



**A-Ha Yourself!**<sup>TM</sup>  
Epiphanies, Inc.

**3<sup>rd</sup> ANNUAL**            
**"A-Ha!" NH Social Media Business Summit**



#AhaNH

Expand  
Engage  
Lead



**A-Ha Yourself!**  
Epiphanies, Inc.

**nheconomy.com**  
The NH Division of Economic Development

Thursday, Oct. 27<sup>th</sup> 2011 – Gunstock Mtn. Resort, Gilford, NH [Register Now: AhaNH.com](http://AhaNH.com)

October 27, 2011  
Gunstock Mountain Resort, Gilford, NH

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*Partners, Speakers,  
and Success Team Spotlight*

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# 3rd Annual "A-Ha!" NH Social Media Business Summit

## Your Allies in Possibility!

### Lani & Allen Voivod

Hailed as "visionary" and "two of the most creative thinkers in the industry" by the NH Division of Economic Development, Lani and Allen Voivod share powerful social marketing and success strategies through speaking, events, webinars, workshops, and their own online channels.

Their company, Epiphanies, Inc., is in the business of engaging leaders, inspiring entrepreneurs, and redefining what's possible for bold brands, innovative businesses, and mission-driven organizations in this dynamic, relationship-driven world.

Presentations and specialties include: Facebook, Twitter, Blogging, Content Marketing, YouTube, LinkedIn, Foursquare, Community Building, Brainstorming, Online Branding, Storytelling, Google+, and Integrated Email Campaigns.

As members of an intimate, global mastermind group led by Mari Smith (dubbed "The Pied Piper of Facebook" by Fast Company and winner of Fast Company's "Influence Project"), Lani and Allen believe in the **power and profitability of collaboration, creative energy, and purposeful play.**

#### Highlights

- Founders and creators of the annual "A-Ha!" NH Social Media Business Summit
- Interviewed for [Forbes.com](http://Forbes.com), Blog Talk Radio, NHPR, and WTPL
- Featured in the Union Leader, BusinessNH Magazine, NHBR, the "No Bull" Business Blog, and other NH-focused news outlets
- Passionate about communication, content, ideas, innovation, NH's economy, and the Social Web
- Think of Allen, Lani, and Epiphanies, Inc. for speaking, keynotes, presentations, panel discussions, custom workshops, and creative collaborations

To find out how they can help you boost visibility, community, competitive edge, memberships, and profits, connect with them in any or all of the ways that work for you:

**Check out** and leave a comment at their "A-Ha!" Blog at <http://AhaYourself.com>

**Join** their Facebook community at <http://facebook.com/AhaYourself>

**Follow** them on Twitter at [@LaniVoivod](https://twitter.com/LaniVoivod), [@AllenVoivod](https://twitter.com/AllenVoivod), and [@EpiphaniesInc](https://twitter.com/EpiphaniesInc)

**Subscribe** to their "A-Ha!" TV Channel at <http://YouTube.com/AhaYourself>

**View** their presentations and slidecasts at <http://SlideShare.net/AhaYourself>

**Add** them to your Google+ Circles at [+LaniVoivod](https://plus.google.com/+LaniVoivod) and [+AllenVoivod](https://plus.google.com/+AllenVoivod)



**Thank You to Our  
Founding Summit Partner**

**nheconomy.com**  
The NH Division of Economic Development

# 3rd Annual "A-Ha!" NH Social Media Business Summit

## Featured Speakers

### Abby Fichtner



Abby Fichtner is the Hacker Chick. She's been developing software ever since her father brought home an Atari 800 at the age of 8. She's also a Developer Evangelist for Startups at Microsoft where she has the most awesome job of helping startups create the next generation of software. In the blur between Atari 800 & Microsoft, she worked for a number of startups and became extremely passionate about how we can develop better software. So, she created The Hacker Chick Blog and got active (online & off!) about spreading the good word -- and for that, she's received back 100 fold. Microsoft BizSpark provides startups with software, support & visibility for developing software:

[www.BizSpark.com](http://www.BizSpark.com)  
Facebook: [HackerChick](https://www.facebook.com/HackerChick)

Twitter: [@HackerChick](https://twitter.com/HackerChick)

### Lou Bortone



Lou Bortone is an Online Branding Specialist and video pro who helps entrepreneurs and service professionals build breakthrough brands on the Internet, so they can have more visibility, credibility and profitability. Lou delivers innovative online branding strategies, including video production and editing, social media marketing and online video consulting.

