

What Happened?

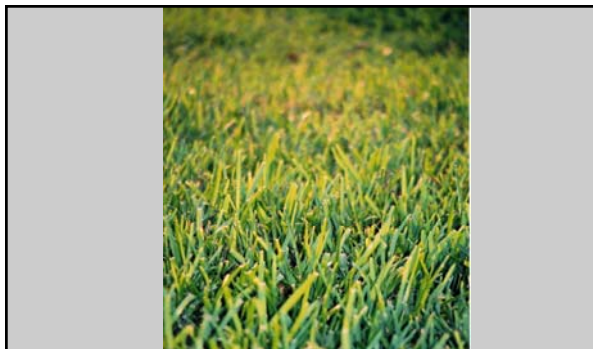
1982: \$595 PC

- Commodore 64, the best selling computer ever (Guinness), is released!
- 20% of today's U.S. college students began using computers between the ages of 5 and 8. (Pew)



Christmas 1985

BASIC Beginnings



Entrepreneurship

The Nature Sale



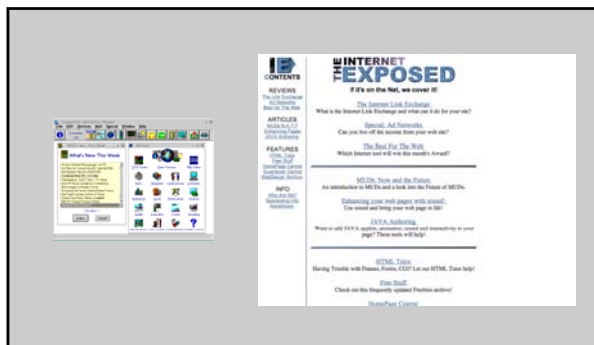
M & S Enterprises

est. 1989



Bulletin Board Systems

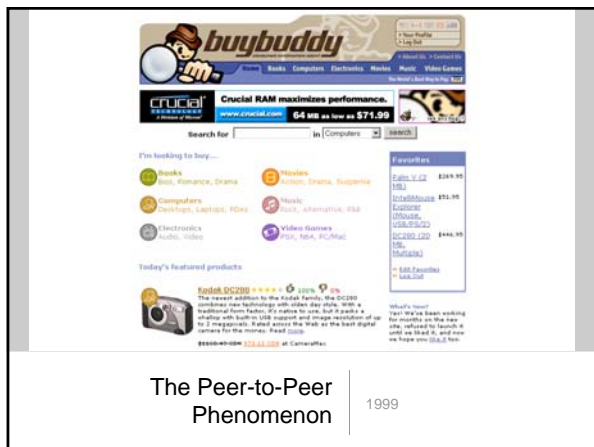
1990-1994



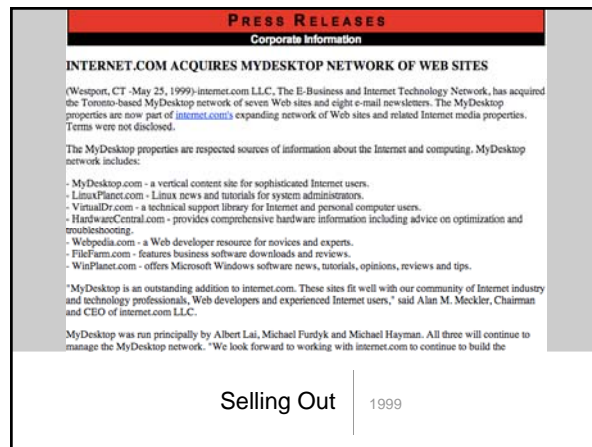
Compuserve and the Internet | 1995-1999



Venture Capital at 17? | No, sorry.



The Peer-to-Peer Phenomenon | 1999



Selling Out | 1999



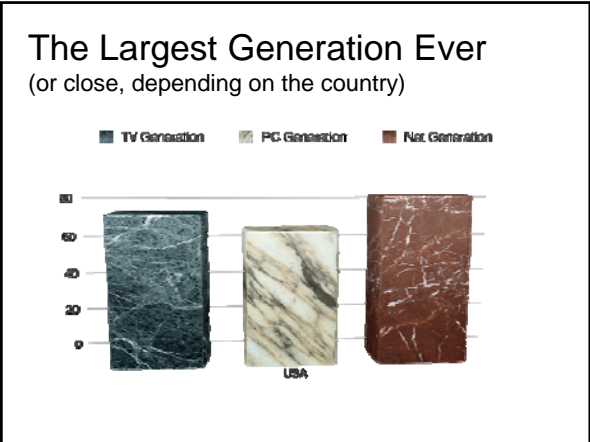
Helping Bill Gates | 2000



Social Networking for Social Good | 2001 and on...

