The Omni User

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June Dinner Meeting
Social Networking for Business

How LinkedIn, Facebook, and Twitter can be used to
drive traffic to your website and help your business
presented by
Eric Michalsen, Dave Ross, Frank Dobner, Tom Rogers
from the Fox Valley Computing Professionals group
Tuesday, June 16, 2009
Pompei
17W744 22nd Oakbrook Terrace IL

This month Omni will present a set of Social Networking presentations covering Facebook, LinkedIn and Twitter with four speakers from the Fox Valley Computing Professionals group.

Omni now has a growing group on LinkedIn and there are plenty of us exploring Facebook and Twitter as well, see "Omni Social Networking" later in this newsletter for details and get connected!) So, while this session won't have lots of directly IBM i related content, there is a lot of IBM i related content that is most available to those who have acquired Social Networking skills, and this meeting's topic will help you understand how you can take advantage of such resources. The schedule goes like this…

        5:00 registration and User Discussions
        6:00 Dinner and Break
        7:00 Business Meeting, Presentation, Q & A

Social Networking for Business

As more qualified traffic is driven to sites from social networks than the major search engines, understanding this dynamic is fast becoming a necessity. Speakers from the Fox Valley Computing Professionals will be providing a series of presentations on driving traffic and interest using social networks, such as LinkedIn, Facebook and Twitter.

Facebook Business Development

Come learn how companies are reaching out to Facebook's more than 200 million active users. Anyone can set up a Facebook page for their company, but you are going to learn how to engage your fans, drive traffic to your site, and turn those fans into loyal customers.

LinkedIn Groups: Targeted Networking through Common Interests

Take a look at groups within the LinkedIn framework and how they are used. The groups are a natural extension to any social network because they expand your reach to other members who share common interests rather than just common acquaintance. As social creatures, we all want

to belong and these LinkedIn groups give us an excellent vehicle for creating a focused community based on some unique common interest. By using Fox Valley CP as an example, I will explore how we can use the LinkedIn version of groups to create, enhance and organize our presence in this network.

Twitter for Business

This presentation will provide suggestions as to how Twitter can be used for business both in upfront market research and in downstream direct promotion. Specific tools will be provided during the presentation and how you may want to use these tools in business.

Eric Michalsen is owner of the MichalsenGroup, a firm focusing on open source applications, search engine optimization and online reputation management. For the past two years he has organized the Fox Valley Computing Professionals, a user group of IT professionals focusing on IT and business tech issues. FVCP meets on the 2nd Monday of every month and is continuing to grow its membership by offering topical subjects and reaching back into the community by offering web help to non-profit organizations.

Dave Ross - Facebook Business Development

Dave Ross is Lead Developer at a local web development agency, where he crafts WordPress, Drupal, and custom PHP web sites. He's watched the Internet grow from a nerds' paradise to the engine of global commerce, and greatly enjoys the social aspects of the whole "web 2.0" phenomenon. Dave runs the West Suburban Chicago PHP Meetup and tinkers with open source software and vintage computers in his spare time. Dave posts his current contact info at http://daveross.tel and blogs about software development, old computers, and his cats at csixty4.com.

Tom Rogers – LinkedIn Groups: Targeted Networking through Common Interests

Recently I presented an overview of the LinkedIn networking site but focused mainly on the user's account. This month I thought I would take a look at groups within the LinkedIn framework and how they are used. The groups are a natural extension to any social network because they expand your reach to other members who share common interests rather than just common acquaintance. As social creatures, we all want to belong and these LinkedIn groups give us an excellent vehicle for creating a focused community based on some unique common interest. By using Fox Valley CP as an example, I will explore how we can use the LinkedIn version of groups to create, enhance and organize our presence in this network. Tom is a Programmer/Analyst Northwestern University, Department of Anesthesiology

Frank Dobner : Twitter for Business

This presentation will provide suggestions as to how Twitter can be used for business both in upfront market research and in downstream direct promotion. Specific tools will be provided during the presentation and how you may want to use these tools in business.

Frank's biggest interests currently are in developing, promoting and distributing digital information products. Frank can be found at dobner@comcast.net http://www.thestartupsource.com Twitter: Frank_Dobner

For this meeting, we're back to one session (with a bunch of shorter presentations) and there will be a $10 charge for current members or $25 for non-members. All attendees will be responsible for their own food and beverages.

