



Register Today!

From cave drawings, to the telegraph, to twitter -- learn how social technology has reshaped our society and the way we communicate. At this conference, you will discover more about social technology; where to get it, how to use it securely, and what's on the horizon.

Hear from three keynote speakers and choose four sessions from a selection of more than 20 different topics for the day.

This conference will help you become a more responsible Digital Citizen.

Register by November 1, and you will receive a 1 GB flash drive on the day of conference!

Our Keynote Speakers

We Are Family: Social Connections Through Technology

Emily Hotz

Many Americans carry computers in their pockets, text during dinner, and are always within arms-reach of a gadget. Is technology driving us further apart or can it bring us closer together? Google Account Executive, Emily Hotz will explore new advancements in social technology which might allow us to bridge the distance gap and expand our horizons. She will discuss how social technology has, and will continue to change, the world we live in and why it may just make us all more like family. As an account executive at Google, Emily helps marketing and business leaders build brand awareness, engage customers, generate leads and boost sales. She'll explain how the everyday computer-user can build social connections using today's technology. Emily, a graduate of Northwestern University, has worked with Fortune 500 companies and currently works in the Chicago area.



Today's Technology: How to Protect Yourself Online

Dan Lohrman

Does today's technology have you stymied? Are you concerned about the security of your devices and information? In this session, Michigan's Chief Security Officer, Dan Lohrman, will touch on today's technology -- where we've been, where we're going, and what we need to do to navigate the cyber world safely. From mobile devices to social networking, learn what to avoid, and what you can do to protect yourself! As chief security officer for the state of Michigan, Dan helps keep things safe and secure. He's the author of two books, leads the Michigan Cyber Initiative launched by Gov. Rick Snyder in 2011, and leads several Department of Homeland Security committees. He holds a master's degree from John Hopkins University and a bachelor's degree from Valparaiso University.



Join the Conversation: There's Room For a Little Social in Everyone's Life!

Marisa Horak Belotti

Decades pass, and technology rapidly evolves, but the evolution of technology is not just something that happens. Favored technology paths have included the cell phone, the Internet, email, Nextel (an example of one that lost its momentum), texting, e-marketing, and social media. The introduction and widespread acceptance of social media has significantly changed how people communicate within relationships. Social media lets people stay in the loop—or not. It allows your mom, dad, sisters, brothers, friends, and acquaintances to see how you're doing without being invasive. In this session, you'll learn enough social media techniques to just be "dangerous," and to prepare you for tomorrow. Marisa Horak Belotti is Impress Horak Creative Group President and COO.



Breakout Sessions

10:15 - 11:00

Facebook 101 (01)

Jeff DeHaven, Digital Marketing Director, Blue Thumb Digital

Do you want to use Facebook to connect with family and friends, but you're having a hard time navigating the site? Let the Social Media Guy, Jeff DeHaven teach you all you need to know to understand how the platform works. Not only will you walk away with many tips and tricks, you'll learn about privacy settings and Facebook Mobile. Join us and you'll increase your confidence and really start enjoying all the benefits of Facebook.

Build a Weebly Website (02)

Deb Roberts, SVSU Instructional Technology Specialist

Have you considered creating a website for yourself, a service group, church or family reunion? Weebly is a free drag and drop website builder that allows you to create a professional looking website without having many technical skills. In this session, you'll learn how this program works, and tips and tricks for creating a great looking site in a short period of time.

Guide to Buying Tech Gadgets (03)

Zachery Moren, Computer Consultant

This session will help you establish a set of guidelines for your next technology purchase. You will learn about basic functionality and what to look for when purchasing a "smart" device. We'll weigh the benefits and differences between makes and models, and determine which gadget might work best for you.

What's Next for the News? (04)

Justin Engel, SVSU Communication Specialist

From newspaper boys to radio waves to television broadcasts, news delivery has changed over the generations. Now Internet connections keep households up to date in real time on happenings from your neighborhood to outer space. In this session, you'll learn how people are receiving information in the year 2013, and where those trends could lead in the future.

