 - 3:30pm	<b>Doing Ethnographic Research in Second Life</b>	Daniel Schackman (SL: Marshall Curtiz)	Whittier
Sun. 2:30 - 3:30pm	<b>Extension Virtual 3D: A New Kind of Experiential Learning</b>	LuAnn Phillips (SL: Thynka Little)	Stuart
Sun. 4:00 - 5:00pm	<b>Accessible Education in Second Life</b>	Dr. Robert Vernon (SL: Gabrielli Rossini) with Alice Krueger (SL: Gentle Heron), Eme Capalini	Whittier



## Education & Research Track Descriptions and Presenters

### SATURDAY, AUGUST 14, 2010

#### Build It, Tweak It, Rethink It, Rebuild It: Building Gadgets and Games for a Virtual Campus

**Anthony Fontana (SL: AnthonyFontana Chevalier), Bonnie Mitchell (SL: BonnieMitchell Miles)**

Saturday, 9:30 to 10:00am - Whittier

In this session, Bonnie Mitchell and Anthony Fontana will discuss virtual objects and educational games built and scripted for use on the Bowling Green State University Virtual Campus in Second Life. These include a pre-SL 2.0 media viewer used for the 2009 SIGGRAPH Art Exhibit, an art gallery HUD, and a campus navigational HUD that were rebuilt post viewer 2.0. They will also discuss the development of "Mondrian Madness", a multiplayer educational game based on the artist Piet Mondrian and the EarthDay/BirthDay Scavenger Hunt.

**Anthony Fontana** is an Instructor of Art and Learning Technologies Consultant at Bowling Green State University in Ohio. Anthony's research involves web 2.0 applications and immersive learning environments. **Bonnie Mitchell** is currently an Associate Professor at Bowling Green State University in the School of Art, Digital Arts, in Bowling Green, Ohio. Her research and creative interests include immersive interactive installation art, experimental animation, 3D special effects, interface design, multimedia development, and cross-disciplinary collaboration.

#### Virtual Learning System for Virtual World Education - Janyth Ussery (SL: JanythKU Techsan), Chris Gibson (SL: ChrisG Techsan)

Saturday, 10:00 to 10:30am - Whittier

Vushi Learning Network provides educators with an interoperable virtual learning system (VLS) to assist in teaching and learning within Second Life. In addition to many other features, the new learning system will allow faculty, staff, and students to securely review college and class information without leaving Second Life.

**Janyth Ussery** has 16 years of educational experience including administration, instruction, online course development and learning management system administration. **Chris Gibson** is the Associate Vice President at Texas State Technical College with 15 years experience in education. Chris was the team lead and co-developer of vTSTC and is the Director and co-founder of Vushi.

#### Learners & Tigers & Prims - Oh My!: Going on Virtual Safaris with CLIVE - Ann Steckel (SL: Olivia Hotshot), Jonathon Richter (SL: Wainbrave Bernal)

Saturday, 11:00am to NOON - Thoreau

With a new Virtual Learning Environments taxonomy in the MERLOT.org learning objects database, The Center for Learning in Virtual Environments (CLIVE) is leading teams of designers, teachers, and researchers on expeditions into the virtual wilderness to discover great examples of 3D learning, document what they find, and put it into the searchable database for the SLED community and others to find and discuss the emerging evidence for what works in 3D teaching and learning.

**Ann Steckel** is an Instructional Technology consultant at California State University - Chico, where she provides faculty training, technical computer support and instructional design consulting. She leads the MERLOT team on CLIVE Island and serves on the planning team for the Virtual Worlds Education Roundtable. **Jon Richter** is a Research Associate for the Center for Advanced Technology in Education (CATE) at the University of Oregon. He is the Director of CLIVE and is conducting research into how virtual teams are collaborating to do real work, and is also involved in teaching computer programming and game development inworld for Lane Community College.

#### An Innovative Context for Teaching Counseling & Interviewing Skills in Second Life - Cindy Tandy (SL: Eve Maven)

Saturday, 11:00am to NOON - Whittier

Learn how the presenter, with little building knowledge but with a willingness to think outside the box, created a simulation of a social services agency and has used it with 25 students for a semester. With rooms representing different practice settings (a situation impossible in the physical world), small groups or pairs of students are immersed in real-time dialogues. Each skill practice session that uses text (chat) results in a transcript ready for evaluation.

**Cindy Tandy** is an Associate Professor (social work) at Valdosta State University in southern Georgia. Her areas of interest and research include mental health, gerontology, and distance education including online teaching and Second Life.

#### The Unbearable Lightness of Being Virtual Kevin Feenan (SL: Phelan Corrimal)

Saturday, 11:30am to NOON - Whittier

This presentation talks about the concept of being virtual and what the implications are for education and knowledge development.

**Kevin Feenan** has been involved with Second Life since 2006 having developed Rockcliffe University Consortium from a very small plot of land to 11 sims today. Kevin is an MBA from the University of Toronto and has spent over 20 years in the IM/IT field.

#### VWER @ SLCC

**AJ Kelton (SL: AJ Brooks), Ann Steckel (SL: Olivia Hotshot)**

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

This session will be a very special meeting of the Virtual Worlds Education Roundtable (VWER). The VWER has met in Second Life weekly for the last 2+ years. For this meeting we will meet simultaneously in Boston and in SL. The meeting topic will be an "Open Forum" for cross-world conversation and collaboration.

**AJ Brooks** is the Director, Emerging Instructional Technology for the College of Humanities and Social Sciences at Montclair State University in New Jersey. He founded the Virtual Worlds Education Roundtable and coordinates the EDUCAUSE Virtual Worlds Constituent Group. **Ann Steckel** is an Instructional Technology Consultant for California State University, Chico where she specializes in curriculum design that leverages immersing technology.

#### Teaching Teens in Second Life: No Avatar Left Behind Peggy Sheehy (SL: Maggie Marat)

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

The team process of creating a virtual presence for your school, the development of authentic, experiential, standard-based curriculum and implementing it with students in Teen Second Life addresses the NETS for administrators, teachers and students and is an innovative approach to a collaborative and all-inclusive learning community. Focusing on the process of developing constructivist learning in the virtual world, Sheehy will present the steps her teachers are taking this 4th year of teaching in Ramapo Islands on Teen Second life to translate their content into the virtual landscape.

Formerly a professional musician, **Peggy Sheehy** serves as ITF/ Media Specialist at Suffern Middle School, in 2006 she established the first middle school in Teen Second Life: Ramapo Islands. Ramapo Islands now hosts over 2400 students and their teachers.

### SUNDAY, AUGUST 15, 2010

#### Literate Games - Tim Maly (SL: Babbage Darwin)

Sunday, 9:30 - 10:30 am - Imperial Ballroom

One of the struggles of building good educational content is making it engaging, something books and games have been doing for ages. Join us for a light-hearted look at the narrative possibilities of an interactive medium and some of the weird hybrids (successful or otherwise) that people have tried. Can we learn from history to make better learning materials in Second Life? (Yes.)

**Tim Maly** is the Creative Director at Pleiades, a company dedicated to using virtual worlds as a teaching tool. He co-founded Copybara Games, an award-winning indie videogame company. He writes for Quiet Babylon, a site about cyborgs, architects, and our weird broken future.