Why Did It Happen?

The Next Generation: Connected, Influential, Untapped



Extremely Technology Savvy

- In Europe, 46% of 15-24 year-olds are watching less TV, listening to less radio
- Overall, over 25% of all media time is now spent online

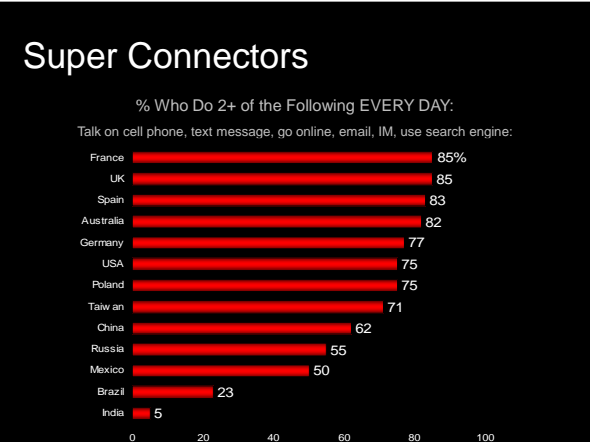
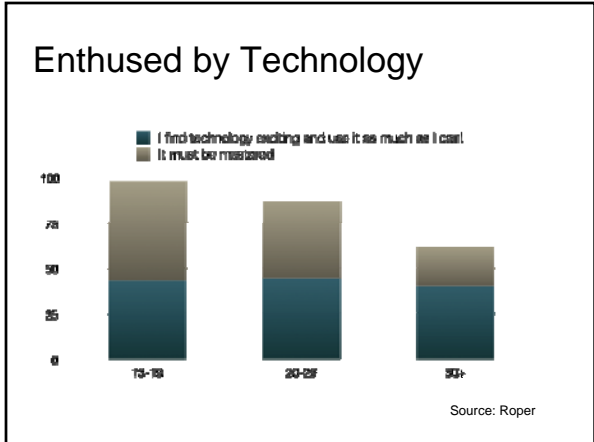
Source: European Int. Advertising Assoc.

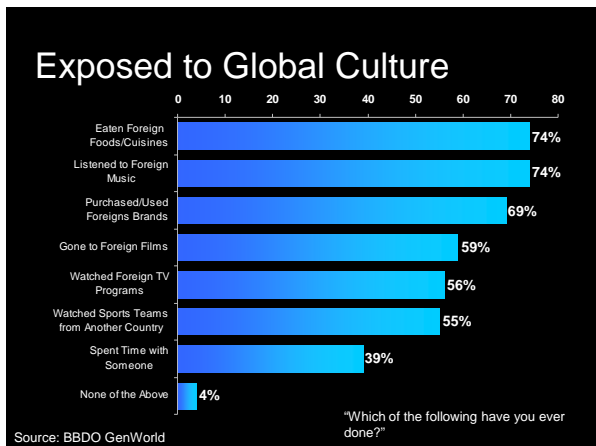
- Over two-thirds of Canadians under 25 are online regularly

Unprecedented Access

- Identity: Defined by information access
- Tremendous exposure to a more diverse range of information, communication and culture
- They draw from these influences to create their own unique sense of self

BBDO GenWorld 2006






Posse/Clique
School or neighborhood
About who's excluded
Conformist
Rules

VS

Social Network
Virtual
About who's included
Linked individuals
Flexible & porous



They Are Connecting Differently

Posse/Clique evolving into Social Network

BBDO GenWorld 2006

- Staying Connected
- Zero Tolerance for Delays
- Consumer/Creator Blurring

(Frans, 2000)




New Expectations

How do you respond?

They want companies to care!