Surveillance Systems (05)

Andrew Hall, Technology Consultant & Entrepreneur, Digital Medics

The need for video surveillance systems goes far beyond simple security. These days, video surveillance can also give you peace of mind by allowing you to monitor your home, keep an eye on your kids, and monitor the inventory in your small business. Imagine the reassurance of being able to remotely access real-time or archived footage of your residence or business. In this session, we will help you understand the many choices and options, and determine which system might be the right one for your needs.

Open Lab (06)

The open lab is a place for you to bring your specific technology problems. Bring your challenges to our volunteer group of "experts" and see if they can help you out. You are welcome to bring your own smart phones, tablets, or use the PCs in the lab.

Breakout Sessions

11:15 - 12:00

E-readers: What You Need to Know (07)

*Beth Johns, MLIS E-Resources & Reference Librarian, SVSU
Melvin J. Zahnow Library*

Learn tips and tricks on how to download eBooks to eReaders. There are several different models, but some basic tips will help you feel more confident about your new device. Find out what OLLI members and the general public can access through the SVSU Zahnow Library as well as how to download materials from the Saginaw Public Libraries.

Twitter (08)

Andrew Hall, Technology Consultant & Entrepreneur, Digital Medics

What is Twitter? What is a tweet? How does it work? Why should I use Twitter? If you have asked yourself any of these questions, this is a great opportunity to learn about Twitter and the act of "Tweeting." In this session, we will be answering these questions as well as covering the origin of Twitter, the benefits, best practices, and the lingo.

iCloud/Drop Box/Google (09)

Jeff DeHaven, Digital Marketing Director at Blue Thumb Digital

Do you own a number of smart devices? As you move from device to device, do you find that you never seem to have what you need when you need it? Join techie, Jeff DeHaven as he explains different data storage tools and shows you firsthand the benefits of each system. You will understand how to get all of your devices communicating together and be able to access your files from any device at anytime.

Top Eight Online Brain Games (10)

*Kimberly Bishop, Program Specialist for Communications at
AARP Michigan*

It's common knowledge that physical exercise is important for our overall health and well-being, but what about our brain? Brain exercises can improve your memory, attention span, and increase your brain function so you feel your best. Attendees in this session will see a demonstration of the top eight online brain games designed to help improve your brain fitness.

Top Ten "Must Have Gadgets" (11)

Zachary Moren, Technology Consultant

Technology seems to be changing at the speed of light and we see new gadgets every month. What are the "must have" gadgets available today? What technology is on the horizon?

Open Lab (12)

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Breakout Sessions

1:45 - 2:30

iPad/iPhone Fundamentals (13)

Zach Moren, Technology Consultant

Have you recently purchased an iPad, or are thinking of doing so in the near future? This session will explore how to navigate around the iPad. It will also cover basic functionality including apps, accessories, taking pictures, and much more.

YouTube (14)

Deb Roberts, SVSU Instructional Technology Specialist

YouTube is the largest online video platform in the world. It allows you to share originally created videos with family, friends and anyone else in the world. This session will discuss how to be a responsible digital citizen and show you how to set up a YouTube account, and shoot, edit and upload your videos.

Facetime/Skype/Hangout (15)

Jeff DeHaven, Digital Marketing Director at Blue Thumb Digital

Do you have family and friends who live in a different state or country? In this session, you will learn how to have video conversations with them from your computer or mobile device. There will be live demonstrations of these applications as well as tips regarding when to use which one. So power up your devices and get ready for this fun interactive session.

Viruses (16)

Andrew Hall, Technology Consultant & Entrepreneur, Digital Medics

Do you want to use the social media or make purchases online, but are worried that it's not safe? In this session, we will help you understand and recognize the threats the internet might present, the measures you can take to avoid them, and the tools available to protect you and your computer from viruses and malware.

Netiquette: Online Social & Moral Code (17)

Melissa Hobart, Ph.D., SVSU Assistant Professor of Communication

In our offline lives, we know how to be responsible citizens who are polite and respectful to others. We also know how to keep our privacy intact. But what happens when we log on to the internet? This session will cover basic "netiquette" (internet + etiquette). Although it will be geared toward the new user, even experienced users might learn some useful tips. We will cover the definition of netiquette, and common mistakes that users often make and how to avoid those. General guidelines and privacy issues will also be discussed.