#### The Six Learnings Framework in Action Kenneth Y T Lim (SL: Veritas Raymaker)

Sunday, 9:30 to 10:00am - Whittier

The Six Learnings framework was first introduced at SLCC 2008 as a way of helping educators and curriculum designers think about the pedagogical affordances of Second Life. This presentation will illustrate the framework by using examples of in-world interventions enacted by schools (Grades 7 through 9) in Singapore across a range of subject domains, including geography.

**Kenneth Lim** is an Assistant Professor in the Learning Sciences at the National Institute of Education in Singapore. He works closely with colleagues from the Ministry of Education in Singapore, and with schoolteachers and principals to co-design curricular interventions which leverage the affordances of Second Life for learning.

#### Experiential Learning Meets Market Research on the Teen Grid James Fullerton (SL: Jimmy Veep), Mary Ellen Gordon (SL: Pebbles Hanna)

Sunday, 10:00 to 10:30am - Whittier

Summary of the motivations for and process behind a project in which students from Southern Lehigh Middle School have been learning about economics by helping to replicate on the teen grid some of the research Market Truths has done on the main grid about the SL clothing and real estate markets.

**James Fullerton** teaches Social Studies at Southern Lehigh Middle School in Center Valley Pennsylvania. He is using Second Life to provide his students with opportunities for immersive learning, and is blogging about their experiences at: <http://www.fullertonj.com/blog>. **Mary Ellen Gordon** is one of the owners of Market Truths, and has extensive experience doing academic research as well as commercial research for clients in the US, UK, and New Zealand. She also has a PhD, MBA, and BS in marketing.

#### The Future of Virtual Worlds in Education Andrew Hughes (SL: Andrew Hughes)

Sunday, 11:00 to 11:30am - Whittier

The virtual worlds industry is changing rapidly, with new technologies and new advances in virtual worlds happening almost daily. What technological advances can we expect to see related to social learning and formal education? This presentation discusses how virtual worlds are being used as a learning mechanism for educational institutions, and how several useful commercial virtual worlds, as well as open source virtual worlds, can be implemented in educational institutions.

**Andrew Hughes** founded Designing Digitally, Inc. and has extensive experience as an instructor at both the University of Cincinnati and at the Art Institute of Ohio - Cincinnati. Andrew also was a consultant for the Ohio Board of Regents and the U.S. Department of Education for the Office of Innovation.

#### PRIMative Cultures to Integrated Empires: Holistic Virtual Campus Development - Bonnie Mitchell (SL: BonnieMitchell Miles), Anthony Fontana (SL: AnthonyFontana Chevalier)

Sunday, 11:30am to NOON - Whittier

Great ideas begin with individuals but often take a community of minds to execute. Bowling Green State University's Virtual Campus development involves a fully integrated community approach which involves faculty learning communities, student teams, individual faculty consultations, multi-disciplinary participation, administrative buy-in and external community involvement.

**Bonnie Mitchell** is an Associate Professor at Bowling Green State University in the School of Art, Digital Arts, in Bowling Green, Ohio. Mitchell is a co-administrator of the BGSU Virtual Campus in Second Life and co-facilitator of the BGSU Second Life Learning Community. **Anthony Fontana** is an Instructor of Art and Learning Technologies Consultant at Bowling Green State University in Ohio. Anthony's pedagogical research involves web 2.0 applications and focuses on immersive learning environments such as Second Life.

#### Doing Ethnographic Research in Second Life Daniel Schackman (SL: Marshall Curtiz)

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

Scholars are beginning to research the development of culture of Second Life in ethnographic studies of its overall culture and of its sub-cultures. This ethnographic research builds on ethical procedures and standards established in studies of actual cultures by anthropologists, sociologists, and cultural studies and media effects scholars.

**Daniel Schackman** is an award-winning digital media scholar and Ph.D. Candidate in Mass Communications at Syracuse University. He is also a Lecturer in Communication and Media at the State University of New York at New Paltz. His dissertation research is a study of the Asian Indian Diaspora in Second Life, developing a theoretical construct of Virtual Diasporas.

#### Extension Virtual 3D: A New Kind of Experiential Learning LuAnn Phillips (SL: Thynka Little)

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

Cooperative Extension has been experimenting with Second Life since 2007. In this session we will take a brief look at the learning theory behind extension education, at the efforts so far to introduce virtual worlds to the system, and ask for YOUR IDEAS about how virtual worlds might become a successful tool to help extension education grow and thrive in the future.

**LuAnn Phillips** is a consultant working for the National eXtension Initiative, an Internet-based educational partnership of the Land-Grant University system, specifically addressing technology-enhanced models of delivery for their Cooperative Extension community educational programs.

#### Accessible Education in Second Life - Dr. Robert Vernon (SL: Gabrielli Rossini), Alice Krueger (SL: Gentle Heron), Eme Capalini

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

This presentation will examine the context of accessible education in virtual worlds, forms of accessibility in virtual world learning spaces, main types of impairments that affect students in virtual worlds, and tools for addressing them. We will tour a sample SL learning environment that is optimized for accessibility, and answer questions.

**Dr. Robert Vernon** is a professor at the Indiana University School of Social Work. He has conducted numerous courses inside the virtual world, and sponsored graduate student projects in SL. **Alice Krueger** heads the Virtual Ability community of support for people with disabilities in Second Life. **Eme Capalini** is the Vice President for Development for Virtual Ability, Inc.



The team at Linden Lab would like to welcome you to Boston and the 6<sup>th</sup> annual Second Life Community Convention.

Please join Philip Linden at his keynote address on Saturday, August 14<sup>th</sup> 8 AM EDT. Check your schedules for additional talks with Lindens.

Hope to see you there!

**Virtual World Education**

**Providing educators:**

- Land
- Training
- Management
- Support

[www.virtualworldedu.com](http://www.virtualworldedu.com)

A promotional banner for Virtual World Education. The background is a dark blue, abstract, glowing digital space. The words "Virtual World Education" are written in a large, glowing, blue, sans-serif font. Below this, a white-bordered box contains the text "Providing educators:" followed by a bulleted list: "Land", "Training", "Management", and "Support". At the bottom, the website URL "www.virtualworldedu.com" is displayed in a large, white, sans-serif font.

**Rockcliffe University Consortium** is a global online non-profit organization dedicated to the advancement of science, education, and research in 3D virtual environments through collaborative "work-as-play" initiatives including networking, journals, conferences, forums, and formal academic programs.

**Our purpose is to S.E.R.V.E., that is: the promotion of Science, Education, and Research in Virtual Environments.**

**Science and Education:** Rockcliffe supports the advancement of science and education in 3d virtual environments by providing public education to help individuals and organizations overcoming the learning curve associated with virtual collaborative workspaces. Our services include forums, seminars, and educational programs on 3D content development, collaborative workspace effectiveness, and social implications of virtual environments. Specifically our focus is on how virtual environments influence knowledge emergence, knowledge transfer, and their impacts.

**Research Outreach:** Rockcliffe supports the advancement of research into virtual cognitive sciences and virtual environments through public services including our academic research library, peer review journals, and hybrid conferences involving live and virtual interaction.

[WWW.UROCKCLIFFE.COM](http://WWW.UROCKCLIFFE.COM)

A promotional banner for the Rockcliffe University Consortium. The background is a 3D virtual environment with a large, ornate building and a circular platform. On the left, there is a circular emblem with a shield and the Latin motto "Nam et ipsa scientia potestas es". The main text is in a white, sans-serif font, describing the organization's mission and services. At the bottom, the website URL "WWW.UROCKCLIFFE.COM" is displayed in a bold, black, sans-serif font.