Lou is a former television executive who worked for E! Entertainment Television and Fox in Los Angeles. He is also an author and ghostwriter of six business books, a Certified Guerrilla Marketing Coach and a Book Yourself Solid Certified Coach.

[www.LouBortone.com](http://www.LouBortone.com)  
Facebook: [Lou.Bortone](https://www.facebook.com/Lou.Bortone)

Twitter: [@LouBortone](https://twitter.com/LouBortone)

### Steve Boucher



Steve Boucher has worked as Communications & Legislative Director for the New Hampshire Division of Economic Development since January, 2001. In his role at the Division of Economic Development, Steve coordinates all aspects of internal and external communications for the state's economic development effort including media interaction, strategic planning, social media, collateral development, web design and copywriting. In addition, he is entrusted with developing public relations strategies and campaigns for a variety of special projects including the statewide Governor's Advanced Manufacturing & High Technology Summit, Greenerpalooza, the Open Invitation initiative and the NH Economic Development Summit.

[www.NHEconomy.com](http://www.NHEconomy.com)  
Facebook: [NoBullBusiness](https://www.facebook.com/NoBullBusiness)

Twitter: [@NoBullBlog](https://twitter.com/NoBullBlog)

### Nancy Clark



Nancy is the Chief Strategist and President of the Glen Group (an award-winning NH ad agency based in North Conway).

Nancy is sometimes referred to as the "Owner Girl" at "New Hampshire's Best Agency with Big Ideas."

[www.GlenGroup.com](http://www.GlenGroup.com)  
Twitter: [@GlenGroup](https://twitter.com/GlenGroup)  
Facebook: [GlenGroup](https://www.facebook.com/GlenGroup)

## Featured Speakers

### Walter Elly



Walter Elly is a consultant with V2 Strategic Advisors; former senior director of emerging technology at MicroArts Creative Agency; Co-director of Foursquare Day and co-founder of Portsmouth Foursquare.

[www.walterelly.com](http://www.walterelly.com)  
Twitter: [@WalterElly](https://twitter.com/WalterElly)  
Facebook: [WalterElly](https://www.facebook.com/WalterElly)

### Ric Pratte



As a pioneer in Social CRM, Ric has shaped the development of how businesses can understand social relationships and conversations and effectively utilize that knowledge. As Co-founder and President of JitterJam, Ric drove the development of a unique and compelling Social CRM (SCRM) system that is being used by brands and agencies worldwide. JitterJam was acquired by Meltwater Group in March 2011, where Ric is now Director of the Meltwater Buzz business unit.

[www.buzz.meltwater.com](http://www.buzz.meltwater.com)  
Twitter: [@RicPratte](https://twitter.com/RicPratte)  
Facebook: [Ric.Pratte](https://www.facebook.com/Ric.Pratte)

### Corissa St. Laurent



Corissa St. Laurent is a relationship marketing expert with more than 10 years experience creating powerful new media marketing campaigns and event promotions. After owning and operating two different small businesses, she joined Constant Contact as the Regional Development Director for New England in June 2009. She dedicates her time to teaching people how to build lasting relationships through email, social media, and event marketing, through her lively and inspiring presentations and workshops.

[www.constantcontact.com](http://www.constantcontact.com)  
Twitter: [@CorissaCTCT](https://twitter.com/CorissaCTCT)  
Facebook: [ConstantContact.Corissa](https://www.facebook.com/ConstantContact.Corissa)

### Kevin Skarritt



Kevin has been an award-winning serial entrepreneur for more than 14 years. His new company (FlockMarketing.com) is a Lansing Michigan-based digital interactive, brand and social media marketing agency. Kevin has created websites for several notable national brands and several large scale social networks (eg. EquestrianLife.com).

