

Open for (small) Business

subverting traditional economic models

emma jane hogbin



I am IAM

**Sorry
A boot
eh?**

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conference**

SRSLY

Drupal

drupal.org/user/1773



Photo: morten.dk

Legs: walkah

BoF: Crafty Drupal

August 29 @ 13:30

Room: open bof

Konstantin Käfer
Emma Jane Hogbin



Front End Drupal

Developer's Library



Front End Drupal

by Konstantin Kaefer
& Emma Jane Hogbin

Front End Drupal – Book BoF

August 29 @ 15:00

Room: open bof
(right after the knitting bof)



WELCOME TO CROCHET ME!

We've changed a bit, but we're still the same.

All of the **patterns** and **articles** you've known and loved are still exactly where they used to be!

New patterns and **tips & tricks** are now published directly by our members.

Why don't you **register** for free and join in on the fun?

Crochet Me Is a Book!



Fuel the crochet revolution! **Crochet Me: Designs to Fuel the Crochet Revolution** offers 18 designs certain to get those hooks moving. All the contributors to the book were published on CrochetMe.com when it was an online magazine (many of them had their first designs published on the site)!

[Read more...](#)

Recent Patterns



Toesies



Recent Tips & Tricks

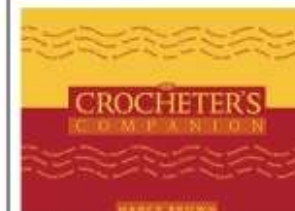
Changing Colors on a project



New Crocheters



lickahappyforfun



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**10,218 members
built with drupal 5**

www.crochetme.com

**11,073 members
built with drupal 5**

www.crochetme.com

**HUMBER**School of Media Studies
& Information Technology

creative photography

[Creative Photography](#)
[Student Images Gallery](#)
[Events & Awards](#)
[About the Program and Courses](#)
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Creative Photography

Creative Photography

Humber's in-depth Creative Photography program teaches the photographic technology, business, and theory required to successfully enter the professional field of photography. Emphasis is placed on imaging and capture techniques, creative and conceptual proficiency, practical skills and real-life application of professional photography. Students also study: lighting, commercial studio techniques, portraiture, professional location photography, colour and B&W output, business practices, Photoshop and theory. Professional field work is an integral component of this program - this program works with industry for technical support and career placements. The 72-hour work placement is initiated by the student, and can be either paid or unpaid. Graduates work in diverse areas of the photographic industry. Many students set up and operate their own freelance businesses and studios. Students and alumni of this program become members of the Professional Photographers of Ontario (PPO).



Bryan Dickie

Launching this fall

Open for (small) business

- ★ The Clients
- ★ The Business Model
- ★ Technical Information

The Theory

- ★ The 100 Mile Client Roster.
- ★ Open source software needs to support open business models.
- ★ Alternatives to the Chamber of Commerce and B2B discounting.
- ★ Co-opetition is healthy and helps industry.





FAIL



jack o' lantern: 2040 feet



The Theory

- ★ The 100 Mile Client Roster.
- ★ Open source software needs to support open business models.
- ★ Alternatives to the Chamber of Commerce and B2B discounting.
- ★ Co-opetition is healthy and helps industry.

The Clients

- ★ developing your client roster
- ★ creating self-sufficient clients: training materials; Drupal help nights
- ★ managing expectations (their budget and your time)

Active Web Sites

- ★ **Memory Garden Retreats**
- ★ **Shane Jolley – GPO Deputy Leader**
- ★ **Everus Community Web site**
- ★ **The Ginger Press**
- ★ **Trillium Healing Arts**
- ★ **End Abuse Now**
- ★ **Coffin Ridge Boutique Winery**

Memory Garden Retreats

The Garden

It was August 21, 2005. My husband, George died leaving his digital camera filled with images of our garden he so dearly loved. Our neighbour, Catherine Hollands was employed at Keeling Printers then and she took the camera to Keelings and a most wonderful "Memories of George's Garden" calendar was produced (very quickly I must say) to offer to friends at his funeral. Marg Capel offered some wonderful positive sayings to put on each month's picture and the Keeling's and Catherine supported this project with a lot of tlc(tender loving care).