## Art, Machinima & Theatre Track Schedule

Time	Title	Presenter(s)	Room
All Day Sat & Sun	<b>Artathon 2.0</b>	Jeffrey Lipsky (SL: Filthy Fluno) with Winter Nightfire aka C.J Ross	Stanhope
Sat. 11:00 am - Noon	<b>The Future of Art- How Second Life Has Changed Things</b>	Ann Cudworth (SL: Annabelle Fanshaw) with Jeffrey Lipsky (SL: Filthy Fluno); Lori Landay (SL: L1Aura Loire); Joff Chafer (SL: Joff Fassnacht); Paul Jannicola (SL: Spector Hawks); Nettrice Gaskins (SL: Nettrice Beattie)	Stuart
Sat. 2:30 - 3:30pm	<b>Blended reality performance Alice in WonderSLand</b>	Joff Chafer (SL: Joff Fassnacht) with Members of Avatar Repertory Theater	Imperial Ballroom
Sat. 4:00 - 5:00pm	<b>How To Produce Successful Ongoing Machinima Series &amp; Creative Cinematography Techniques</b>	Pooky Amsterdam	Stuart
Sun. 9:30 - 10:30am	<b>Art 101 in Second Life: Blogs, Roleplay, and Exhibits... Oh my!</b>	Anthony Fontana (SL: AnthonyFontana Chevalier)	Stuart
Sun. 11:00am - Noon	<b>Login2Life</b>	Daniel Moshel (SL: Da5id Lusch) with Jeffrey Lipsky (SL: Filthy Fluno), Alice Krueger (SL: Gentle Heron)	Stanhope
Sun. 4:00 - 5:00pm	<b>The Making of Virtuality</b>	Juan Rubio (SL: Waxakla Voom) with Bianca Ahmadi (SL: Mirra Fredriksson)	Stuart

## Art, Machinima & Theatre Descriptions and Presenters

### ALL DAY SATURDAY AND SUNDAY

**Artathon 2.0 - Jeffrey Lipsky (SL: Filthy Fluno), CJ Ross (SL: Winter Nightfire)**

Saturday & Sunday, All Day - Stanhope

Artists Jeffrey Lipsky, aka Filthy Fluno, and C.J Ross, aka Winter Nightfire will capture all the sites and sounds of the convention with their paints, pastels, and even pixels! Some of the art created will blend pixels and pigment to demonstrate links between fine art and technology.

**Jeffrey Lipsky** graduated from Montserrat College of Art in Beverly MA with a BFA in 1999. He is the former Executive Director of Munroe Center for the Arts. "The painting is the boss," explains **CJ Ross**, "It tells me what it needs to become a story, movement by movement, gesture by gesture. These lines, shapes and colors merely represent transcriptions of my conversations with space."

### SATURDAY, AUGUST 14, 2010

**The Future of Art- How Second Life Has Changed Things**  
**Ann Cudworth (SL: Annabelle Fanshaw), Jeffrey Lipsky (SL: Filthy Fluno); Lori Landay (SL: L1Aura Loire); Joff Chafer (SL: Joff Fassnacht); Paul Jannicola (SL: Spector Hawks); Nettrice Gaskins (SL: Nettrice Beattie)**

Saturday, 11:00am to NOON - Stuart

Ann Cudworth, panel moderator, will introduce each panelist and then lead a lively discussion about the future of art in virtual worlds. With the advent of Second Life and other virtual worlds' accessibility on social network platforms and mobile devices, our Second Life artists will have opportunities to express themselves - and market their art - on an unprecedented global scale.

**Ann Latham Cudworth** of NYC, is the founder of *Alchemy Sims* and is a 2 time Emmy award winning designer for Television. **Jeffrey Lipsky's** artwork has been featured in the *New York Times*, *Boston Globe*, *Artnet.com* and the *Improper Bostonian*. **Lori Landay** researches, creates, and teach-

es visual culture and interactive media as Associate Professor of Cultural Studies at Berklee College of Music. **Joff Chafer** worked as a professional actor/director/designer for 20 years before moving into teaching theatre at Coventry University, UK. **Paul Jannicola** is the Creative Director and Co-owner of ILL Clan Studios, and has worked with clients such as CBS, Paramount, MTV, Linden Lab and Microsoft. **Nettrice Gaskin's** work explores the intersection of art, technology, and community. <http://netarthud.wordpress.com>.

**Blended Reality Performance: Alice in WonderSLand**  
**Joff Chafer (SL: Joff Fassnacht), Members of Avatar Repertory Theater**

Saturday, 2:30 to 3:30pm - Imperial Ballroom

This blended reality performance will showcase a demonstration of ways of mixing live and virtual performers in the same space. A brief section from Avatar Repertory Theater's performance of Alice in WonderSLand has been reworked for a combination of live performers and live avatars.

**Joff Chafer** is a Senior Lecturer in Theatre at Coventry University UK. **Iain McCracken** has been a helper at New Citizens Inc, an editor of ANON Literary Magazine inworld, and cofounder of the Avatar Repertory Theatre. **Michelle Fowler** has had the opportunity to expand her acting skills in roles such as Miranda from Shakespeare's "The Tempest" to Alice in the popular production of "Alice in WonderSLand." Other members of **Avatar Repertory Theater** include (SL names): *MadameThespian Underhill, Ada Radius, Judith Adele, Em Jannings, AvaJean Westland, JudyArx Scribe, Elegia Underwood, Dolgoruky Umarov, and Kayden Oconnell.*

**How To Produce Successful Ongoing Machinima Series & Creative Cinematography Techniques - Pooky Amsterdam**

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

A brief overview of the history of Machinima as a new medium with some examples and an insiders look at the medium, the tools, the team and processes that create a successful machinima series.

**Pooky Amsterdam** is one of the most prolific producers of machinima today with over 125 shows on the Internet, plus 27 films. Her film division has also won awards and has entries in The Shanghai Expo 2010 and the Rock & Roll Hall of Fame.

### SUNDAY, AUGUST 15, 2010

**Art 101 in Second Life: Blogs, Roleplay, and Exhibits... Oh My!**  
**Anthony Fontana (SL: AnthonyFontana Chevalier)**

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

Anthony Fontana will present Art 101: Intro to Art, a Bowling Green State University online course created specifically to utilize Second Life as the learning environment. Fontana will discuss four assignments which include student blogs, roleplaying a famous artist in SL, and two student-curated in-world art exhibitions.

**Anthony Fontana** is an Instructor of Art and Learning Technologies Consultant at Bowling Green State University in Ohio. Anthony's research focuses on immersive learning environments such as Second Life and the way in which students engage in socially motivated peer production.

### "Login2Life"

**Daniel Moshel (SL: Da5id Lusch), Jeffrey Lipsky (SL: Filthy Fluno), Alice Krueger (SL: Gentle Heron)**

Sunday, 11:00am to NOON - Stanhope

**Login2Life** will be a feature film contrasting several protagonists' physical and online lives. With some footage shot inside SL and other virtual worlds, the project has been 3 years in the making so far. Learn about conceptual development, seeking funding, filming, marketing, post-production...the entire process of feature film development.

**Daniel Moshel** is an award-winning independent cinematographer and film director from Vienna, Austria. [newsblog.moshel.com](http://newsblog.moshel.com). **Jeffrey Lipsky** graduated from Montserrat College of Art in Beverly, MA with a BFA in 1999. He is the former Executive Director of Munroe Center for the Arts. **Alice Krueger** heads the Virtual Ability community of support for people with disabilities in Second Life. She appears in Daniel's film, in both physical and Second Life forms.

