

# Connect and Engage:

## Making Technology Work for You

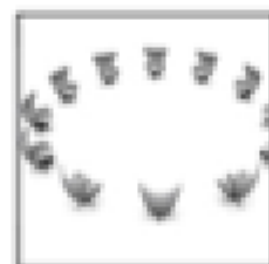


Santiago Jaramillo,  
CEO and founder  
Bluebridge Digital.



# Mark your calendar!

Information and  
registration at  
▶ [wsae.org](http://wsae.org).

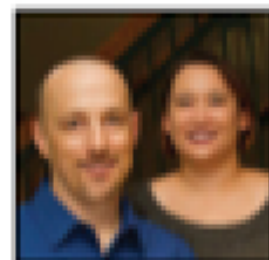


**February 26, 2014**

11:30 am - 1:30 pm

**CEO ROUNDTABLE**

@ Wisconsin Dental Association, West Allis



**April 7-8, 2014**

**SPECIAL EDUCATIONAL PROGRAM PLUS  
CEO-ONLY EVENT**

Maddie Grant and Jamie Notter, authors of  
*Humanize: How People-Centric Organizations  
Succeed in a Social World*

@ Hyatt on Main, Green Bay

*Special guest speaker: Mark Murphy,  
President & CEO, Green Bay Packers*



**May 18-19, 2014**

**WSAE/ASAE FOUNDATION SPRING OUTING**

@ Grand Geneva Resort, Lake Geneva



**September 25-26, 2014**

**WSAE INNOVATION SUMMIT**

@ Hyatt Regency, Milwaukee



**December 4, 2014**

**WSAE HOLIDAY EVENT**

@ Madison Marriott, West



## **Schedule**

**11:00-11:45 am > Part 1: Association Executive Technology Toolbelt**

**11:45 am – 12:45 pm > Lunch and Tech Tables**

**12:45 – 1:30 pm > Part 2: How to Use Mobile for Member Engagement**

**1:30 pm > Bonus: Complimentary Consulting Sessions**

# Tools to Thrive

*Association Executive Technology Toolbelt*

@santiagojara





bluebridge  
digital

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

**The world has changed.**

**Google Ad  
Revenue > US  
Print Industry**

{Business Insider}

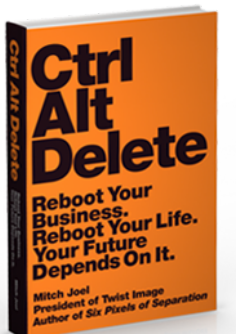
**# of  
smartphones  
sold > babies  
born**

