



What's UP?

Official news from Unlimited Potential



SPRING 2009

IN THIS ISSUE:

Spring has Sprung!



Summer is on the way! Blossoms are emerging, days are getting longer, warmer and brighter, and there have even been reports of bumblebee sightings! And, of course, *What's UP* is here to make sure you have plenty of reasons to get out and enjoy the change of season!

Table of Contents

- UP Committee News.....1**
- Welcome Anamika!.....1
- UP Website Redevelopment.....1
- UPcoming Events: Spring 09.....2**
- Software Freedom Day 09.....2
- W2W09: Wellington To The World.....3
- UP AGM 2009 & Epic Beer Tasting.....3
- Other News & Events.....4**
- Linux 2010 Conference Update.....4
- Event Reviews.....4**
- GGG09.....4
- A Word From Our Sponsors.....5**
- In-Business Aug-Sept Issue: eZine Online Now!.....5*

What's UP? Published by Unlimited Potential Ltd, Sept 2009 | www.up.org.nz

UP COMMITTEE NEWS

WELCOME ANAMIKA

The UP Executive is thrilled to welcome Anamika Vasil on board – our fabulous new Media & PR Liaison. If you have any media enquiries, email anamika@up.org.nz.

UP WEBSITE REDEVELOPMENT

Over the past few months, UP has been thinking carefully about ways of improving our website. We've turned these ideas into a RFP, which is now available [on our website](#) for interested respondents.

The deadline for submissions is **5.30pm, Friday 25 September**.

UPCOMING EVENTS: SPRING 09

SOFTWARE FREEDOM DAY 09

Software Freedom Day 09
Sun 20 September 09
9.00am-5.00pm
Michael Fowler Convention Centre

Twitter account: [@WLGsFD](#)
Twitter event tag: [#sfdwlg09](#)
Flickr tag: [#sfdwlg09](#)
RSVP: <http://www.softwarefreedomday.org.nz/>

Software Freedom Day is an annual, global celebration of the use and development of free and open source software, open standards and open participation. Visit the Software Freedom Day website to find out more and register for the free event: <http://www.softwarefreedomday.org.nz/>

This year, Unlimited Potential and a large number of community groups and companies around Wellington are coming together to organise another great event to be held on Sunday 20th September at the Wellington Town Hall and Michael Fowler Convention Center, from 9am to 5pm.

Come and take part in the hackfest, installfest, a makerfest, barcamp and techtalks!



We are introducing 2 new streams this year: a kids programme and a student programme, where we aim to give attendees the opportunity to participate in a variety of activities - from taking the first steps into programming or testing OLPC laptops in the kids programme, to hearing about what it's like to work in the industry or learning about how open source solutions can help enhance your job prospects in the students programme!

Many thanks are due to our event sponsors – NZOSS, SuperHappyDevHouse, Unlimited Potential, WellyLUG, Amberdms, Ascent, CafeNET, Capital E!, Catalyst IT, CWA New Media, Egressive, Grow Wellington, iWantMyName, Morphoss, Mozilla, OLPC, Openside, Ponoko, SilverStripe,

and Sun Microsystems. There are still opportunities to sponsor the event, so if you are interested please get in touch with Jayne Wallis, jayne@up.org.nz

We have also set up a Google Group for the event: subscribe to join discussions with others involved in organising the event and those interested in attending in Wellington: <http://groups.google.co.nz/group/software-freedom-day-wellington>

Come along and enjoy the day!

W2W09: WELLINGTON TO THE WORLD

W2W: Wellington To The World 2009
Tues 17 November 09

Wellington to the World is about building bridges and developing the innovation ecosystem in the region. W2W this year will be a half day seminar and showcasing event held in conjunction with Global Entrepreneurship Week. The main theme



for the event will be "internationalising your technology venture". W2W was a great success last year with many of the tech companies involved going on to greater things.

We are very pleased to announce that Richard MacManus, founding editor of the hugely influential Read Write Web tech blog, will be speaking at this year's event. Richard created and grew one of the world's most widely read blogs from his home office in Lower Hutt and is a great example of "going global from New Zealand". So if you have an interest in technology innovation and entrepreneurship, you simply must keep the afternoon of Tuesday November 17th free.

More details will be released very soon. For any enquiries regarding sponsorship opportunities at this high profile event please contact Paul Spence, W2W event director. e: paul@up.org.nz

UP AGM 2009 & EPIC BEER TASTING

UP AGM 2009 & Epic Beer Tasting
Wed 28 October 2009
5.30pm onwards
Venue TBC
RSVP: <http://up.org.nz/agm-2009/>

It's that time of year again! The Unlimited Potential Annual General Meeting is on **Wednesday October 28th 2009**. As UP is an incorporated society we need to comply with certain formalities, such as meeting annually about general stuff.

Like last year we are combining our AGM with some beer tasting courtesy of Epic beer. Epic's Luke Nicholas will be on hand to provide us a beer tasting of epic proportions! Epic has smashed onto the scene with fully flavoured beer, bursting with hops. They instantly won both a Gold Medal and Best in Class with the Epic Pale Ale at the NZ International Beer Awards, and have since gone from strength to strength with new brands like Epic Mayhem and Epic Armageddon.