### The Making of Virtuality

**Juan Rubio (SL: Waxakla Voom), Bianca Ahmadi (SL: Mirra Fredriksson)**

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

Virtuality is an interactive installation projecting machinima pieces that illustrate the experience of inhabiting Second Life, the possibilities of blending the virtual world with real life, and the relationships we establish with the virtual space, and with others. Triggered by audience presence with sound and motion sensors, these machinima pieces will change with the use of MAX/MSP Jitter programming.

**Juan Rubio** is a media artist working in video, virtual worlds and web design. He teaches technology and media to at-risk youth in New York City. His work has been shown at Manhattan Neighborhood Network, Paper Tiger Television, Jack the Pelican Presents and at Queens Museum. **Bianca Hamada** is a video artist and filmmaker emphasizing sound collage and vitality. She received her M.A. from The New School University in 2008 and her films have been screened at 92Y Tribes, Anthology Film Archives, and Galapagos Art Space, among others.

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## Live Music &amp; Performance Track Schedule

Time	Title & Description	Presenters	Location
Sat. 9:30 - 10:30am	<b>You want to run a venue! Are you CRAZY???</b>	Bruce Lomasky (SL: Gwampa Lomu)	Stuart
Sat. 2:30 - 3:30pm	<b>The Art of the Performance - Engaging the Virtual Audience</b>	Tamra Hayden (SL: Tamra Sands)	Stuart
Sun. 11:00am - Noon	<b>It's Really Live! - The Technical End of Streaming Live Audio into SL</b>	Edward Carpenter (SL: Edward Lowell)	Stuart
Sun. 2:30 - 3:30pm	<b>SLam Jams!</b>	Ayesha Lytton, Amy Ferguson	Imperial Ballroom

## Live Music &amp; Performance Track Descriptions and Presenters

## SATURDAY, AUGUST 14, 2010

**You want to run a venue! Are you CRAZY???**  
**Bruce Lomasky (SL: Gwampa Lomu)**

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

Bruce Lomasky will discuss the practical drill of Venue Planning and Management. Among the topics he will cover are venue design, how to build your customer base, how to handle the unexpected, booking and paying artists. Gwampa's sessions cover pertinent material in scintillating style!

By night, **Gwampa Lomu** is a mild mannered venue owner, able to leap tall buildings in a single bound. Live music "floats his boat" and while he has absolutely no talents in RL, he's been providing a venue for musicians to perform, entertain and perhaps make a few Lindens for over two years.

**The Art of the Performance - Engaging the Virtual Audience**  
**Tamra Hayden (SL: Tamra Sands)**

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

Veteran performer Tamra Hayden talks about how to present your best self through a microphone, engaging your audience with your art, and how to manage a virtual crowd. She will share tips on healthy vocal use as well as useful tools available to aid in your performance.

**Tamra Hayden**, chosen as one of the 'Top Ten to watch in 2010' by CD-baby, has performed starring roles on Broadway in such blockbusters as *Les Miserables* and *Cabaret* (at Studio 54) and toured extensively throughout the US in Broadway National Tours of *Phantom of the Opera*, *Les Miserables*, and *Fiddler On The Roof*. Tamra has produced 3 CD's: *I Believe In The Fire*, *A Day At The Fair*, and *Unwrapped*, as well as a music video of her song, *Eden Will Bloom*. [www.tamrahayden.com](http://www.tamrahayden.com).

## SUNDAY, AUGUST 15, 2010

**It's Really Live! - The Technical End of Streaming Live Audio into SL**  
**Edward Carpenter (SL: Edward Lowell)**

Sunday, 11:00 to NOON - Stuart

A discussion of how to broadcast quality sound in Second Life, from the equipment and software to technical monitoring and troubleshooting.

**Edward Carpenter** has over 35 years experience managing large scale corporate projects in the Telecommunications, Computer and Technologies Industry, and is also providing technical support to the SLCC2010 Music Track with his company *The Stream Team*.

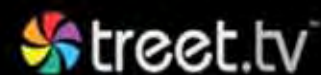
**SLam Jams!**  
**Ayesha Lytton, Amy Ferguson**

Sunday, 2:30 to 3:30pm - Imperial Ballroom

SL musicians present the results of SLCC days of collaboration in an hour session. The session will be in addition to individual performances on Saturday evening and will allow the SL community to enjoy the results of combined performances.

**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. **Amy Ferguson** has booked performers for *The Hummingbird Cafe*, one of the very first venues in SL, has organized and run live music benefits, and was co-owner and co-ordinator of musical performances as well as sim designer for *Secondstock '08*. She is co-owner of the *StreamTeam's* venue *Streaming Falls* on *Artisan Isle* and a proud member of the *Stream Team*, providing quality streams for Second Life.

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- Josain Zsun
- Ignatius Onomatopoeia
- and especially Jarrad Voom

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**Government & Nonprofit Track Schedule**

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	<b>Networking to a Foundation</b>	Helen R. Starr (SL: Explorer Dastardly)	St. James
Sat. 4:00 - 5:00pm	<b>Creating a Non-Profit: It's a Process</b>	Janyth Ussery (SL: Saxet Uralia), Charles Morris (SL: Charles Mountain)	St. James
Sun. 9:30 - 10:00am	<b>Protecting Children and Their Empowerment in the Virtual Environment</b>	Anjan Bose (SL: ECPAT Ihnen)	St. James
Sun. 2:30 - 3:30pm	<b>Utilizing Virtual Worlds for Real Life Good</b>	Joyce Bettencourt (SL: Rhiannon Chatnoir), Henry Allen (SL: Jaywick Forcella), Kathey Fatica (SL: Katydid Something), Katherine Mancuso (SL: Muse Carmona), Janyth Ussery (SL: Saxet Uralia)	St. James

**Government & Nonprofit Track Descriptions and Presenters**

**SATURDAY, AUGUST 14, 2010**

**Networking to a Foundation - Helen R. Starr (SL: Explorer Dastardly)**

Saturday, 9:30 to 10:30am - St. James

Learn how a newbie networked to success the Linden Way. With poetry, writing, educational institutions, and building a build at Burning Life, all these explorations helped Helen create a lecture series on the Holocaust with her mother and survivor Fanny Starr (SL: FannyStarr Hilltop).

*Helen R. Starr is a child of Holocaust Survivors who immigrated to America in 1951, and she was seasoned to carry on the Holocaust project her parents Zesa and Fanny Starr started in 1982. Helen is pursuing a Masters/Ph.D. in Virtual Education with an emphasis on the Holocaust. "We must never forget."*

**Creating a Non-Profit: It's a Process - Janyth Ussery (SL: Saxet Uralia), Charles Morris (SL: Charles Mountain)**

Saturday, 4:00 to 5:00pm - St. James

Creating a non-profit organization can be a daunting process. Virtual Helping Hands became a 501c-3 non-profit in November. The Virtual Helping Hands team will talk about how they achieved their goal, how they worked through the process, and will provide information to help others that are considering navigating through the paperwork and issues.

*Janyth Ussery is the Executive Director for Virtual Helping Hands and co-founder of SecondAbility Mentors and Max the Virtual Guidedog. Charles Morris is a professional freelance software developer with over 20 years of experience. Charles Morris is also the lead developer for VHH and its various projects.*

**SUNDAY, AUGUST 15, 2010**

**Protecting Children and Their Empowerment in the Virtual Environment - Anjan Bose (SL: ECPAT Ihnen)**

Sunday, 9:30 to 10:00am - St. James

In this session, learn how to utilize the unique features offered by virtual platforms such as Second Life to bring education and learning to both young and adults in an engaging and immersive way that will help them to understand and better react to complex issues such as sexual exploitation in the online environments.

