

BUSY EDMONTON TECH COMMUNITY

Edmonton has many cool things going for it, including a strong and rapidly growing tech community. I recently took in my second **DemoCamp4 Edmonton**. It's a local get-together, spearheaded by **Cam Linke**, designed to allow folks to show off their latest software creations.

I came across some innovative Web 2.0 applications. For example, **Orange Door Idealab** showed off a mobile survey software that works on the iPhone—perfect for street team events.

This was the first time DemoCamp has had a formal sponsor with the honour going to **Peter Urban** of **Smibs.com**, a brand new Web 2.0 business development application and social network.

I don't think the strength of our tech culture gets nearly enough exposure. DemoCamp4 was the largest thus far with approximately 150 attendees. The word is spreading as I found out when I happened to sit beside **Aaron Jones** who flew in from Regina to present *The History Books* that night.

If you want to see bleeding-edge technology in action, DemoCamp is just one place locally where you'll find the action.

This past month has been exceptionally busy and having said that, I accepted an invitation from **Sarah Edwards**, director of ICE 2008, the 26th annual CIPS Edmonton Tech Conference to a Bell Canada sponsored dinner.

Before the great food at Madison's Grill in the Unionbank Inn hit the tables, I asked **Danielle Kondruk**, marketing coordinator for **Bell Canada**, if Bell was into social media. Kondruk said the company hasn't ventured much into the social web externally as the organization is taking a "wait and see approach."

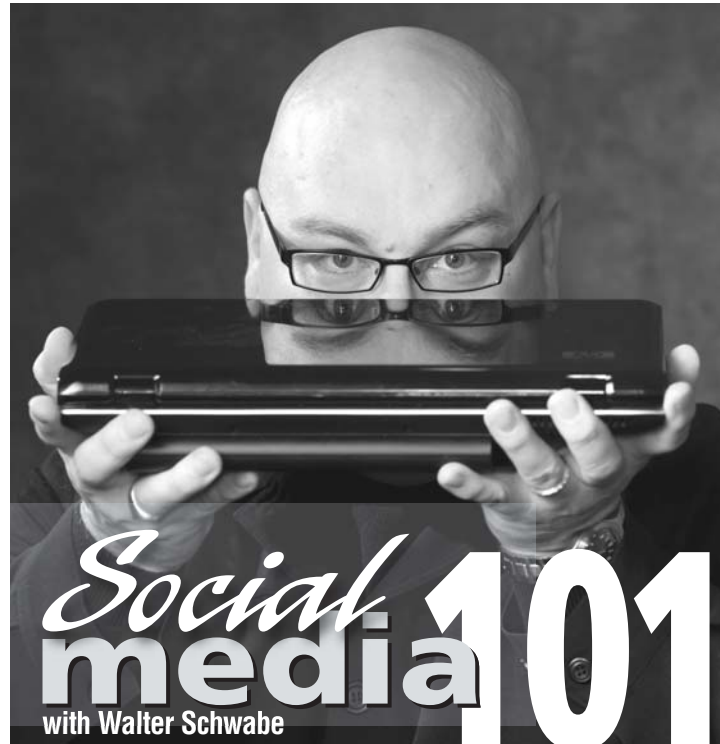
Internally, she said, they have a blog in place for communicating to staff out here

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Ontology—a geeky term for a dictionary and thesaurus combined—and return many definitions, including a comic book publisher, a dance form and a reference to New York. Selecting the definition you need results in less guesswork and more relevant information being returned to you.

While the Ontology is fairly exhaustive—it contains more than eight million terms—Johnson realizes there are so many possibilities, like brand names and new terms that pop up every day. He wants to open the Ontology to the public, using a vetting process like Wikipedia, allowing people to use their own vernacular. A French version and one based on pictogram languages also are possibilities.

Semanti's business model is simple: Create the simplest, quickest and most intuitive way for people to find the exact information they need. With the relevancy of the results, advertising can be better targeted.



in the west about what's going on with top line execs within the organization, but that's about it for now.

Overall, the event was well attended by local CIOs and tech execs from across various industries and government. I had an interesting chat with **Glen Sustrik**, a director with **Alberta Finance**, who said that he sees the younger generation of employees using *Facebook* as "an effective communications tool."