Further details and registration are available on the OMNI page at http://omniuser.org

May Dinner Meeting Recap and Slides

Omni's guest speaker at the May dinner meeting was **Larry Bolhuis** of Arbor Solutions, who brought along his friend "Frankie" and presented us with not one, but two sessions! The first was an informative look at the many sides of **System i Access: Data Transfer Tips and Techniques** and after dinner, Dr. Franken emerged to present **Pimp my I – Extreme System i engineering**, with Frankie himself in the room! Larry's slides are available on the Omni website at… http://www.omniuser.org/Downloads/Data%20Trasfer%20T&T_S09_OMNI_Handout.pdf

Many thanks to Larry for visiting Omni on his way from Rochester back to Michigan, and thanks also to Home Depot for graciously providing a convenient way to get Frankie from his rockstar motor coach into Pompei and back! Another big round of Omni applause for Larry Bolhuis!

http://www.rjssoftware.com/

The Omni User Survey

Omni's Vince Salomon and Yvonne Enselman have created an online survey which you can use to help Omni better understand the sorts of topics and speakers which we should present at future dinner meetings and conferences. Please take a few minutes to complete the survey, which is at…

http://omniuser.org/survey/index.php?sid=46668

Thanks in advance for your help in determining Omni's future presentations!

OMNI benefits put to use the very next day!

by Bill Parks, Omni Treasurer

In spite of being the OMNI Treasurer, even I don't always choose to attend every meeting that OMNI holds. Of course, I attend to process meeting registrations, but sometimes don't stay for the presentation because I can't see that the topic of discussion will enhance the knowledge that I need to do my job, whether currently or in the future. So when I stayed for the recent meeting presented by Tom Duncan, it was because I suspected that there might be something to be learned which I could take back to the shop and apply immediately.

Was I right? Yah and Yea! Tom described the Management Central system monitors (graphs if you will) which can be set up to monitor various system activities and statuses. He discussed how to set up these monitors and included some discussion of the major parameters involved. He also demonstrated how to see details (properties) of the activities displayed.

So, the next day, I went to my iSeries Navigator and set up six or seven monitors. Piece of Cake! I'm now looking at interactive response time, CPU utilization, disk arm utilization, pool faults and more. Now I can't tell you I've learned everything there is to know about these topics, but it has provided me a kick-start. Then there is some decent help that can be reviewed on these topics in the iSeries Navigator. I won't say that I have become an expert and could sell my services as a system tuner or sizer, but it has provided me with much more insight into my system activities and given my want-to-know a shot in the arm.

Ya know, in a one man shop, who typically has time to get out of the programming environment, remove their head from the EDI sand or even walk away from the ERP software long enough to learn something new? Tom's Omni presentation on Management Central provided a great way to obtain some useful information that allowed me to be able to go back to the shop and in a matter of minutes take a large step in using the tools we are given to manage our systems. I'm hoping that Tom will be back to discuss other facilities available through Management Central. And now I know who to call.

Also, this experience reminded me that you might be someone like Tom with good information about personal expertise to share with the rest of us! OMNI is always looking for local talent to share knowledge about the many aspects of our IBM i systems – hardware or software or programming. If you have a favorite topic and you would like to share… you know you don't need to be an eloquent speaker, as we just eat up the technical stuff.

Please contact our Seminar Vice President Yvonne Enselman at yvonne@enselman.com and she'll be glad to discuss with you what's needed so you can come share your expertise with us.

OMNI Social Networking

Connect with your Omni associates on the following Social Networking sites:
LinkedIn Group "The Omni User" http://www.linkedin.com/groups?gid=122121
Facebook Group "The Omni User" (search for it on Facebook)
Twitter @omniuser http://twitter.com/omniuser

OMNI Newsletter Advertising Rates

Size	Monthly Insertion	Annual Contract
Full page	$250.00	$200.00
Half page	$150.00	$120.00
Quarter Page	$80.00	$65.00
Business Card	$40.00	$30.00
Business Card Member Independent Consultant	$25.00	$25.00

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If you're interested in attending board meetings, helping out with board issues, and/or helping with conference and event planning, please contact any of the members (we need your help!)