*Anjan Bose has been working as the ICT program officer with ECPAT International, a leading international child rights organisation focusing on protecting children from commercial sexual exploitation globally. Mr. Bose leads the program on protecting children through the use of ICTs and has*

*presented on this issue in key international forums and contributed to various papers and research.*

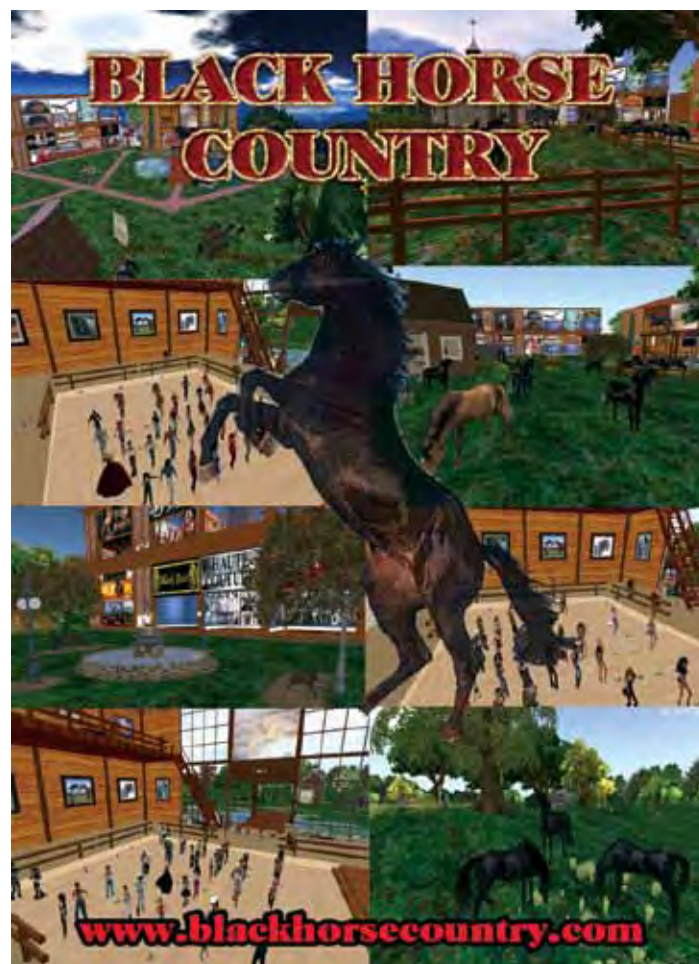
**Utilizing Virtual Worlds for Real Life Good**

*Joyce Bettencourt (SL: Rhiannon Chatnoir), Henry Allen (SL: Jaywick Forcella), Kathey Fatica (SL: Katydid Something), Katherine Mancuso (SL: Muse Carmona), Janyth Ussery (SL: Saxet Uralia)*

Sunday, 2:30 to 3:30pm - St. James

Can a virtual world manifest real life good? This presentation will be an overview and panel discussion of best practices and learned experiences of five people working formally and informally on social good, nonprofit and philanthropic projects within Second Life. Topics such as using virtual simulation for support and awareness, fundraising, community outreach, and event planning along with the opportunity to ask questions, and pick the collective brains of the panelists.

*Joyce Bettencourt has helped organize many social good projects within Second Life including the grassroots fundraising and awareness campaign Virtual Haiti Relief, Transitions: A Place for Dreams, works for the nonprofit Global Kids. Henry Allen founded The Brain Candy Project (www.braincandyproject.org), a nonprofit organization that serves parents living in the hospital with critically ill children. Katherine Mancuso is an accessibility professional who has worked at Disney Imagineering & the Center for Assistive Technology & Environmental Access. Janyth Ussery is the Executive Director for Virtual Helping Hands, cofounder of SecondAbility Mentors and Max the Virtual Guidedog. Kathey Fatica is one of the management team of Virtual Haiti Relief which raised money inworld after the Haitian earthquake.*



## Health & Support Track Schedule

Time	Title	Presenter(s)	Room
Sat. 9:30 - 10:30am	<b>GimpGirl: Weaving a Virtual Support Network for Women With Disabilities</b>	Katherine Mancuso (SL: Muse Carmona)	Thoreau
Sat. 11:00 - Noon	<b>Chance Encounters: Tales of Health and Support</b>	John Lester (SL: Pathfinder Lester), Janyth Ussery (SL: Saxet Uralia)	St. James
Sat. 2:30 - 3:30pm	<b>Design &amp; Development of a Virtual Medical Simulation Center</b>	Matthew LeClair (SL: MattWL Nootan), Jason Paden (SL: Dev Penberg)	St. James
Sun. 4:00 - 5:00pm	<b>From Brain Candy to Eye Candy: The Brain Candy Project in Second Life</b>	Henry Allen (SL: Jaywick Forcella)	St. James

## Health & Support Track Descriptions and Presenters

### SATURDAY, AUGUST 14, 2010

#### **GimpGirl: Weaving a Virtual Support Network for Women With Disabilities - Katherine Mancuso (SL: Muse Carmona)**

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

GimpGirl's mission is to connect women with disabilities through social technologies to support each other's lives. We believe the lessons we have learned about how universal design and accessibility apply to facilitating conversations about healthcare and support across platforms are translatable to other community building, education, and collaboration efforts in Second Life.

**Katherine Mancuso** is a woman with a disability and a GimpGirl community liaison. In addition, she is an accessibility professional who has worked at Disney Imagineering and the Center for Assistive Technology & Environmental Access. She also volunteers with the W3C and IETF to develop accessible virtual world standards.

#### **Chance Encounters: Tales of Health and Support**

**John Lester (SL: Pathfinder Lester), Janyth Ussery (SL: Saxet Uralia)**

Saturday, 11:00 to 11:30am - St. James

What is the potential for Health and Support in Second Life? The power of community and connection will come to life in tales of how lives are changed by giving or receiving support in a virtual world.

**John Lester** worked at Linden Lab from 2005 to 2010, where he acted as a general strategist and product expert to help customers using Second Life for teaching, academic and healthcare research, medical education, simulation, and scientific visualization. **Janyth Ussery** is the Executive Director for Virtual Helping Hands, cofounder of SecondAbility Mentors and Max the Virtual Guidedog. Janyth is the lead organizer of Helen Keller Day, an annual event held in June, which focuses on topics of accessibility.

#### **Design & Development of a Virtual Medical Simulation Center**

**Matthew LeClair (SL: MattWL Nootan), Jason Paden (SL: Dev Penberg)**

Saturday, 2:30 to 3:30pm - St. James

This presentation will review our Hospital Networks' proof-of-concept project in designing and developing a virtual Medical Simulation Center and Orientation Activity for our nursing students. This will include our journey through researching best practices (healthcare related and non-healthcare related), system support challenges, a showcase of our design, as well as reviewing our "next steps" in implementation.

**Matthew LeClair** holds B.S. in Telecommunications and is a manager of Distance Learning and Instructional Systems Designer, he is skilled in the research, development, and implementation of instructional programs and technologies which align to activity objectives and educational stan-

dards. **Jason Paden** is an undergraduate student majoring in Computer Science and a Research Scholar of Social Media Technology at Lehigh Valley Health Network.

