



defrag q1.07

Linking Ohio's Rich Media
Resources and Renegades

PRESS RELEASE

FOR IMMEDIATE RELEASE 02/26/2007

END DATE: 04/14/2007

Contact:

Betsey Merkel

I-Open

C: 216-246-2447

DEFRAG OHIO LORAIN RICH MEDIA CONFERENCE FEATURES KEITH KRACH, CEO of 3Points, Inc

NORTHEAST OHIO NATIVE, VENTURE CAPITALIST AND Ariba CO-FOUNDER

The second quarterly **Defrag Ohio Lorain** conference will be held Thursday, April 12, Friday, April 13 and Saturday, April 14, 2007, at the John A. Spitzer Conference Center at Lorain County Community College, 1005 Abbe Road North, in Elyria, OH 44035. **Defrag Ohio Lorain** builds partnerships and collaborations with community and regional organizations with a focus on education and workforce development opportunities in rich media. Industry exhibits will display gaming technologies and digital media applications. The conference is free and open to the public. To register, go on-line to <http://www.lorainccc.edu/defrag>.

Keith Krach, CEO of 3Points, Inc., will open the Defrag Ohio conference as the Key-note Speaker, Thursday, April 12, at 5:00 P.M., John A. Spitzer Conference Center. Krach is currently CEO of 3Points, Inc., an investment holding company based in Los Gatos, CA. He 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.

A partial listing of entrepreneurs, business leaders and researchers contributing to the Defrag Ohio conference includes:

- Matthew Bernius, Visiting Professor at The Rochester Institute of Technology (RIT), will present research on the impact of Web 2.0 social software platforms - the second generation of web-based services, such as social networking sites, blogs, and wikis., i.e., You Tube, My Space, on technological innovation, marketing and social behaviors;
- Dr. Thomas Nosek, Professor, Case Western Reserve University, will present on Serious Gaming to teach health-related materials to professional students and to the general public;
- John Hancock, Professor of Architectural History, Associate Dean of Research, and Co-Founder of the Animation Image Center for Electronic Reconstruction of Historical and Archaeological Sites (CERHAS) at the College of Design, Architecture, Art and Planning at the University of Cincinnati will lead a workshop on the reconstruction and visualization of historical archaeological sites;
- Elizabeth Bartley, Executive Director, Adjunct Research Instructor, College of Design, Architecture, Art & Planning, University of Cincinnati will guide an open discussion about how to build successful large scale collaborations for multi-institutional digital media projects;
- Karen Riggs, Professor, Director, Game Research and Immersive Design (GRID) Lab, Ohio University will present research on Intergenerational Learning in Interactive Environments and, Ethics in Gaming;
- Betty Jo Licata, Ph.D., Dean of the Williamson College of Business, Youngstown State University, will lead a discussion to explore 21st Century business school curriculum design for future entrepreneurs;
- Joel Bush, Sales Director, Near-Time, collaborative software company of Research Triangle Park, N.C., will host instructional workshops to build on-line collaborative websites for developing projects and e-businesses for entrepreneurs and business leaders.

Defrag Ohio Lorain integrates rich media innovation opportunities across disciplines, economic sectors acting with civic entrepreneurs, government and business leaders to understand how collaborative leadership, social networks and project collaborations can address our innovation imperative.

Who Should Attend: business and civic leaders, serious and entertainment game designers, web designers, programmers, urban planners, economic development professionals, health care providers, educators, computer and technology specialists, investors and government officials.

The **Defrag Ohio Lorain** conference is presented in partnership by Lorain County Community College (LCCC) and The Institute for Open Economic Networks (I-Open) with generous support from the Lorain County Community College Foundation. **Defrag Ohio Lorain** is free and open to the public. You can register on-line at <http://www.lorainccc.edu/defrag> For more information go to <http://defragohio.pbwiki.com>

Lorain County Community College is located 25 miles west of Cleveland in Elyria, Ohio, LCCC is one of the top 15 fastest-growing community colleges in the nation. LCCC features 37 associate's degrees and through its unique University Partnership program 27 bachelor's and 12 master's degrees. LCCC is also home to the Great Lakes Innovation and Development Enterprise, an Edison Technology Incubator, which provides incubation and development services for businesses at the start-up or expansion stage.

The Lorain County Community College Foundation (LCCCF), a direct support organization for LCCC, was established in 1973. Among the first community college foundations nationwide, the LCCCF assembles resources from the philanthropic community to accelerate LCCC's mission and vision. The support provided by the LCCCF enables LCCC to pursue innovative opportunities that meet the specific needs of our region. In essence, the LCCCF creates a "margin of excellence" for LCCC that is not possible through traditional revenue sources alone, sources such as tuition, state and local funding for higher education.

The Institute for Open Economic Networks (I-Open) is an economic development organization based in Northeast Ohio with a national reach that develops new practices and tools for Open Source Economic Development. For more information, go to <http://www.i-open.org>