



SPRINGBOARD Social Innovation Forum

March Theme: *Local Solutions*

~The 2nd Wednesday of each month~

Speaker and Workshop Presenter Bios

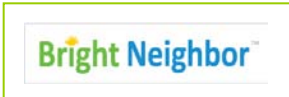
Speakers

- o **Samantha Mafchir, MicroMentor, www.micromentor.org**



- o MicroMentor is a free online service that connects small business owners with business mentors. MicroMentor puts experience to work by offering business professionals meaningful volunteer opportunities and by offering entrepreneurs one-on-one advice to help build successful businesses. Our mission is to help small businesses grow faster, generate more revenue, and employ more people. We make it easy to be a mentor, find a mentor, and build a business.
- o Resources
 - www.micromentor.org/resourcecenter.html - Find resources that are
 - www.volunteermatch.org - Connecting good people and good causes.
- o Actions
 - Sign up for MicroMentor as a mentor or a mentee
 - Try to find one friend who would make a good mentor, and one friend that might benefit from mentoring and tell them about MicroMentor
 - Support local businesses whenever possible

- o **Randy White, Bright Neighbor, www.portland.brightneighbor.com**



- o A community self-sufficiency and technology company that specializes in social collaborations and logistics to help communities adapt to the triple threat of economic, ecological, and energy collapse. A city dweller who has focused on reducing his impact on the planet while helping entrepreneurs forge new businesses, Randy's expertise focuses on fixing local supply chains and community infrastructure.
- o Resources:
 - 1) www.portland.brightneighbor.com
 - 2) www.lawnstogardens.com
 - 3) Multnomah County Library

- o **Skip Newberry, Portland Is Better Together, www.PortlandIsBetterTogether.com**



- o The **Portland is Better Together** Web site seeks to use web-based technologies provide Portland community members and businesses with easy access to helpful information and services as well as multiple options for building this site together. City of Portland bureaus and the City Council are coordinating efforts to bring local information to the community.
- o This website is one of the City of Portland's initiatives to transform the relationship between community members and government by sharing local stories, encouraging local action, and helping you make the connections you need to *Give Help, Get Help, and Choose Local*. We're all in this together and can all be a part of proving that Portland is Better Together!

Workshop Presenters

○ Stephanie Fleming, Project Equilibrium, www.projectequilibrium.org



- Project Equilibrium is an online decision-making tool that helps all of us balance decisions with regard to the three critical domains of sustainable development: Environment, Society, and Economy.
- Like the online carbon footprint tool, Project Equilibrium fosters awareness and helps people and organizations shift toward a more balanced way of thinking and acting. The tool aids with everyday decisions, such as what car to buy, where to vacation, and where to shop.
- The process itself educates users on sustainable practices, and the online tool is “smart” – learning from user input to provide recommendations. “Discussions” from the human-web interaction are saved, making each person's thinking available to the next, allowing us to learn from each other and improve our decision-making practices.
- *Every decision makes a difference. What difference will YOU make today?*

○ Tom Bennett, Client Strategist, The New Group. www.tomnjudy.com/strategist



- Tom combines 20 years of strategic and marketing program development , with a sound background in technology and the design disciplines. He has acted as a Technical Director, Creative Content Developer, and Client Strategist. Most recently he has directed online efforts for major communications agencies in Portland.
- Tom is also a past board member of Springboard Innovation
- *Connections are the greatest asset a Social Entrepreneur can develop.*
Twitter: tom_bennett
Email: thomascbennett@gmail.com

○ Holly Ross, NTEN – Nonprofit Technology Network, nten.org



- **NTEN: Where the Nonprofit Technology Community Meets** NTEN aspires to a world where all nonprofit organizations skillfully and confidently use technology to meet community needs and fulfill their missions.
- We are the membership organization of nonprofit technology professionals. Our members share the common goal of helping nonprofits use all aspects of technology more effectively. We believe that technology allows nonprofits to work with greater social impact. We enable our members to strategically use technology to make the world a better, just, and equitable place.

Helpful Websites ~ Suggested by Samantha Mafchir of MicroMentor

Low + No-Cost Web Services for Non-profits

- Salesforce: client/funder relationship management (CRM)
- Basecamp: project management
- FreeConferenceCall.com: free conference calling
- Jing: screen capture + screen casting for tutorials
- Vertical Response: email marketing
- Google Adwords: search engine marketing
- Thunderbird/Lightning: email + calendar app

Low + No-Cost Web Services for Small Business Owners

- Zoho: Office-app suite; CRM; project management; email
- Highrise: CRM
- Freshbooks: simple invoicing
- Ubikwiti: accounting and bookkeeping
- Intuit QuickBooks: Simple Start: accounting, bookkeeping (free 20 customers)
- Etsy: the handmade marketplace

Web Resources for small business owners

- NTEN.org - resources, online workshops
- techsoup.org – software donations
- commoncraft.com/show - tutorials
- agoodmanonline.com - communication tips

Blogs

- beth.typepad.com
- gettingattention.org
- nonprofitmarketingblog.com
- havefundogood.blogspot.com
- readwriteweb.com