Welcome to my garden

Well since then, as I have continue to do "George jobs" in the garden I have started to love the garden more than ever. When I was away travelling during the summer of 2006, I had garden help from Ann Marie Hay (and her whole family) to keep it under control and Marg Gaviller kept a photo journal for me. So we decided to produce a second "memories of George's garden" calendar. It just felt right to do this and I so appreciated all the garden "caretakers" that summer. Again Marg Capel supplied special messages for each month and Carol Morrison even painted me a picture, inspired by the 2005 calendar.

In 2007, Owen Sound's Homecoming Year, I was asked to have the garden on the Georgian Bay Garden Tour and about 800 guests visited the garden. This experience was very rewarding and several people recognized areas of the garden they had seen in one of the calendars. I was certainly encouraged to continue doing the calendar. The garden seemed like a celebration garden with pink



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- [Team](#)
- [The Garden](#)
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[Shane's Blog](#) [Green Party of Ontario](#) [Grey-Bruce Views](#) [The LocalMotive Project](#) [About Shane](#) [Contact](#)

Shane's blog

Kicking Down the Door

August 19th, 2008

I recently spent August 8-11th in Guelph Ontario working on Mike Nagy's bi-election campaign. The Guelph campaign is one of three federal bi-elections currently underway in Canada.

"What", you may ask, "is the deputy leader of the provincial Green Party doing in Guelph working on a federal campaign"? Well, besides having the opportunity to spend time with great friends in one of Ontario's more interesting cities, simply put, I'm helping kick down the door.

[sdjolley's blog](#) [2 comments](#) [Read more](#)



The Voice of Reason

July 30th, 2008

I was recently enjoying a picnic with friends and family when I suddenly found myself in the middle of a very

Upcoming events

- [Author Erna Paris in Port Elgin](#)
(Saturday, Aug. 30)
- [Owen Sound in Motion Workshop](#)
(Tuesday, Sep. 9)
- [Climate Change in the Lake Huron Coastal Zone](#)
(Tuesday, Sep. 9)
- [Saugeen Trading Community Market Day](#)
(Saturday, Sep. 13)
- ["11th Hour" Showing](#)
(Wednesday, Sep. 17)

Search

Poll

How should the Ontario government invest in Ontario's electricity future?:

- ☐ Nuclear power only.
- ☐ Conservation & renewables (wind, solar, biomass, etc) only.
- ☐ Mostly nuclear plus some conservation and renewables.

www.shanejolley.com

Everus Communications User Community

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or

[Subscribe in a feed reader](#)

Chatsworth and Holland Centre get highspeed internet service

Mon, 07/21/2008 - 10:16 — webmaster

New high-speed internet in Grey County

Everus has started Community Rollouts to areas in the Grey County Broadband Initiative. Right now we're rolling out wireless high-speed service to homes and businesses with the following addresses:

RR1 and RR2 Chatsworth - including Williamsford

and

RR1, RR2, and RR3 Holland Centre

[Login or register to post comments](#)

[Read more](#)

[Community Rollout](#) [Grey County](#)

High Speed Internet in Grey and Dufferin County

Fri, 06/27/2008 - 00:00 — president

Welcome to the Everus High Speed Community.

This is where you can keep up to date with the latest news about Community Rollouts, learn more about wireless high speed internet, ask questions, get answers and a lot more.

Everus Communications has been chosen to expand internet service to underserved rural areas in Grey and Dufferin Counties. The Ontario Ministry of Agriculture and Food - through its Rural Connections - The Ontario Municipal Rural Broadband Partnership Program - is contributing up to 1/3 of the cost of the infrastructure for the program. County governments are also contributing about 1/6th of the cost. Everus is contributing the balance, about 65% of the cost of infrastructure.

Search

User login

Username: *

Password: *

- [Create new account](#)
- [Request new password](#)

community.everus.ca

The Ginger Press

Giving Voice to Community

[Home](#) | [Books](#) | [Craft](#) | [About Us](#) | [Ordering](#) | [Publishing](#)

The Ginger Press

Located in downtown Owen Sound since 1984, The Ginger Press is a bookshop, a café and a publishing house. The Ginger Press is an exuberant centre in a thriving literary and creative community. Readers and writers gather in this comfortable environment to exchange ideas, discuss their latest projects and connect over books.

The Shop

848 2nd Ave East
Owen Sound, Ontario
9:30 - 6:00 Monday - Friday
9:00 - 4:00 Saturday

Contact

Roses in December: A Biography of Eddie Sargent by Patty Belle Sargent

On July 29, 1987, Premier David Peterson and his cabinet met in Owen Sound at the invitation of MPP Eddie Sargent. The Premier declared it Eddie Sargent Day across the province in recognition of the longstanding feisty member from Grey-Bruce Riding.