### SUNDAY, AUGUST 15, 2010

#### **From Brain Candy to Eye Candy: The Brain Candy Project in Second Life - Henry Allen (SL: Jaywick Forcella)**

Sunday, 4:00 to 5:00pm - St. James

Come hear about how the founder of the Brain Candy Project found personal healing and growth after the loss of his child by bringing his foundation into a virtual realm. Learn about the development of The Brain Candy Retreat in the Health Commons of NPC to provide a support system to parents dealing with or on the other side of a pediatric health crisis. [www.braincandyproject.com](http://www.braincandyproject.com)

**Henry Allen** founded The Brain Candy Project ([www.braincandyproject.org](http://www.braincandyproject.org)), a non-profit organization that serves parents who are living in the hospital with critically ill children.



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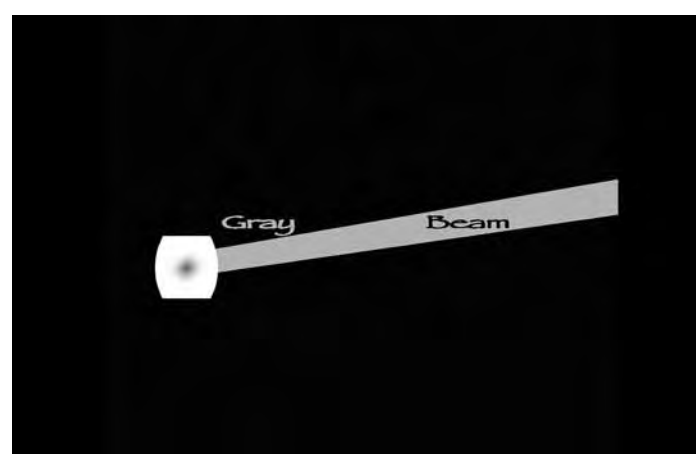
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**Communities & Social Track Schedule**

Time	Title	Presenter(s)	Room
Sat. 4:00 - 5:00pm	<b>We Are All Connected..</b>	John Mahon (SL: Ham Rambler)	Thoreau
Sun. 9:30 - 10:30am	<b>The Ties that Bind</b>	Lee Ann Beaulieu (SL: Ivy Lane)	Thoreau
Sun. 11:00am - Noon	<b>Virtually Transgendered: On the internet nobody knows you're a man</b>	Mark Dulcey (SL: Shirley Marquez)	Thoreau
Sun. 2:30 - 3:30pm	<b>What have the Romans ever done for us?</b>	John Mahon (SL: Ham Rambler), Chris Collins (SL: Fleep Tuque), Jen Gagne (SL: Jen Shikami), Karin Willison (SL: Ayesha Lytton)	Thoreau

**Communities & Social Track Descriptions and Presenters**

**SATURDAY, AUGUST 14, 2010**

**We Are All Connected...** - John Mahon (SL: Ham Rambler)

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

The growth in Online communities has been phenomenal over the past few years. Myspace, facebook, Bebo and many others have developed communities. Second Life Communities have also grown since it launched. In this Presentation we will look at the growth in online communities, and why they have become popular.

*John Mahon is an Airline Pilot based in Iceland, and as Ham Rambler in SL, is the owner and developer of Dublin Virtually Live, and the Blarney Stone Bar.*

**SUNDAY, AUGUST 15, 2010**

**The Ties that Bind** - Lee Ann Beaulieu (SL: Ivy Lane)

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

Discussion about our shared experiences in Second Life. What are the symbols, icons and images that create the language we use to communicate as a virtual society? Let's explore the historical and semiotic significance of content that we experience and share as a community.

*Lee Ann Beaulieu graduated Summa Cum Laude from UMass Dartmouth with a BA in Multimedia/Digital Design in 2004. She loves to study semiotics in her free time and is the founder of Cult of Ruth Eternal, an ongoing study of the history and semiotics that are born out of the Second Life environment, culture and community.*

**Virtually Transgendered: On the internet nobody knows you're a man** - Mark Dulcey (SL: Shirley Marquez)

Sunday, 11:00 to NOON - Thoreau

Many Second Life residents choose to live as a gender other than their RL gender. Why do we make that choice? What can it teach us about identity and gender? This is a discussion for people who have lived in SL as another gender and have stories to share, and for people who are curious about the experience and have questions to ask.

*Mark/Shirley chose to live her Second Life as a woman since day one, nearly five years ago, and was also a woman in earlier online communities. She has been a model, a DJ, a blogger and podcaster for Brooklyn is Watching, and a greeter at Virtual CSI:NY.*

**What have the Romans ever done for us?**

**John Mahon (SL: Ham Rambler), Chris Collins (SL: Fleep Tuque), Jen Gagne (SL: Jen Shikami), Karin Willison (SL:Ayesha Lytton)**

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

Linden Lab have developed and distributed a number of tools designed to help the growth of communities in Second Life. The Panel of Managers of Second Life Communities will discuss the effectiveness or otherwise of these tools, and put forward suggestions as to what changes could be made to improve their effectiveness.

*John Mahon has developed a community around Dublin in Second Life. He has worked with Linden Lab on a number of their Community based projects. Chris Collins is an IT Analyst at the University of Cincinnati and Second Life Ambassador for the Ohio Learning Network. She is the founder and Executive Director of the Chilbo Community on the mainland of Second Life and blogs informally about the metaverse at fleepuque.com. Jen Gagne has been designing and building in Second Life since 2006 for several businesses she shares with her brother Seven: 7Seas Fishing, Seven's Selections (7Selections) Wings and Fashion, and Insert Coin Arcade. Karin Willison is the owner and community manager of Solace Beach Estates.*

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## Fashion & Design Track Schedule

Time	Title	Presenter(s)	Room
Sat. 2:30 - 3:30pm	<b>Second Life's Rising Fashion Industry</b>	Christina Greene (SL: Jesika Contepomi), Sabrina Renee Chong (SL: Rusch Raymaker)	Thoreau
Sun. 4:00 - 5:00pm	<b>Building a Fashion Brand</b>	Christina Greene (SL: Jesika Contepomi), Sabrina Renee Chong (SL: Rusch Raymaker), Aradia Dielli, Harper Beresford, Callie Cline	Imperial Ballroom

## Fashion & Design Track Descriptions and Presenters

### SATURDAY, AUGUST 14, 2010

#### Second Life's Rising Fashion Industry

**Christina Greene (SL: Jesika Contepomi), Sabrina Renee Chong (SL: Rusch Raymaker), Harper Beresford**

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

The impact of the Second Life fashion industry and its sphere of influence, including fashion blogs, modeling agencies, and in-world fashion publications, has an increasingly key impact on the in-world economy and end user experience. So more more than dressing your "doll", the fashion industry has grown beyond the individual designers or design houses, but now also includes publishing, marketing, modeling, firms and institutes. How did this industry grow so big and what outcome is it having on our wallets?

### SUNDAY, AUGUST 15, 2010

#### Building a Fashion Brand

**Christina Greene (SL: Jesika Contepomi), Sabrina Renee Chong (SL: Rusch Raymaker), Aradia Dielli, Harper Beresford, Callie Cline**

Sunday, 4:00 to 5:00pm - Imperial Ballroom

This panel will discuss the juicy details about how to create, build and manage your fashion brand. From starting with store and logo design to maintaining the experience around your brand, learn everything you need to know to launch your own fashion brand in Second Life from expert and successful fashionistas.