**Amazon  
revenue > 50%  
of world's GDPs**

**Apple: iPads in  
24 months >  
Macs in 24  
years**

**2 million x  
storage of  
Apollo Project =  
iPhone5**

**Mobile will  
overtake TV in  
2014**









PC-ADVTSOR







**Tools.**



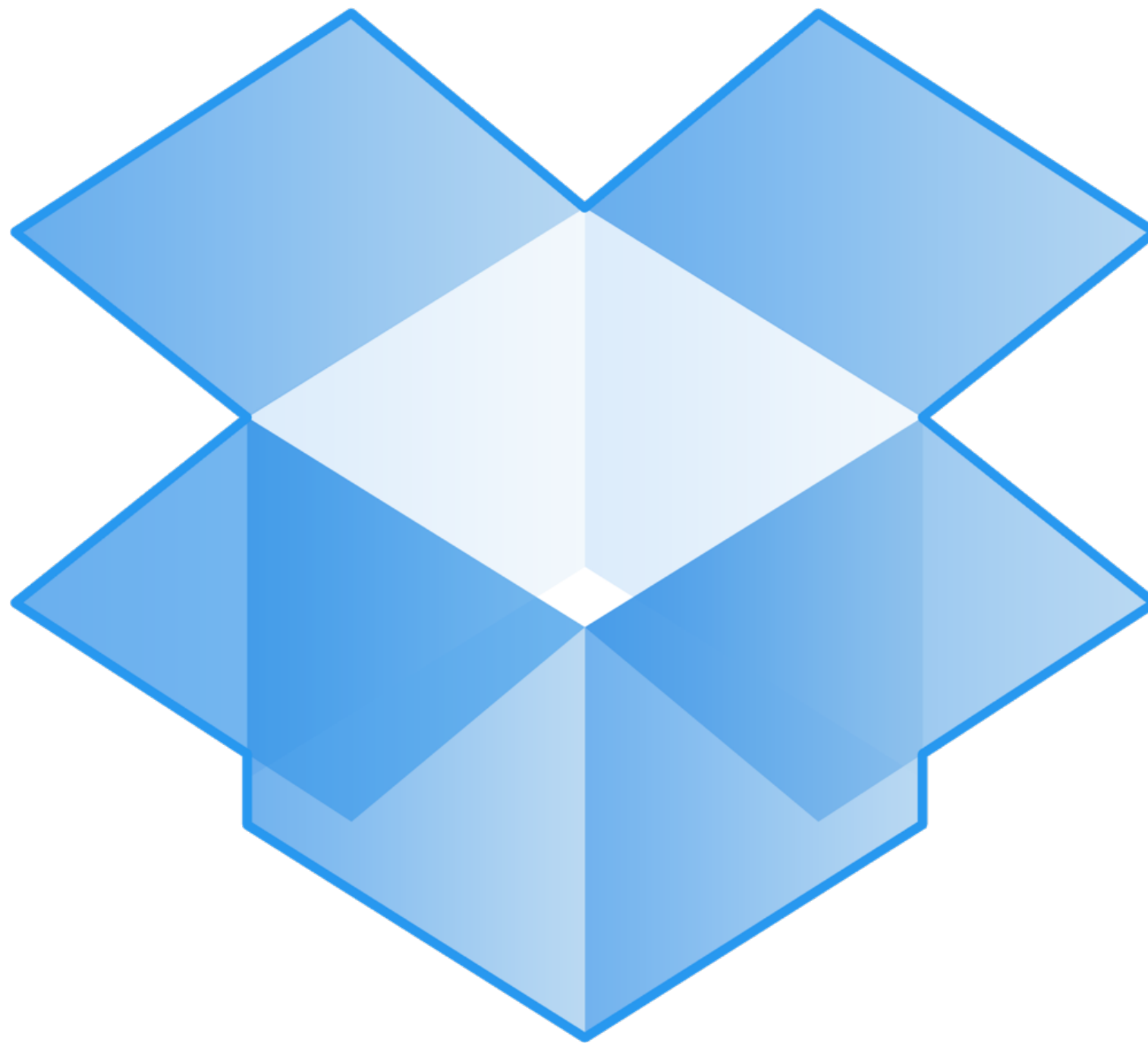


*Adaptability*



# Tools





**[www.Dropbox.com](http://www.Dropbox.com)**



**[www.Drive.Google.com](http://www.Drive.Google.com)**





**[www.carbonite.com](http://www.carbonite.com) & [www.mozy.com](http://www.mozy.com)**



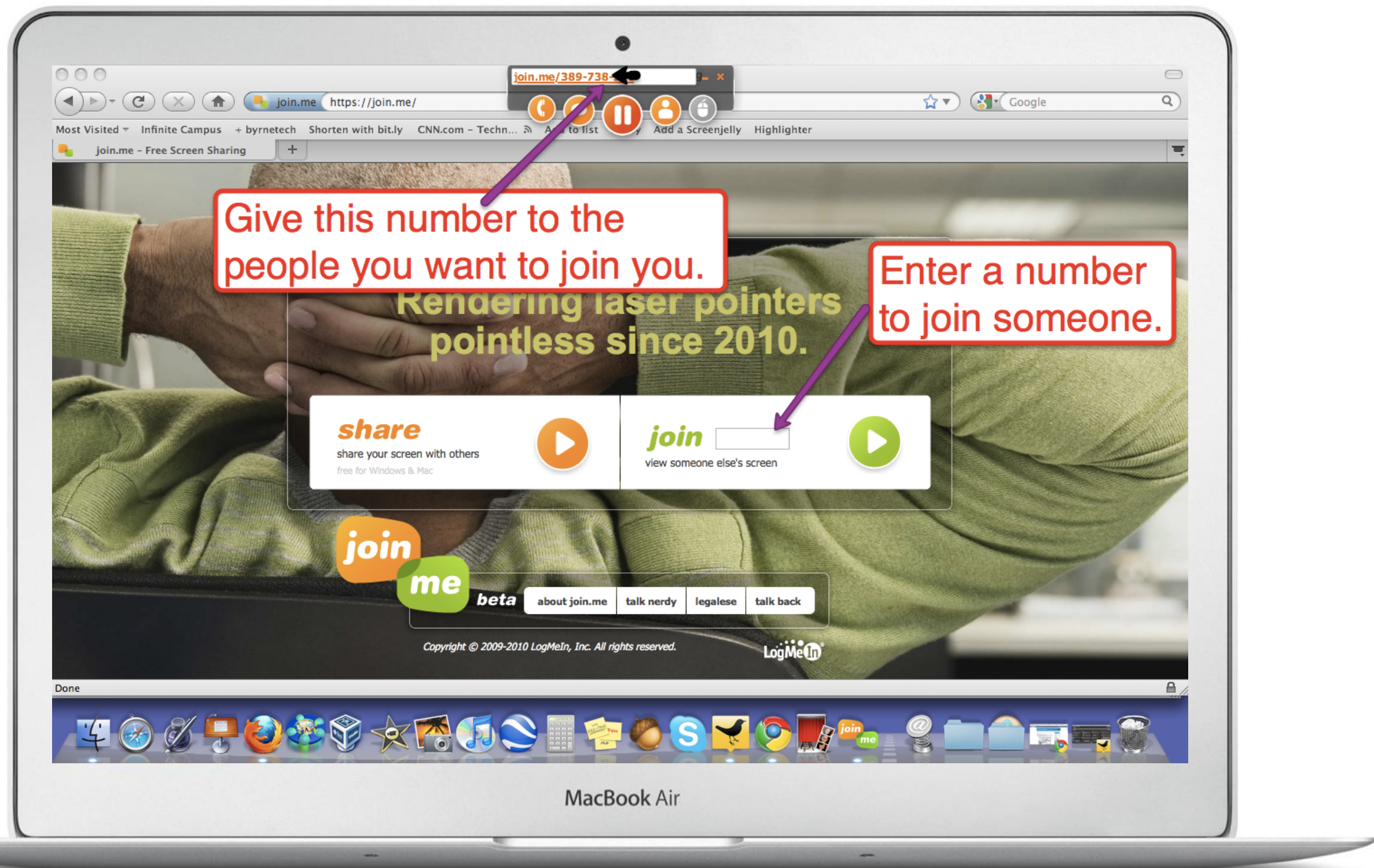
**<https://agilebits.com/onepassword>**







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



**[www.join.me](https://www.join.me)**





Compose message... Send Now

Search Twitter...

jameshicks x Facebook Pages x jameshicks x James Hicks (foursquare) x

+ Add Stream

### News Feed (James Hicks)

**Ronda Mesaris**  
11:45am 0 comments  
I just helped my friend build a house in My Vineyard!!  
I helped Heather build their house in My Vineyard. If you visit their vineyard, you can help, too!

**Ronda Mesaris**  
11:44am 0 comments  
Ronda was a great neighbor and fertilized Heather's grapes.  
I helped out my friend by fertilizing their grapes! This gave them a bonus to their XP, and I love being a good friend and helping them out! You can help them out too!

**Ronda Mesaris**  
11:44am 0 comments  
I just helped my friend build a house in My Vineyard!!  
I helped Heather build their house in My Vineyard. If you visit their vineyard, you can help, too!

**Ronda Mesaris**  
11:43am 0 comments  
I just helped my friend build a house in My Vineyard!!  
I helped Janice build their house in My Vineyard. If you visit their vineyard, you can help, too!

**The Next Web**  
11:43am 0 comments  