So come and try some award winning local brew whilst helping UP fulfill its requirements. The AGM and Epic Beer Tasting will start at 5.30pm on October 28.

RSVP now at <http://up.org.nz/agm-2009/>

Got an idea for an UP event? Want to be involved? Contact events@up.org.nz and we'll hook you UP.

OTHER NEWS & EVENTS

LINUX 2010 CONFERENCE UPDATE

linux.conf.au (LCA)
18-23 January 2010
Wellington Convention Centre

One of the leading free and open source technical conferences of the calendar year, <http://www.lca2010.org.nz/>(LCA), will be hosted in Wellington from 18th January to Saturday 23rd January 2010. Next month will see the start of registration for the event, with special early bird discount prices.

The conference has already attracted a lot of interest with nearly 400 submissions during the call for papers. A small team met at the Google offices in Sydney to select some 70 talks and tutorials to be presented at the conference in January.

"The quality of the submissions was amazingly high and it was hard to select such a small number of them", explained Andrew Ruthven, conference co-director. *"We are confident that there will be something in there for everyone!"*

Among the keynote speakers already lined up to speak in January are Benjamin Mako Hill (technology and intellectual property researcher at MIT and member of the Free Software Foundation board of directors), Gabriella Coleman (assistant professor of Media, Culture and Communication at NYU) and New Zealand's own Nat Torkington (chief wrangler of Kiwi Foo Camp, and recently elected Councillor in the InternetNZ by-elections).

Sponsorship packages are still available for LCA 2010. To find out more about sponsorship packages, contact sponsorship@lca2010.org.nz

Registrations begin mid to late September. Visit <http://www.lca2010.org.nz> for more information.



EVENT REVIEWS

GGG09

Gadgets, Games & Geeks 09
Mon 24 August 09
4.30pm-9.00pm
St James Theatre, Courtenay Place
<http://up.org.nz/ggg-09/>

"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." – George Bernard Shaw.

This year's Gadgets, Games and Geeks techfest at the St James Theatre attracted both the biggest crowds and the best line-up of speakers and exhibitors so far in the event's four year history.

The hundreds of people who came this year got to see why the event has established itself as Wellington's leading techfest in just four years. Not only were some of the biggest names in Wellington's IT industry there, like Weta and Sidhe, but it was good to get an international perspective from Silicon Valley-based IT entrepreneur, Bill Reichert.



Reichert, looking fresh and excited though he had stepped off the plane just ten hours earlier, said he was impressed by the passion and energy of the entrepreneurs he had come across at GGG.

The Managing Director of seed and early stage venture firm, Garage Technology Ventures, came bearing both good and bad news. He said these were "dire times" for entrepreneurs wanting to raise capital, but in spite of this, "we see no lack of opportunities for success."

Speaking to a packed audience about *The Future of Innovation: The New Rules for Entrepreneurs and Investors*, Reichert said "the trick is to have the right attitude and skills". In order to succeed in these hard times, one had to be an 'unreasonable man'.

In fact, he said the prospect of raising venture capital was now an old rule. The new rule for start-ups was to bootstrap their growth. "You've got to get out there and talk to customers," he said. The key was to figure out new ways of generating money.

He said IT companies with the best chance of gaining funding from companies like Garage were those with customers.

At GGG09, there was no shortage of such innovative companies showcasing a diverse range of products, from New Zealand's first open source accounting software and the world's first 'point and click' mobile game creator to the first mass market virtual event software to offer the 'real-world' feel of a live expo.

But on a final note, being innovative is no longer all about the technology. Reichert debunked the old chestnut that technology drives innovation. The new rule is: people trump technology. "It's easy to build widgets but it's hard to get the people part right," he said.

A PowerPoint presentation covering all the new rules Reichert spoke about is available on the Unlimited Potential website: <http://up.org.nz/ggg-09/>

The full GGG09 gallery is now online at: <http://up.org.nz/ggg09-gallery/>



Anamika Vasil is a freelance writer and communications adviser specialising in promoting entrepreneurs and entrepreneurship: anamika@communicator.co.nz

A WORD FROM OUR SPONSORS

IN-BUSINESS AUG-SEPT ISSUE: EZINE ONLINE NOW!



Check out expert business advice and opinion from Bob Jones, Phil O'Reilly, Tim Pankhurst, Ganesh Nana and more in the latest edition of IN-Business magazine. Additional to the printed version, the eZine includes information on Envirostep – a free online tool to help New Zealand businesses assess and improve their environmental and economic performance.

Read it at www.in-business.co.nz/ezine/aug-sept

A BIG THANKS to all our sponsors, without whom we wouldn't be able to run any of these events:

MAIN SPONSORS



NineTwenty Career Agents, Gen-i, Grow Wellington

MAJOR ASSOCIATE SPONSORS



Openside, Wigley & Company

ASSOCIATE SPONSORS



Calcium, ClearWiki, Hell Pizza, IN-Business, SilverStripe, Wellington Regional Chamber of Commerce, Xero