- ★ Over 50% of young people (15-30) globally rewarded or punished companies in the last year based on their perceived social performance
- ★ Over 80% say they pay attention to the social behavior of companies in their country

Source: World Bank Institute








Cybercitizenship and Safety | A Global Concern

Microsoft Information Worker Board of the Future

Net Generation Advisory Board from around the world



•“Why focus on these late teens and twenty-somethings? Because they are the first young who are both in a position to change the world, and are actually doing so. ... For the first time in history, children are more comfortable, knowledgeable and literate than their parents about an innovation central to society. ... The Internet has triggered the first industrial revolution in history to be led by the young.”

The Economist

What's Happening Now/Next?

A Look At Some Technologies & Trends Likely To Impact Business

Voice-Over-IP (VoIP)

Anytime, Anywhere Communications

Unified Messaging

Local Numbers around the World

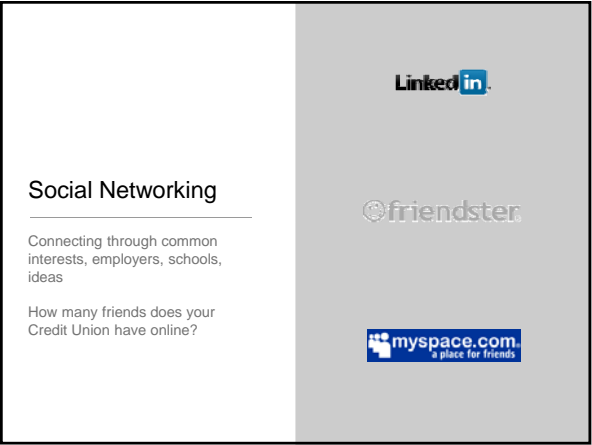
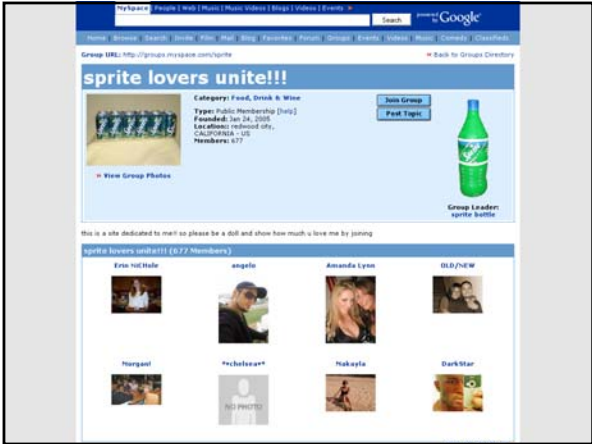
Online technologies can be untraceable



Social Networking

Connecting through common interests, employers, schools, ideas

How many friends does your Credit Union have online?


facebook
American Eagle Federal Credit Union Members

Information:
Name: American Eagle Federal Credit Union Members
Type: Business - Something
Description: A group for an AEGFCU member.

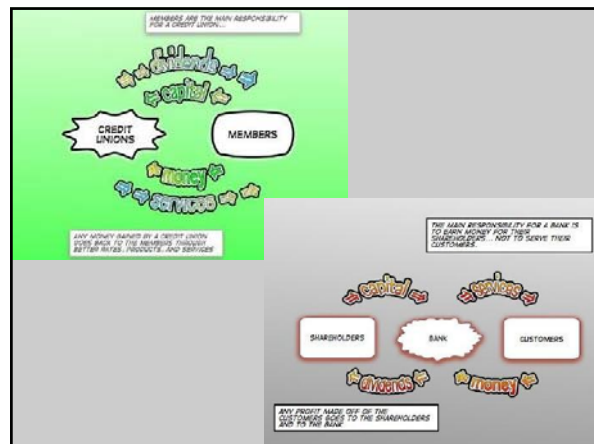
Contact Info:
Email: info@americanagle.org
Website: http://www.americanagle.org
Office: East Hartford Main Office
Address: 417 Main Street, East Hartford, CT

Members:
The group has 6 members.

Related Groups:
Habitat of 66
Get the Fun - Trade Show
My Car A Father than Brander's car!
Common Interest - Friend
You know You need to East Catholic High School alumn...
Get the Fun - Trade Show
When I see one headlight I take off my shirt!
Get the Fun - Trade Show
Get the Fun - Trade Show
Common Interest - Friend

Admins:
• Arnie Nelson (Co-Admin)
• Thady Pua (Co-Admin)
• Brandon Frank (Hartford, CT)

about blog developers jobs terms privacy advertiser
a Mark Zuckerberg production
Facebook © 2007



A community owned site by **Vandity**

change everything

welcome

are you ready to change everything?