Old Spice polishes its monocle smile all the way to a 107% sales increase.  
It's funny, but nearly every time

### Home Feed (jameshicks)

**TheTechGang**  
12:04pm via RSS2Twitter  
TheCloudNetwork: #Cloud #Storage Cloud storage audit trail key to Geminare archiving service for MSPs: By Todd <http://url4.eu/6TVNp>

**latimestot**  
11:19am via OpenBeak  
Letterman: So Tony Hayward is leaving BP. He'll be announcing his future plans soon on a one-hour ESPN special. Latimes.com/ticket

**janinepopick**  
11:19am via TweetDeck  
XLRQ Radio: Janine Popick, Vertical Response talks email marketing/social media/growing your small business <http://bit.ly/aFECuq>

**andrea\_r**  
11:19am via TweetDeck  
and the guest room is ready! RT @wpmuguru: mowed the lawn before our company arrives :)

**coinstar**  
11:19am via Web  
#TrivTues is happening today at 1PM PT - Who will be joining us?

**WebDesignDev**  
11:19am via WebDesignDev  
Guess what?: Make MUCH MORE MONEY Doing Web Design: <http://bit.ly/catpYZ>

**andrea\_r**  
11:18am via TweetDeck  
Cutest hockey fight ever <http://bit.ly/bdFmY1>

**Randy\_Gage**  
11:18am via Su.pr  
The Shocking Truth About the Truth: <http://su.pr/4ZMzpa>

**WebmasterRadio**  
11:18am via API  
Online retailers turn to affiliate marketing <http://bit.ly/b2oogp>

**socialbrite**  
11:18am via Facebook  
We need a handful of people to support

### Mentions (jameshicks)

**senseibot**  
5:39am via API  
@jameshicks Have a problem? JUDO FIX THAT!  
Show Conversation

**senseibot**  
Jul 26, 10:16pm via API  
@jameshicks Have a problem? JUDO FIX THAT!  
Show Conversation

**GlennaStockman**  
Jul 23, 11:52am via Web  
@jameshicks Test and Keep the new Macbook [www.makbook-for-all.info/?=mty2](http://www.makbook-for-all.info/?=mty2) #apple #ipad

