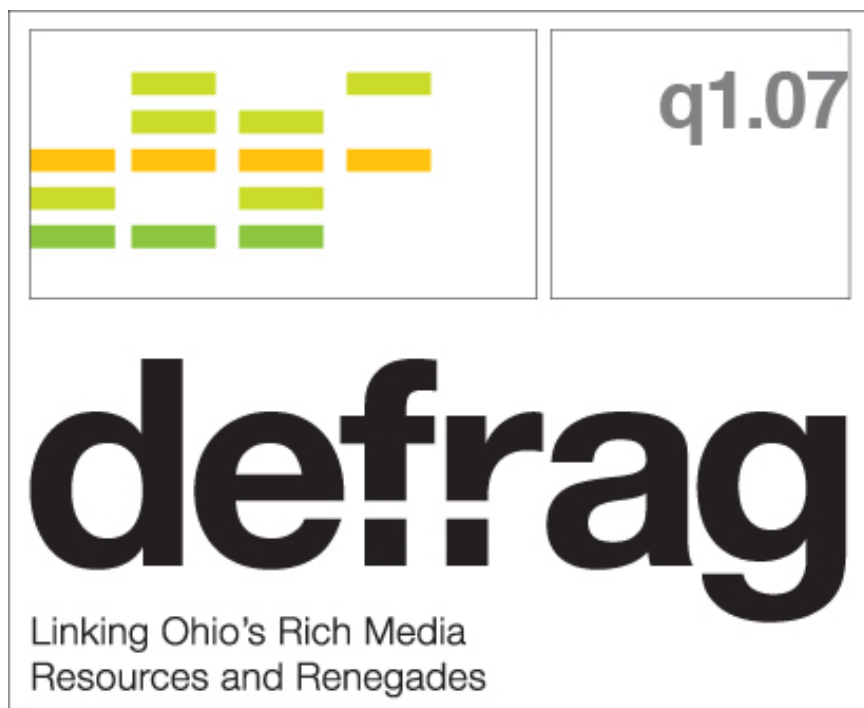


DEFRAG OHIO LORAIN



Build your connections to Ohio's rich media network.

Join us for exciting speakers in open conversations and industry exhibits to accelerate innovation and entrepreneurship in the fastest moving global industry.

Defrag Ohio Lorain will focus on education and workforce development. We'll learn what makes digital natives tick, best practices in education, and discover fresh opportunities for projects and new business.

Conference sessions will focus on 3-D immersive serious and entertainment digital interactive experiences in game design, education, art, mixed media, social software development, narrow casting, distance learning, programming, as well as industry standards and ethics.

Connect with business, government, academic and civic leaders to build collaborations with organizations and leaders across the state of Ohio.

Contact: Betsey Merkel

Contact Info: Cell 216-246-2447

Email: betseymerkel@gmail.com



Dates

Thursday, April 12, 2007

Keynote Speaker:

Keith Krach, President,
3 Points, LLC

Friday, April 13, 2007

Saturday, April 14, 2007

Free/Open to the Public

Location Lorain County

Community College 1005 N Abbe
Rd. Elyria, OH 44035 /

1-800-995-LCCC

www.lorainccc.edu

Registration

<http://www.lorainccc.edu/defrag>

Who Should Attend game designers, programmers, urban planners, economic development professionals, health care providers, educators, investors, and government and civic leaders.





Keynote Speaker, Keith Krach is currently the CEO of 3Points, Inc., an investment holding company based in Los Gatos, CA. Krach co-founded Ariba (ARBA on NASDAQ) in 1996, serving as CEO for the first 5 years of Ariba's history and Chairman of the Board for 7 years. Under his leadership as CEO, Ariba not only pioneered B2B, but also grew rapidly to become the dominant global player in the ever-evolving business-to-business (B2B) e-commerce industry. During his tenure as CEO, Krach took Ariba public, ultimately achieving a market

capitalization of \$34 billion and becoming one of the fastest growing software companies in history. In honor of his accomplishments in e-business, Ernst & Young named Krach the 2000 National Entrepreneur of the Year, the same year in which he was honored at the World Economic Forum in Davos, Switzerland, with the Technology Pioneer Award.

After earning his B.S. degree in industrial engineering from Purdue University in 1979 as a General Motors Scholar and an MBA from Harvard University in 1981 as a GM Fellow, Krach worked at GM's Cadillac Division, New York Treasurer's Office, and GM's Technical Center before being named as GM's youngest-ever vice president at the age of 26, going on to spearhead GM's first-ever Japanese joint venture, GMF Robotics.

After 10 years with GM, Krach headed out to Silicon Valley to join the founding team of Rasna Corporation as the Chief Operating Officer. Krach helped lead Rasna to be recognized as #3 on the Inc. 100 list of Fastest-Growing Companies. Rasna was sold in 1995 to Parametric Technologies (PMTIC on NASDAQ) for \$500 million. Krach then became the first entrepreneur-in-residence at Benchmark Capital where he assembled the team to form Ariba in 1996.

Krach has lectured at Harvard, Stanford, Berkeley and IMD in Switzerland. He currently serves on the Board of Directors of XOJet and Collabnet. Krach is committed to numerous philanthropic endeavors, including co-founding the Children's Autistic Network, serving on the Board of Governors for Opportunity International, the larg-

est issuer of micro loans in the world, and being named as the International President for the Sigma Chi Fraternity, with chapters at 220 universities in North America and over 250,000 members.

For more information go to:
<http://defragohio.pbwiki.com>