Learn how to create your own list of changes, talk about change and help others change.

make a change

- Help The Homeless and Poverty Stricken
- Help create awareness regarding natural gas trade workers
- Eliminate Daylight Savings Time
- Promote cycling as mode of transportation

Featured Blog Posts

Serendipitous Association

Everything I have done in my life has led me to my dream job... helping to save the environment with George Strait Alliance. Check it out at: http://serendipitouswiththegreatness.blogspot.com/2007/03/serendipitous-association.html

what do you think?

user login

recent

COMMUNITY CONNECTION

Current Opportunities Organizations Post Your Opportunities About This Site

My Community Connection brings volunteers and local opportunities together. Use it to research local opportunities, register to volunteer for an opportunity, or post an opportunity for which volunteers are needed.

SELCO COMMUNITY CREDIT UNION

RECENT COMMENTS

Thank you for your help. I am much appreciate.

Hello Amanda. I am happy to help you connect with Food for Love Charity regarding this position. If you could give their office a call at 303-3822, the way they could give you specific details about what they need right now. Thanks so much for your interest! Please let me know if I can help further!

Hi! I was on the Selco website when I found the volunteer page and I was wondering if you could send me a little more information about this volunteer opportunity. Thanks for your time.

Alexis Mervin in **COMMUNITY CONNECTION**

Mission Mill Museum

1131 Mill St SE, Salem

Become an historic woven mill interpreter

Mission Mill Museum is home to the Thomas Ken Wagon Mill. Established in 1809, this water powered mill burned Williamette Valley wool into fabric until the early 1980s. Today the mill buildings have been transformed into a museum that retells the story of community and industrial changes in Salem.

Mil hosts great and loud visitors through the mill exhibit, demonstrate machinery and provide a safe setting for artists. Since the floor of visitors is ungratified, this position also affords opportunity for completion of other museum or personal projects.

This position can be tailored to your schedule, but is confined to the museum's operating hours, Monday-Saturday 10:00-5:00. We would prefer at least 3 contiguous hours monthly or weekly.

See our website: http://www.missionmill.org/personal-values.htm for upcoming training sessions.

Habitat ReStore in Redmond, OR

1100 SW Vista and West Space F

Cashier and Warehouse help

Video, Video, Video

Companies are using video to promote and showcase their products in extremely creative ways!

Wardrobe Malfunction

Ford Fusion makes drivers tingle

ACCORD FUSION

Radio Frequency ID (RFID)

From Baggage Tracing, Inventory Tracking, to Social Networking and Security at Events

Review Everything

The web provides an unprecedented opportunity to engage with consumers at the point of frustration, and to bask in the glory of praise. Will you?

Subject: What's Missing From Our Web Sites That Causes You To Have To Call Us?

Let the games begin. <http://www.flyertalk.com/forum/view.php?p=1>

Security,
William R. Sanders
Customer Service Coordinator
Starwood Preferred Services

giant.flyer@starwoodhotels.com
Starwood Preferred Guest - Franchise Award winner for Best Customer Service & Program of the Year for 3 consecutive years.

I will **add** all of my reservations would show up on the web site. All of the time, no matter how it was booked or paid/would stay of the hotel "checked in" or not. As long as there is a reservation and my SPG number is linked to it, I would like to be able to see it **always**, via online.

I would stay bookings on-line. I wish it would show more detail on the room type you are selecting. Example, many times I have received "non-adjacent single". They all display exactly the same. So I click on one and get confused. Later by phone, I find out that the one I clicked on was a "hard-toe" "non-adjacent room." I have the hotel clerk change my room's ID#I have to recheck-in every arrival date since that's the reason.

I would stay bookings on-line. I wish there were some "Special Requests" as there are on-regular on-line bookings. Have to always call enter my special requests manually.

Oops. I guess those have to do with functionality <http://www.flyertalk.com/forum/view.php?p=1>

Ok... would more comprehensive hotel details. (So they have airport shuttle) since we the "thru the hour" book it not constantly, or on demand? When I arrive at the airport, where do I go to wait for it? Parking? Do they charge how much? Or what? This does not always show up.

[This message has been edited by Friends (edited 05-09-2007).]