Open Lab (18)

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Breakout Sessions

2:45 - 3:30

The Digital Divide: How Technology Brings Us Together and Breaks Us Apart (19)

Brian J. Thomas, Ph.D., SVSU Associate Professor of Sociology

This session examines the impact of social technology on society. We will address issues such as how technology changes human relationships, how different groups of people interact with technology, and how some groups are being left behind by technological change. By examining these issues we will shed light on some of the unintended consequences of social technology adoption.

Windows 8 (20)

Zachary Moren, Technology Consultant

Windows 8 is Microsoft's latest operating system. It features touch-screen capabilities that run on both tablets and PCs. In this session, you will learn how to use this new operating system which differs from the traditional desktop view and now includes a new swipecable start screen. Windows 8 apps, tiles, and charms will be discussed.

Instagram/Vine (21)

Jeff DeHaven, Digital Marketing Director at Blue Thumb Digital

Do you love taking photos and videos, but have a hard time sharing them with your family and friends? Today there are many visual sharing options that will fix that problem in a heartbeat. This session will cover the basics on how to use Instagram and Vine, two popular data sharing options. You'll be able to snap, click, and share your favorite photos and videos in an instant.

Wearable Technologies for Health and Physical Activity (22)

Kerri Vassold & Elizabeth Groendal, SVSU Research Students and Jeremy Knous, Ph.D., SVSU Assistant Professor of Kinesiology

Come learn about the new technologies SVSU is using to track of physical activity and other health indicators. You'll also learn about health-related research occurring at the University. We'll explore Fitbit devices, Jawbone's Up Band, the Nike FuelBand, and more.

Pinterest (23)

Deb Roberts, SVSU Instructional Technology Specialist

Everybody is talking about Pinterest, the new visual social networking site that has the internet world a buzz. Pinterest is an online digital scrapbook that allows you to organize and save all kinds of information. Come learn what it is, and how to use it. Be a part of the revolution that already has 11 million users in the US, and is growing faster than any other social networking site.

Open Lab (24)

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Social Technology Conference

Registration

#1. _____
Name _____

Address _____

City/State/Zip _____

Email _____

Home Phone _____

#2. _____
Name _____

Address _____

City/State/Zip _____

Email _____

Home Phone _____

Program Agenda

Friday, November 22, 8 a.m. - 4:30 p.m.

- 8:00 - 9:00** **Registration, Visit Exhibitors**
- 9:00 - 10:00** **Welcome, Keynote Speaker**
Emily Hotz
Account Executive at Google
- 10:15 - 11:00** **Breakout Sessions (1 - 6)**
- 11:15 - 12:00** **Breakout Sessions (7 - 12)**
- 12 - 1:30** **Keynote Speaker & Lunch**
Dan Lohrman
Michigan Cyber Security Officer
- 1:45 - 2:30** **Breakout Sessions (13 - 18)**
- 2:45 - 3:30** **Breakout Sessions (19 - 24)**
- 3:45 - 4:30** **Keynote Speaker**
Marisa Horak Belotti
Impress Horak Creative Group,
President, COO

Program hosted by the SVSU Osher Lifelong Learning Institute

Price:

OLLI Members \$95 *(before Nov. 1)*

Non-Members \$115 *(before Nov. 1)*

Late registration after Nov. 1, \$125 for everyone.

Cost includes lunch, three keynote speakers, and four breakout sessions.

Please tell us your top four session choices. One from each time block. This will help us determine which sessions will need bigger rooms.

1 _____

2 _____

3 _____

4 _____

Payment Method

Check (payable to SVSU) Amount Enclosed _____

Visa MasterCard American Express Discover

Card Number _____

Expiration Date _____

Cardholder's Name _____

Four Ways to Register

- Call (989)-964-4475
- Register online at www.svsu.edu/olli
- Walk-in: OLLI Office
SVSU Curtiss Hall 142
- Mail form with payment to:
OLLI of SVSU
7400 Bay Road
University Center, MI 48710