**Christina Greene** is the CMO for AVENUE, a fashion and lifestyle branding company with a models agency, academy, and monthly publication. Her professional work in Marketing and Sales has helped her promote brands in both worlds and get them established in the virtual landscape. **Sabrina Renee Chong** is the Founder and CEO of AVENUE Inc which operates and manages AVENUE Magazine, Marketing & PR, Models, Models Academy and Studio. She has managed projects for real world brands such as Jean

Paul Gaultier, Diesel, Miss Sixty, Calvin Klein, Levi's, Benetton, Estee Lauder, Harley Davidson, Smirnoff, Sony and Nokia. **Aradia Dielli** manages the designers, public relations, advertising and finances for the fashion label LeLutka and has done similar work for a real life fashion label. **Harper Beresford** is a Second Life bon vivant, business woman, landowner and builder. As Duchess of RFyre (CMO and Business Manager) she brings order to one of SL fashion's largest empires and creates one of SL's up-and-coming fashion blogs, A Passion for Virtual Fashion. **Callie Cline**, the most recognizable avatar in Second Life, is an entrepreneur, designer and consultant who's brand has reached beyond the digital walls to the pages of ELLE, Newsweek, Maxim's Hot 100 and on VH1.





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If you are interested in learning more about voice morphing in Second Life®, please plan to attend Monty Sharma's session on Saturday at 4pm.

If you would like to try voice morphing, please stop by the Vivox booth. While there, do request **YOUR 30-DAY FREE TRIAL.**

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## Technical & Open Source Track Schedule

Time	Title	Presenter(s)	Room
Sat. 10:30 - 11:30am	<b>The Challenge and Opportunity of Content in the Greater Grid</b>	David Levine (SL: Zha Ewry)	Imperial Ballroom
Sat. 4:00 - 5:00pm	<b>Match Your In-World Voice with Your Avatar</b>	Monty Sharma, Vice President & General Manager of Integrated Services	Imperial Ballroom
Sun. 10:00 - 10:30am	<b>Intro to Open Simulator uses for Second Lifers</b>	Paul Emery (SL: Casias Falta), Stiofan MacTomais (SL: Stiofainx Rau)	St. James
Sun. 11:00am - Noon	<b>Virtual Worlds Standards: Why You Should Care</b>	David Levine (SL: Zha Ewry), Katherine Mancuso (SL: Muse Carmona), Jeanne Spellman (SL: Jeanne Solo)	St. James

## Technical & Open Source Track Descriptions and Presenters

### SATURDAY, AUGUST 14, 2010

#### **The Challenge and Opportunity of Content in the Greater Grid** David Levine (SL: Zha Ewry)

Saturday, 10:30 - 11:30am - Imperial Ballroom

One of the defining hallmarks of Second Life is the rich universe of user created content. Second Life content creators have thrived within a micro economy fostered by the artificial scarcity imposed by the current set of permissions. This discussion will focus on what you actually "buy" when you buy an item and then ask what happens when you step beyond the current walled garden into OpenSim grids and other virtual worlds.

**David Levine** has been involved in Second Life since 2006, and social computing technology since the 1980s. Presenting personally, David works at the IBM Thomas J. Watson Research center, as a member of the social computing group and is a contributor to IETF Virtual Worlds Agent Protocol (VWRAP) working group.

#### **Match Your In-World Voice with Your Avatar** Monty Sharma, V. P. & General Manager of Integrated Services

Saturday, 4:00 to 5:00pm - Imperial Ballroom

Vivox teamed with Linden Lab in 2007 to bring voice chat to the Second Life community. Recently, we introduced voice morphing that lets you subtly or dramatically alter how your everyday voice sounds in-world. Then, take the opportunity to offer suggestions on future voice morphing effects and provide feedback on your voice chat experiences in Second Life in general.

**Monty Sharma** brings extensive experience in hosted services, broadband, and networking e-business models and markets to Vivox. Before co-founding and joining Vivox, Sharma was VP of business development at Jamcracker, Inc., VP at Novell, Inc., and CTO of Mpowered PC.

### SUNDAY, AUGUST 15, 2010

#### **Intro to Open Simulator uses for Second Lifers** Paul Emery (SL: Casias Falta), Stiofan MacTomais (SL: Stiofainx Rau)

Sunday, 10:00 to 10:30am - St. James

This session will discuss basics on how to install and operate a server to host your own regions on your home computer or a remote server, how to hook your regions to a wider grid, and discuss the process of hyper-grid jumping your avatar to explore the many regions currently up and running. The session will also demonstrate the current status of transporting objects back and forth from SL to open sim regions and explaining the limitations and attractions of currently available viewers..

**Paul Emery** has run a Database System/Ecommerce business for 40 years and has been involved in Second life for 2 years. He is the builder of virtual Lansing Michigan Old Town in-world and is the sysadmin for oakgroveSimOS on the osgrid. **Stiofain MacTomais** is an electronics engineer with 25 years experience working in theatre and related live entertainment environments. Stiofain now runs a recording studio specialising in vintage sound equipment and website management for artists and musicians.

#### **Virtual Worlds Standards: Why You Should Care** David Levine (SL: Zha Ewry), Katherine Mancuso (SL: Muse Carmona), Jeanne Spellman (SL: Jeanne Solo)

Sunday, 11:00 to NOON - St. James

As virtual worlds evolve, standards will be part of the dialogue shaping the growth of their technical architectures and social ecosystems. Topics will include: standards for Second Life-Like worlds, compatibility with existing Internet technologies, accessibility for persons with disabilities, and standards for meshes and graphics.

**David Levine** works at the IBM Thomas J. Watson Research center, as a member of the social computing group and is a contributor to IETF Virtual Worlds Agent Protocol (VWRAP) working group. **Katherine Mancuso** is an accessibility professional who has worked at Disney Imagineering and the Center for Assistive Technology & Environmental Access. She also volunteers with the W3C and IETF to develop accessible virtual world standards. **Jeanne Spellman** is a web accessibility engineer for the World Wide Web Consortium (W3C) and is the team contact for the User Agent Working Group and the Authoring Tool Accessibility Guidelines Working Group. Before joining the W3C Web Accessibility Initiative (WAI), Jeanne has worked as an independent web developer and accessibility consultant.