**strebel**  
Jul 22, 8:53pm via TweetDeck  
@jameshicks word.. ketel one it top 5 in my book  
Show Conversation

**jolisupport**  
Jul 22, 3:32pm via CoTweet  
@jameshicks Go to Preferences > Desktop Switcher > Netbook mode. It's not a bug, it's a feature. ^ZK  
Show Conversation

**jolisupport**  
Jul 22, 3:13pm via CoTweet  
@jameshicks What issues are you having? ^ZK  
Show Conversation

**GlennaStockman**  
Jul 22, 1:40pm via Web  
@jameshicks Test and Keep the new Macbook [www.makbook-for-all.info/?=mzuy](http://www.makbook-for-all.info/?=mzuy) #apple #ipad

**nimbuzz**  
Jul 21, 3:09am via HootSuite  
@jameshicks thanks for ur feedback :)  
Show Conversation

**blekko**  
Jul 20, 5:49pm via TweetDeck  
@jameshicks Thanks for your interest in our beta. We will DM you the invite info when it's ready to go. #blekko  
Show Conversation

**esavato**  
Jul 20, 4:15pm via twidroid

### Direct Message (Inbox) (jameshicks)

**wdydywd**  
Jul 23, 11:42pm  
I'll follow u w/ @Deifell 1x/w. I'll post images here from all over the world that are part of the wdydywd worldwide meme. They're good to RT

**AwayFind**  
Jul 23, 8:31pm  
Apple <News@insideapple.apple.com>: iPhone 4 Case Program. Available now. Dear iPhone 4 owner, You are eligible to receive an iPhone 4 Bum

**AwayFind**  
Jul 23, 10:52am  
GameStop News  
<gsnews@email.ebgames.com>: GameStop Weekly Offers 7.23.10 - Up to 50% off now! Save 10-50% off new and used games! Home - N

**w3edge**  
Jul 23, 9:19am  
ok glad you figured it out

**w3edge**  
Jul 23, 12:59am  
ok

**w3edge**  
Jul 23, 12:48am  
does this occur when W3TC is disabled?

**w3edge**  
Jul 23, 12:38am  
and i can't see your settings so i have no idea what you have running

**w3edge**  
Jul 23, 12:38am  
i don't see any broken / missing images when i open that page in internet explorer

**w3edge**  
Jul 23, 12:07am  
ah was confused as we've had some turnover here. need to update that. anyway thanks!

**w3edge**  
Jul 23, 12:02am  
who are vadim and andrey?

**billherenda**  
Jul 21, 2:48pm

### Sent Tweets (jameshicks)

**jameshicks**  
10:18am via Assetize.  
Apple's taking battery chargers green with new device <http://bit.ly/9p9H6e>

**jameshicks**  
10:18am via Assetize.  
Apple releases a tablet: Introducing the Magic Trackpad <http://bit.ly/clhYOB>

**jameshicks**  
10:17am via Assetize.  
Wal-Mart Moonwalk - Latest Viral Video <http://bit.ly/d6S412>

**jameshicks**  
10:16am via API  
Published: Wal-Mart Moonwalk - Latest Viral Video - <http://clicky.me/xYR>

**jameshicks**  
7:16am via Assetize.  
Wait, TiVo is still around? Apparently it might be include with the AppleTV <http://bit.ly/9LL9j6>

**jameshicks**  
5:39am via HootSuite  
Published: I Have A Problem With Wikileaks <http://ht.ly/18jhpK>

**jameshicks**  
5:39am via HootSuite  
Published: Unstaged Concerts Will Be Awesome <http://ht.ly/18jhpL>

**jameshicks**  
4:09am via twitterfeed  
Tech Jobs: Database Engineer / Teradata / El Segundo, CA: Teradata/El Segundo, CAThe Software Engineer in our Data... <http://bit.ly/9Tyfu5>

**jameshicks**  
4:09am via twitterfeed  
Tech Jobs: Technical Writer / Teradata: Teradata/Rancho Bernardo, caPosition Summary: Teradata Information Enginee... <http://bit.ly/bEYvDu>

**jameshicks**  
4:09am via twitterfeed  
Tech Jobs: Rockstar Frontend Software Engineer

James Hicks Log Out »

<https://hootsuite.com/>



# Extended Q & A

Thank You.

@santiagojara