Kevin's Twitter profile reads: "Social media junkie, web wonk, Dad to two Eagle Scouts, husband, pilot, chess geek, book-a-holic, and upright bass noob. He is also the co-founder of the New England Web Developers Association and co-founder of Michigan Computer-Human Interaction Association (michiCHI.org)

[www.flockmarketing.com](http://www.flockmarketing.com) Twitter: [@Skarritt](https://twitter.com/Skarritt)  
Facebook: [flockmarketing](https://www.facebook.com/flockmarketing)



# 3rd Annual "A-Ha!" NH Social Media Business Summit

**Special thanks to the thought leaders and social media trailblazers who contributed videos to be featured at the "A-Ha!" NH Social Media Business Summit**

## Paul Boynton

CEO, The Moore Center; Author, *Begin With Yes*

[BeginWithYes.com](http://BeginWithYes.com)

[Facebook.com/BeginWithYes](https://Facebook.com/BeginWithYes)

Twitter handle: [@BeginWithYes](https://twitter.com/BeginWithYes)

Twitter Bio: Paul S. Boynton, author of *Begin with Yes* is the President/CEO of a NH non-profit, a personal mentor/coach, corporate consultant, and motivational speaker.



## Chris Brogan

President, Human Business Works; Author, *Trust Agents*

[ChrisBrogan.com](http://ChrisBrogan.com)

[Facebook.com/ChrisBroganMedia](https://Facebook.com/ChrisBroganMedia)

Twitter handle: [@ChrisBrogan](https://twitter.com/ChrisBrogan)

Twitter Bio: President, Human Business Works.

More? <http://bit.ly/cbbio>. Contact: <http://chrisbrogan.com/contact> | <http://chrisbrogan.com>



## C.C. Chapman

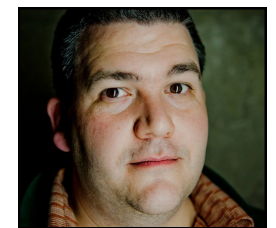
Founder, Digital Dads; Author, *Content Rules*

[CC-Chapman.com](http://CC-Chapman.com)

[Facebook.com/CC.ChapmanFans](https://Facebook.com/CC.ChapmanFans)

Twitter handle: [@CC\\_Chapman](https://twitter.com/CC_Chapman)

Twitter Bio: Professional Creative working on inspiring the world. Author, *Content Rules*. Founder, Digital Dads. Consultant, Speaker and lover of life.



## Jason Falls

Co-Author and Editor, *Social Media Explorer*

[SocialMediaExplorer.com](http://SocialMediaExplorer.com)

[Facebook.com/socialmediaexplorer](https://Facebook.com/socialmediaexplorer)

Twitter Handle: [@JasonFalls](https://twitter.com/JasonFalls)

Twitter Bio: Jason Falls thinks a lot. And shares. Sometimes it's useful even.



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## Laura Fitton

Inbound Marketing Evangelist, Hubspot;  
Founder of [oneforty.com](http://oneforty.com) and Co-Author of *Twitter for Dummies*  
[aboutme.pistachio](http://aboutme.pistachio)  
[Facebook.com/pistachio](https://www.facebook.com/pistachio)  
Twitter handle: [@Pistachio](https://twitter.com/Pistachio)



Twitter Bio: Inbound Marketing Evangelist [@HubSpot](https://twitter.com/HubSpot), Founder [@oneforty](https://twitter.com/oneforty), co-author Twitter for [@Dummies](https://twitter.com/Dummies). Much excitement and geekiness about where this all leads.

## Tim Hayden

CMO, 44 Doors  
[44doors.com](http://44doors.com)  
[Facebook.com/austinhayden](https://www.facebook.com/austinhayden)  
Twitter handle: [@TheTimHayden](https://twitter.com/TheTimHayden)



Twitter Bio: CMO @44Doors, mobile technology + experiential strategy for agencies and brands. Husband, Dad, Son and Friend to many good Humans.

## Jeremy Hitchcock

CEO, Dyn  
[Dyn.com](http://Dyn.com)  
[Facebook.com/jhitchco](https://www.facebook.com/jhitchco)  
Twitter handle: [@JHitchco](https://twitter.com/JHitchco)



Twitter Bio: Technology entrepreneur living the dream!

## Nate Lindquist

President, Innerspire  
[innerspire.com](http://innerspire.com)  
[Facebook.com/natelindquist](https://www.facebook.com/natelindquist)  
Twitter Handle: [@NateLindquist](https://twitter.com/NateLindquist)



Twitter Bio: Marketing consultant, entrepreneur, social media explorer, father, business consultant and coach [@innerspire](https://twitter.com/innerspire) and [innerspire](https://www.facebook.com/innerspire) on Facebook - grow your business!