Thanks, friends, but we don't confine our topics on Preferred (they're just all over the place) here and there will. These are not all of the issues raised, assigned or checked on, so it really doesn't matter if you got an acceptable room because you can (usually) find out at check-in, besides that, or a Platinum member, you probably will be getting a better room as check-in anyway. <http://www.flyertalk.com/forum/view.php?p=1>

Security,
William R. Sanders
Customer Service Coordinator
Starwood Preferred Services

sutori The voice of today's customer

BMO sucks eggs, but in a very nice, friendly and polite way

Company: Bank of Montreal

I once opened a checking account with BMO (and had a whole branch experience a special planner over there, who was the nicest banker the ever met, so I thought "This ROCKS! Good! Great!")

This started making mistakes after months. For example, I got an RRSP loan, and checked my expenses so I'd still have the limit I signed for, as a profit, but I got charged an insurance fee every month. So every month I had to pay the amount up and signed at least 10 times to get it removed. Once I got through to someone at BMO, they were all nice and friendly and apologetic, and removing the fee wasn't a problem at all.

Except that happening month after month after month. Ordering checks was another long drawn out deal - gave us all the fourth recorded checks, but couldn't get us with everything. Even again (another 20 mins on the phone with a nice and friendly BMO person).

By signing the amount they'd have all the correct information on the account, the checks always came out with fees. So I started calling their numbers, and now they got us to 1-1-1 closed the account and all my business with them.

Official Replies from Bank of Montreal

No one from Bank of Montreal has replied to this story yet. Customers' comments on this company will usually be posted as official replies.

Comments

On August 13, 2006 at 10:48PM (edited) (comment) (reply)

Scale Bank has been by far the best bank the had. No complaints.

On August 13, 2006 at 10:48PM (comment) (reply)

I signed BMO down with great egg.

Wiki for Business

Write, share, revise, compare.

Writeboards are sharable, web-based text documents that let you save every edit, roll back to any version, and easily compare changes. Use Writeboard to write solo or collaborate with others.

Writeboard

Write, share, revise, compare.

Opportunities:
Wiki for Knowledge Management
Wiki for Project Management
Wiki for Self-Guided Orientation

Wikipedia, Wiktionary, Wikispecies, Wikibooks, Wikinews, Wikinomics

Concern: How secure are external tools?

WELLS FARGO

STAGECOACH ISLAND GAME VIDEO

VIEW A SNEAK PREVIEW HERE

RIGHT CLICK HERE TO DOWNLOAD A VIDEO OF WELLS FARGO'S VIRTUAL REALITY ONLINE GAME!

To view the video, you must have Windows Media Player installed. Click here to download the free Windows Media Player. To download the video, right click on the graphic above. Or, to "Save Target As...", save the file to your desktop. Once it is downloaded, open Windows Media Player to view.

Virtual Worlds

Do you have your own island? How are you engaging with customers' virtual personas?

PROSPER

The online marketplace for people-to-people lending

Perfect credit. No risk for you - Bid it down!

Lending \$20,000.00 @ 11.70%

Bid Now \$20,000.00 @ 11.70%

For higher risk customers, could they lend to each other?




Peer-to-Peer

For higher risk customers, could they lend to each other?

Web Tools

You don't have to develop something expensive yourself – you can be a savior just by telling your customers about it!

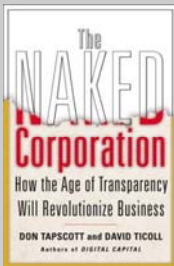
You can work out deals for your members to link up with paid services, but many are free!

Transparency

Ultimately, many of the knowledge workers in the Net Generation will expect these technologies and tools to be included in their work experience.

Are you ready?



Consumer/Creator Blurring

Make your customers do the work!

Consumers gone wild:
Chevy Apprentice Video Contest






Three Simple Steps

Engage with the latest technologies and attract/retain young members

- Start a blog or if you have one, podcast!
 - Blogspot.com
- Buy YourCUSucks.com
 - Make it a feedback form before someone else does!
- Have them create the marketing!
 - Hold contests to get creative communications!

Customer Engagement Facilitator

Your New Intern or Co-op Student!

- Manage your CU's profiles on MySpace, Friendster, Facebook, etc.
- Host a weekly podcast interviewing staff or providing financial education/tips
- Search the web regularly and respond to any negative feedback
- Manage and update your feedback site



Thanks! Questions?

michael@takingitglobal.org



Thank you...

Michael Furdyk

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