On July 29, 2008, The Ginger Press launched *Roses in December: A Biography of Eddie Sargent* written by his daughter Patty Belle Sargent. Based on Eddie's notes, tape recordings, newspaper clippings and the anecdotes of family and friends, this book reveals the strengths and sorrows of a remarkable man. Elected as Mayor of Owen Sound in 1948 (known affectionately as the "Boy Mayor"), Eddie served the voters of the area for many decades as a municipal and later provincial politician. He shaped his community with his prodigious energy; although not all of his ideas panned out, the city is left with a positive legacy of projects he conceived and supported, including Owen Sound's non profit housing for seniors and the annual Across the Bay Swim (to take place on August 10 this year).

www.gingerpress.com

Welcome

Enjoy the relaxing ambiance of our newly renovated studio with hardwood floors, exposed brick walls, gas fireplace, tin ceiling and soft lighting. Nurture your spirit as you unwind body and mind in our [yoga classes](#) guided by [professional instructors](#).

Grand Opening

Thank you to everyone who attended our grand opening celebration in January.



Search



THE GREY BRUCE DOMESTIC VIOLENCE COORDINATING COMMITTEE

END Abuse NOW



[Home](#) | [What Is Abuse](#) | [Working Together](#) | [Document Library](#) | [Services & Supports](#) | [About Us](#) | [Contact](#) | [On-line Safety](#)

Events

« August 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Welcome

End Abuse Now is the website of the Grey Bruce Domestic Violence Coordinating Committee. It provides information, resources and link for all members of the community on abuse and how we can work together to end it. We are always interested in your questions, feedback or ideas on how to make families, relationships and our communities safe and strong. [Contact us](#) or look for ways to work within your circle of friends and family to end abuse now.

Weaving Our Communities Conference Report January 2008

The outcomes, action items and next steps from the Weaving Our Communities conference that was held in September 2007 are presented in this report.

We will be evaluating community action and plans for action that are underway since the September conference that brought 165 people

Sponsors

Thank you to the Trillium Foundation for their generous support of the Weaving Our Community Conference.

THE ONTARIO
TRILLIUM
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LA FONDATION
TRILLIUM
DE L'ONTARIO

www.endabusenow.ca



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the mystery
of wine

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HOME

COFFIN RIDGE WELCOME

Open Friday, Saturday 11am-6pm

Sunday 11am-5pm

Come Experience The Mystery of Wine at Grey County's First Winery

Overlooking the crystal blue water of Georgian Bay, in the shadow of the Niagara Escarpment sits Grey County's first winery, Coffin Ridge. A boutique winery by design, Coffin Ridge produces high quality, small batch wine made primarily from grapes grown from hand planted, hand picked Grey County grapes. Coffin Ridge's three signature wines: Into The Light White, Back From The Dead Red and Resurrection Rose express the Grey County terroir exquisitely.

Start your day at Coffin Ridge with a wine tasting led by our knowledgeable staff. From there you can retreat to the deck for a glass of wine and our vintner's plate made up of local artisanal

www.coffinridge.ca

Under Development

- ✧ **The 100 Mile Market**
- ✧ **MarketSide Food Shop and Cafe**
- ✧ **Riverside Yarns**



Buy local for global change

The 100 Mile Market

Navigation

➤ **About The 100 Mile Market**

➤ **Primary Producers**

➤ **Contact Us**

About The 100 Mile Market

The 100 Mile Market is a small town market in Meaford selling locally produced food and artisan products. Foods on offer include grains, flours and cereals from Desboro's Grass Roots Organic, apples from Meaford-area orchards, and locally produced meats, including beef, red veal, pork, lamb, free range chicken, elk, bison, emu, fresh/smoked/frozen fish, honey and preserves. There is also local organic yogurt and ice cream from Mapleton's and artisan cheeses.

www.the100milemarket.com



marketside food shop and café

HOME | OUR HISTORY | CATERING |



In Progress

Welcome to the Market Side Food Shop and Café. We are a work in progress.

Contact

813 2nd Avenue East
Owen Sound, Ontario
519-371-7666

www.marketside.ca



Riverside Yarns

Welcome

About Us

- » [Home](#)
- » [Map](#)
- » [Our Products](#)
- » [Store Hours](#)
- » [Classes](#)

Newsletter

Receive updates by email, about store events, new products and upcoming classes...