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## Jeremiah Owyang

Industry Analyst, Altimeter Group

[Web-strategist.com/blog](http://Web-strategist.com/blog)

[Facebook.com/jeremiahowyang](https://Facebook.com/jeremiahowyang)

Twitter handle: [@JOwyang](https://twitter.com/JOwyang)

Twitter Bio: Industry Analyst (aka Catalyst) at Altimeter Group.



## Chris Penn

Director of Strategy and Innovation, WhatCounts

Co-Founder, PodCamp

[CSPenn.com](http://CSPenn.com)

[Facebook.com/cspenn](https://Facebook.com/cspenn)

Twitter handle: [@CSPenn](https://twitter.com/CSPenn)

Twitter Bio: Director of Strategy [@whatcounts](https://twitter.com/whatcounts), ninja, PodCamp cofounder, Marketing over Coffee cohost, speaker, author, USF marketing professor.



## Mari Smith

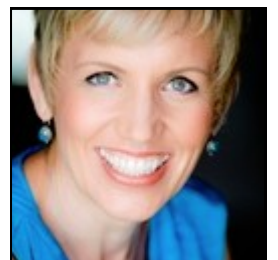
Social Media Leader, Author, *The New Relationship Marketing*

[MariSmith.com](http://MariSmith.com)

[Facebook.com/MariSmith](https://Facebook.com/MariSmith)

Twitter handle: [@MariSmith](https://twitter.com/MariSmith)

Twitter Bio: Mari 'like Ferrari!' Passionate Leader of Social Media, Relationship Marketing and Facebook Mastery. Globetrotting Speaker and Author. Bubbly Scottish-Canadian.



## Lane Sutton

Social Media Strategist

[LaneSutton.com](http://LaneSutton.com)

[Facebook.com/LaneSutton](https://Facebook.com/LaneSutton)

Twitter handle: [@LaneSutton](https://twitter.com/LaneSutton)

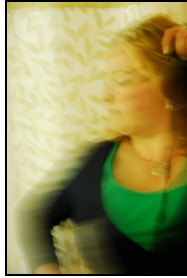
Twitter Bio: 14-year-old Entrepreneur, Digital Native, Social Media Coach, Kid Critic, Speaker, Blogger. I like business, Internet, privacy, tech, social media and more.



## The Success Team!

### Michelle Goodearl

Hi! I'm Michelle Goodearl and have been photographing the world around me and the beautiful people in it since I was five with my Mickey Mouse 110 camera. These days, I am passionate about providing clients with truly unique business and lifestyle portraits. I was the first Heart Gallery Photographer for the State of New Hampshire, and am blissed out to be able to provide schools with really cool school portraits, families with heirloom pictures and musicians with album and promo images. For my recent project, I'm working with an Academy Award winning director, photographing a movie currently in production.



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

Facebook: [Michelle-Goodearl-Photography](https://www.facebook.com/Michelle-Goodearl-Photography)

### Daniel Freund

Daniel Freund is a digital media professional with nearly 11 years of industry experience. He currently owns and operates Kinney Hill Media Partners, a boutique, digital strategy and production agency in Portsmouth, NH. He is involved with numerous projects ranging from web-based client engagements, to interactive online video series and television production. Previously, Daniel worked as a producer for Silver Oven Studios, a brand strategy firm serving the private equity industry. He has also held positions in the publishing industry where he was responsible for creating supplementary media assets for college and university courses internationally. Daniel enjoys making friends, and lives with his wife in Portsmouth.



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

Facebook: [KinneyHill](https://www.facebook.com/KinneyHill)

Twitter: [@MyFriendDan](https://twitter.com/MyFriendDan)

### Jim Tyrrell

Jim Tyrrell is a songwriter/musician from Plymouth, New Hampshire. He has been active in the NH musical community for over 20 years. He currently plays over 100 shows a year in and around New England. A full schedule (along with music links and tales from the road) can be found on his website.



[www.JimTyrrell.net](http://www.JimTyrrell.net)

Twitter: [@JimTyrrell](https://twitter.com/JimTyrrell)

Facebook: [JimTyrrell](https://www.facebook.com/JimTyrrell)

### Leslie Sturgeon

Not only is Leslie Sturgeon a 23-year entrepreneurial veteran, a community leader, professional event organizer, and the visionary founder of Women Inspiring Women, but she has been recognized by the NH Small Business Administration as their 2009 “Women in Business Champion” and by the New Hampshire Business Review as one of six 2010 “Outstanding Women in Business.”