Sustrik also said that Alberta Finance is looking at "tools such as *Facebook* in terms of recruitment and retention, with security most definitely at the top of the priority list." No formal social media plan is in place for the department, but the discussion is most certainly ongoing.

TWEETUP & MEETUP

Fun times at the Edmonton Tweetup for local *Twitterati* at Devlin's on Whyte. This is for those locals on *Twitter.com*, a very popular micro-blogging site. The event is put on by blogger **Mack Male** for folks who like to stay in touch on a regular basis.

By the way, you can follow me on Twitter by searching @fusedlogic.

Finally, I hosted the second ever Social Web Meetup at Inside and Out Naturally in St. Albert. There were about 20 attendees who got to participate in a live webcast news show by **Paul Ney** and **Evan Adnams** of somethingtv.net fame. Check out their weekly podcast as they give you the news like no one else can.

Does the Greater Edmonton Region have a strong tech community? You bet, we've got some of the best there is and now you know how to find them:

- www.twitter.com/fusedlogic
- www.meetup.com/The-Social-Web-Meetup/
- www.edmontontweetup.wik.is/
- www.smibs.com

Walter Schwabe is the Chief Evolution Officer of fusedlogic inc., a social media strategy firm and Alberta company since 2000. You can learn more at www.fusedlogic.com

Semanti has eight active employees and is headquartered at the Advanced Technology Centre within the Edmonton Research Park. And, while the company has been self-funded to



date, the principles are casting their nets about, looking for Series "A" financing (i.e.: a first round of financing after seed capital has already been injected).

SemantiFind was showcased to potential partners at the Banff Venture Forum in October, as well as to a number of local and international venture capitalists.

Johnson is also active within the Edmonton community. He is chair of the board of HeadCount Corporation, a retail traffic/conversion analysis company, and a director of TEC Edmonton, the technology commercialization joint venture between the University of Alberta and Edmonton Economic Development Corporation.

Born in Ontario, Johnson grew up in the UK. Searching for a "good" school at 18, he selected the University of Alberta where he enrolled in engineering, but changed disciplines. He graduated in 1983 with a Bachelor of Science in computing science. He and his wife Shirley have two children.

For 30 years, Johnson has been happy to call Edmonton his own. "It has a great computing school.. it's a great place to raise a family and has a good quality of life." ✓

On the HORIZON

DECEMBER

December to February
Imagining Science
Art Exhibit, Book Launch and Panel Discussions
GE3LS Alberta team
Art Gallery of Alberta
www.festivalofideas.ca/imagining-science.cfm

December 2
Science Café: - Polar Science: Thinning Ice and Climate Change
Presented by Alberta Ingenuity and Telus World of Science
6:30 to 8:30 pm
Good Earth Café 8623 – 112 Street
<http://www.odysium.com/new.html#Special>

December 2
Nutraceuticals Networking Event
Presented by BioAlberta and ECAT
4:30 to 8:30 pm
Royal Glenora Club
www.bioalberta.com

December 4
BusinessLink Brown Bag Session Internet Security with David Papp, Microtek Corporation
12 noon to 1:00 pm
#100, 10237 – 104 Street
www.canadabusiness.ca/alberta

December 6
SET: Science, Engineering and Technology Conference for High School Girls
Sponsored by WISEST 780-492-7774
9:00 am to 4:00 pm
U of A Campus: Gunning/Lemieux Chemistry Centre CE4-43
www.wisest.ualberta.ca

December 11
BusinessLink Brown Bag Session Communications Plan: Connecting You to Clients
Presenter: Toni Guffei, Ratio Marketing
12 noon to 1:00 pm
#100, 10237 – 104 Street
www.canadabusiness.ca/alberta

December 16
THECIS Christmas Social Guest Speaker Doug Horner, Minister of Advanced Education and Technology The New Architecture of the Alberta Innovation System
6:00 to 9:00 pm
Royal Glenora Club
<http://www.thecis.ca/>

December 20 opens
Art of the Brick with Lego Sculptor Nathan Sawaya
Presented by ARC, APEGGA and UMA
Telus World of Science
www.telusworldofscience.com

FEBRUARY

February 8-10
Bio Partnering: North America
Supported by Canadian Trade Commissioner
In Vancouver at the Westin Bayshore Resort
www.biopartnering.com/home/home/section.htm