E-mail:

Riverside Yarns was created when Colleen Raco, an interior designer, rediscovered her "inner knitter" and realized there was nowhere to buy quality yarns in Owen Sound. She opened the store in September 2006 in a historic building in the recently rejuvenated downtown core. It is a cozy, comfortable and colourful place to shop for the newest yarns, browse through unique patterns, and be inspired by the many knitted samples. The store has proven very popular with local knitters and tourists alike and has inspired many new knitters to fall in love with fiber.

Please take an opportunity to take a look around the site and if you have any questions by all means [get in touch](#).

If you would like to receive updates by mail or email, about store events, new products and upcoming classes then take a minutes sign up for our newsletter (on the left).

www.riversideyarns.com

Self-sufficiency

- ★ Training materials
 - ★ The Manual (have you heard of DITA?)
 - ★ In-site help
- ★ Drupal help nights
 - ★ Once a month
 - ★ FREE!
- ★ Charge for urgent and complicated work.

Manage Expectations

- ★ Be clear about “free” and “paid” work.
- ★ Do expect low technical proficiency.
- ★ Choose interesting businesses.
- ★ Always have time for your clients.
- ★ Fire annoying clients.

The Business Model

- ★ You are now a business coach, congratulations!
- ★ Charging appropriately (and getting paid)
- ★ Reduce, reuse, recycle

Being a business coach

- ✧ Encourage radical dreaming.
- ✧ Say “no” often.
- ✧ Ask lots of questions.
- ✧ Help people to develop their story.

Charging Appropriately

- ★ **Never discount. Ever. Not even for not-for-profit organizations.**
- ★ **Give things away for free!**
- ★ **Consider what your clients can afford.**
- ★ **Consider what others would charge.**

Fees

- ★ **Basic Web site**
 - ★ \$1500 to \$2000
 - ★ Drupal installed
 - ★ Community modules configured
 - ★ Uses a downloaded theme with logo
 - ★ Access to the Drupal night
- ★ **Hourly rate: \$125 to \$200/hour**
- ★ **Hosting: \$1200 to 1500/year**
 - ★ DreamHost
 - ★ Domain name registration
 - ★ 8-12 hours technical support

Getting Paid

- ★ Write down what you are going to do.
- ★ Double your estimate (time and money).
- ★ Get paid some.
- ★ Deliver ahead of schedule.
- ★ Get paid the rest.

Reduce, Reuse, Recycle

- ★ Documentation
- ★ Common code base
- ★ Security updates
- ★ Downloaded themes

Technical Information

- ✧ **Drupal modules your clients will want**
- ✧ **using template designs**
- ✧ **tips on creating and using a multi-site
Drupal installation**

Drupal Modules

- ★ CCK + imagefield
- ★ Image + img_assist
- ★ TinyMCE
- ★ Event
- ★ Upload
- ★ Book (for pagination and automatic navigation)
- ★ Contact
- ★ Google Analytics
- ★ (Delete Content Type: Page or Story)

Templates and Themes

- ★ Convert their old site to a Drupal theme.
- ★ Download a Drupal theme.
- ★ Tell them to pick a theme from:
 - ★ www.drupal.org/project/Themes
 - ★ www.oswd.org
 - ★ www.openwebdesign.org (check the license)

Multi-site Drupal

- ✧ Makes upgrades and security patches a breeze!
- ✧ Makes adding new clients a breeze too!
- ✧ All themes and site-specific modules into:
 - ✧ /sites/example.com/themes
 - ✧ /sites/example.com/modules
- ✧ Sandbox on your own domain:
 - ✧ /sites/example.xtrinsic.net
- ✧ Use a separate database for each client.
- ✧ Sort client files into different directories
 - ✧ admin/settings/file-system

Tips to starting:

- ★ Focus on the people you want to work with.
- ★ Not more than one third technical.
- ★ Consider having different help nights for different industries (NFP vs. small business).
- ★ Don't expect huge financial returns.
- ★ Don't underestimate your network in finding you new work.

Thank you!

☆ emma@hicktech.com

☆ IRC: emmajane

☆ Don't forget...

☆ Crafty Drupal – Friday @ 1:30

☆ Front End Drupal – Friday @ 3:00