If you are a “super cool chick” looking for a unique and fun way of meeting other professional women, love learning something new and want to be inspired, then check out a Women Inspiring Women event - held twice per month throughout NH. Visit their website to sign up for newsletters and event calendars.

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

Facebook: [Women Inspiring Women](https://www.facebook.com/WomenInspiringWomen)

Twitter: [@WomenInspiring](https://twitter.com/WomenInspiring)



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## Partners in Possibility!

### **nheconomy.com** The NH Division of Economic Development

The NH Division of Economic Development offers resources to enhance the economic activities of the state through business attraction outreach, in-state business expansion efforts, and facilitation of government and international sales.

Visit them at [www.NHEconomy.com](http://www.NHEconomy.com)

Twitter: [@NoBullBlog](https://twitter.com/NoBullBlog)

Facebook: [NoBullBusiness](https://www.facebook.com/NoBullBusiness)



Public Service of New Hampshire is the Granite State's largest electric utility, serving more than 490,000 homes and businesses throughout the state. Their personnel includes more than 1,200 employees who work and live in New Hampshire, contributing in many ways to the communities where they reside.

Visit them at [www.PSNH.com](http://www.PSNH.com)

Twitter: [@PSNH](https://twitter.com/PSNH)

Facebook: [PSNH News](https://www.facebook.com/PSNHNews)



Flock Marketing helps businesses with identity crises ditch their baggage and become their strongest, ultra powerful, most profitable selves. With their pioneering branding formula, struggling entrepreneurs, cutting-edge corporations, and Fortune 500 companies alike have soared to heights (and profits!) they didn't know they had in them.

Visit them at [www.flockmarketing.com](http://www.flockmarketing.com)

Twitter: [@Skarritt](https://twitter.com/Skarritt)

Facebook: [Flockmarketing](https://www.facebook.com/Flockmarketing)



Pick your season, Pick your passion!  
Skiing, snowboarding, tubing, snowshoeing, camping, hiking/biking, lift rides, aerial treetop adventures, zip tours and Segway tours!  
719 Cherry Valley Road, Gilford, NH

Visit them at [www.gunstock.com](http://www.gunstock.com)

Twitter: [@Gunstockmtn](https://twitter.com/Gunstockmtn)

Facebook: [Gunstock-Mountain-Resort](https://www.facebook.com/Gunstock-Mountain-Resort)



For more than a quarter century, the award-winning NH Business Review has been the Granite State's leading source for business news, analysis and commentary! Every two weeks 50,000 decision-makers turn to NHBR.

Visit them at [www.nhbr.com](http://www.nhbr.com)

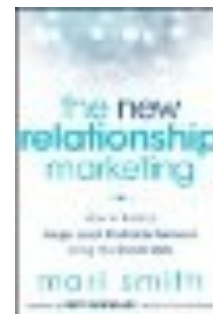
Twitter: [@NHBizReview](https://twitter.com/NHBizReview)

Facebook: [NHBusinessReview](https://www.facebook.com/NHBusinessReview)

## Recommended Reading

*While there are countless books, sites, and resources available to beef up our social media knowledge and know-how, here is a short list of books we recommend for you, all of which we’re giving away as prizes throughout the day during the live Summit. (Click on link to order from Amazon.com)*

[The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web](#), by Mari Smith



[Begin With Yes](#), by Paul Boynton



[Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars \(and More\) That Engage Customers and Ignite Your Business](#), by Ann Handley and C.C. Chapman

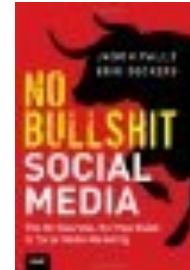


[Launch: How to Quickly Propel Your Business Beyond the Competition](#), by Michael Stelzner



## Recommended Reading - *Continued*

[No Bull\\*\\*\\*\\* Social Media: The All-Business, No-Hype Guide to Social Media Marketing](#),  
by Jason Falls and Erik Deckers



[Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust](#),  
by Chris Brogan and Julien Smith



[Twitter For Dummies](#), by Laura Fitton,  
Michael Gruen, and Leslie Posten



Special thanks to  
the people and  
businesses who  
donated fantastic  
door prizes for the  
Summit’s Networking  
Power Hour!

Common Man Express  
Corissa St. Laurent of  
Constant Contact  
Drink Skinny  
Flying Monkey  
Gunstock Mountain Resort  
Kevin Skarritt, Flock Marketing  
Women Inspiring Women