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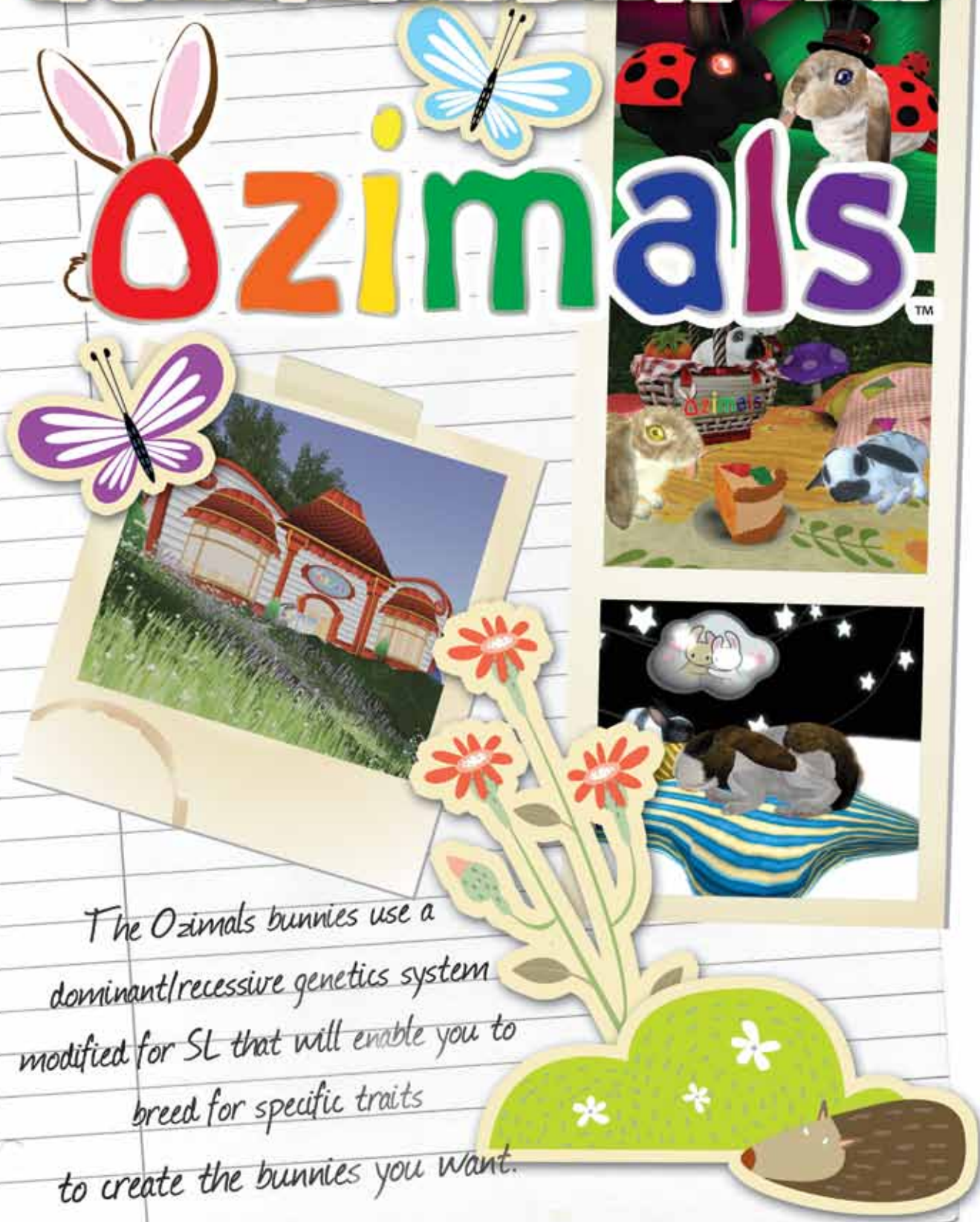
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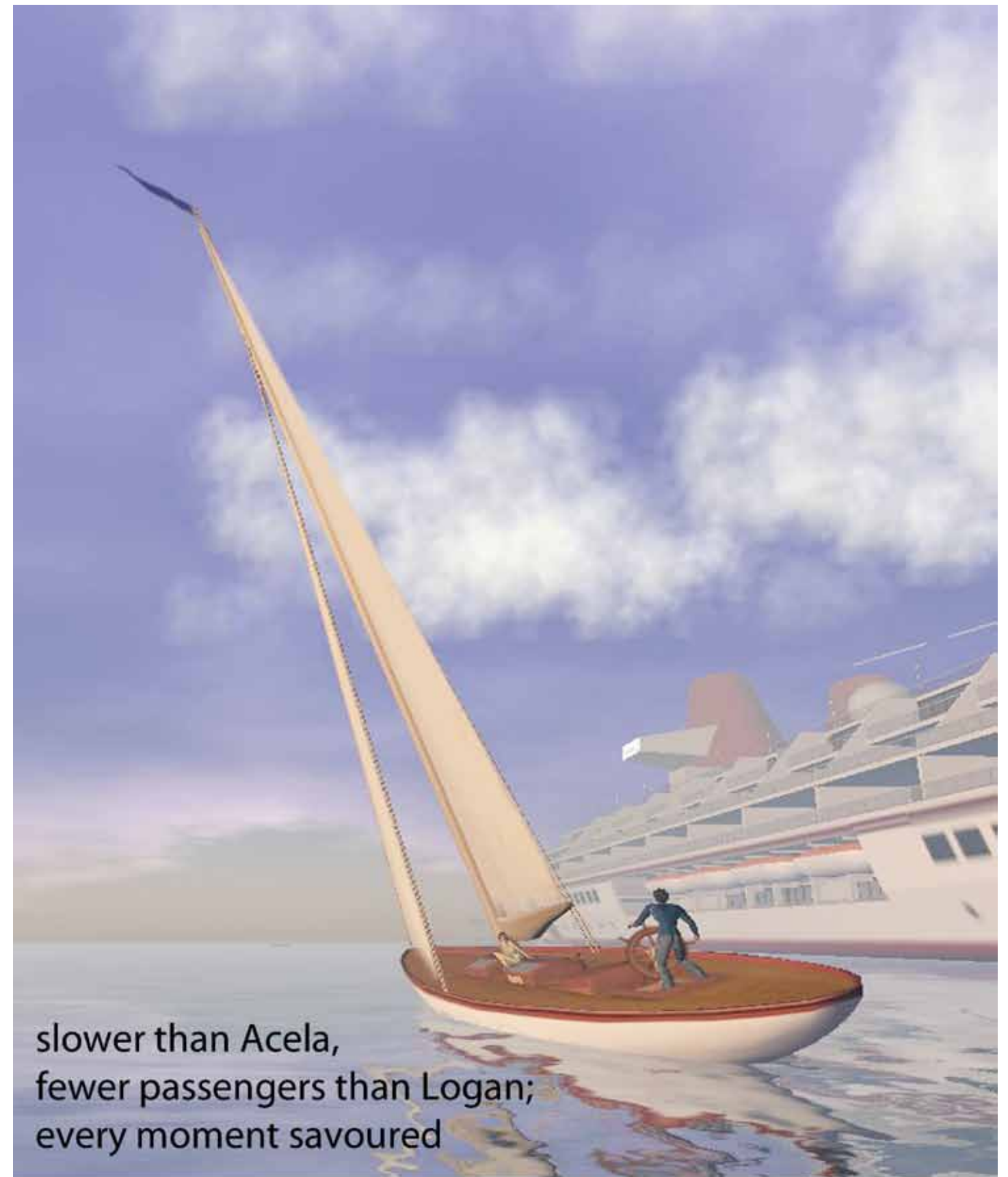
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If you would like more information on voice chat, want to tell us how you use it or simply want to give the Vivox team feedback, please contact Lila Southpaw in-world or send an email to [info@vivox.com](mailto:info@vivox.com).



[www.vivox.com](http://www.vivox.com)

"The Vesuvius Group is more than just a metaverse development firm. In fact, when I call on The Vesuvius Group for my marketing initiatives, I call them as a web futurist think tank with the ability to achieve content that truly leverages the power of next generation web applications. It is very rare to find a group of people that understand the need for balance between form and function at a time when developers tend to use technology for its own sake. I am lucky to have found this group of developers, creators and dreamers!"

Adam Broitman, [amediacirc.us](http://amediacirc.us)



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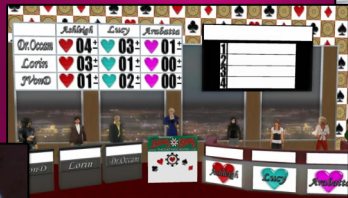
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