

# TECHBRIDGE: CELEBRATING VOLUNTEERS



## inside

- TB-2 CHANGE... CONNECTION... COMMUNITY
- TB-2 BRIDGING THE GAP BETWEEN JOB SEEKERS AND TECHNOLOGY
- TB-3 SPONSORS STEP UP VOLUNTEERISM TO STRENGTHEN TECHBRIDGE
- TB-4 TECHBRIDGE AND CISCO MAKE DREAMS COME TRUE
- TB-4 PLAY-BASED SOFTWARE AND FREE COMPUTERS ENRICH COMMUNITIES

- TB-5 MIRACLE ON THIRD AVENUE
- TB-5 EXCEEDING EXPECTATIONS
- TB-6 CHANGING THE WORLD THROUGH TECHNOLOGY INNOVATION
- TB-7 PAVING THE WAY FOR TECHNOLOGY LEADERSHIP
- TB-8 2008 SPONSORS



**Kathleen Kurre,**  
CEO, TechBridge

## WORDS FROM THE CEO

# Change...Connection...Community. Small Words. Expansive Ideas.

In all of our organizations, these words and ideas are imbedded in our missions, operating plans and conversations. And yet, upon further thought, we realize that although we know where we stand today, the future appears as questions of possibility. What change might be coming? How can we connect and build more meaningful relationships? What does community look like as connections and capabilities expand?

TechBridge was founded on imagining a future where quality technology is accessible and affordable for our nonprofit community. It is a vision that creates a new reality where technology is an integral component of the infrastructure for change, connection and community.

Over the past eight years, we have provided services to hundreds of nonprofit organizations. We have partnered with the Atlanta technology community as they have generously contributed their resources and knowledge to our combined efforts. Together, we have many stories -

stories of success, relationships, and building capacity for change, connection and community.

We have only just begun. Although we can count our potential impact in terms of the number of nonprofit organizations in our community and number of services we provide, and we do; the true measure of our impact is revealed quietly in the number of lives that have been changed and the number of smiles that happen because technology is there, stable, and usable.

TechBridge is community and connection bringing about change through technology - one person, one computer, one network, one education session, one conversation and one project at a time. We thank the community of partners, board, clients, volunteers, corporations, foundations, nonprofits, staff and the vast array of supporters who imagined and make our community possible.

## Bridging the Gap Between Job Seekers and Technology

TechBridge recently teamed with the Cobb Workforce Development Center to create and implement a computer training curriculum for both beginning and intermediate courses. These classes, developed and taught by TechBridge volunteers, are designed to help integrate job seekers more easily back into the workforce by educating class attendees in basic computer functionality as well as Internet job searches and resumes.

CobbWorks partnered with TechBridge and its volunteers to accomplish a feat it may not have been able to alone due to scarcity of time and resources. Diedre Bush of AGL Resources developed a five-section curriculum for the beginner's course and says she loved volunteering with TechBridge and CobbWorks.

"The thing that impressed me the most was the equipment," she says. "With training classes, you never know what you're getting. It can be a hodgepodge or non-working equipment. The fact that they have such top notch hardware and software says CobbWorks cares about making

sure people have the skills they need to be successful in the workforce."

In addition to top-of-the-line hardware and software for the classes, CobbWorks also offers a relaxed atmosphere, but that doesn't mean students don't take class seriously. Only one student didn't complete the first beginner's course, according to CobbWorks Center Manager Alisa Jackson and the majority went on to the intermediate course as well.

"These classes are making a big impact in the customers we serve because it's really giving them the tools they need for an effective job search," she says.

CobbWorks Executive Director and Chief Executive Officer John Helton says these courses, co-developed by TechBridge, are filling a need in the community.

"These are free classes," he says. "From the perspective of someone who is unemployed, there are lots of places you can go and pay for a computer class, but someone who is unemployed is more concerned about putting



**Don Stolzoff of The Home Depot leading the intermediate computer skills class**

gas in their car for their job search."

According to Jackson, TechBridge developed the curriculum and ensures volunteers are available each Saturday during class to both lead the session and coach students. She says there are an average of five volunteers on any given weekend.

"It's a fun day to watch," Helton says. "There's so much interaction going on between the TechBridge expert-level volunteers bringing it down to the level of people who are just learning to create a document in Word."

CobbWorks is a public sector resource, according to Helton, to connect job seekers and employers.

"We're like a broker," he says. "We don't get people jobs but we make sure they have all the skills in place for an effective job search and to help employers connect."

# Sponsors Step Up Volunteerism To Strengthen TechBridge

## Project Prioritization Enhances TechBridge Offerings

As part of its national skills-based volunteer program, Accenture recently partnered with TechBridge to scope volunteer projects to further the impact TechBridge has in the Atlanta nonprofit community.

“Our job with the skills-based volunteer program is to work on engagements that are not only important to the direction of a particular nonprofit but also can have incremental and measurable impact on their ability to serve their constituents,” says Accenture Partner and TechBridge Board Member Alton Adams.

After discussing potential challenges and opportunities where TechBridge could benefit from the services Accenture volunteers could provide, including systems integration, outsourcing and consulting, the team identified market segmentation and strategy as a top priority.

“The concept of market segmentation and strategy ties to one of our core questions for TechBridge,” Adams says. “What are the groups in the nonprofit sector that best represent an opportunity for TechBridge to have the biggest effect while staying true to our mission of having an impact on the local community whether it be schools or the homeless?”

The market segmentation and strategy project was really only one subcomponent of an overall program, according to Adams. Other potential projects in the pipeline include research into the customer experience and related satisfaction, as well as a technology infrastructure review.

## Weathering the Storm

Avanade Portfolio Director and TechBridge Board Member James Franklin wants to know, “How many of your constituents would be left in need because of a systems failure?” Last year, when TechBridge was in the process of expanding its hosting services, including

Microsoft Exchange, Virtual Server and SharePoint Portals, its board of directors, comprised of leading IT executives, wanted an answer to just that question.

“With the assistance of Avanade, an approach to data management and recovery based on industry best practices was developed and now is implemented by the staff at TechBridge,” says TechBridge COO Michael Nachman. “Having Avanade as a sponsor gives our staff the opportunity to collaborate with some of the best consulting groups in the industry.”

A volunteer team from global consultancy Avanade recently analyzed TechBridge’s internal disaster recovery systems to propose and implement an applicable strategy. As a joint venture between Accenture and Microsoft, Avanade combined the proven methodologies of Accenture with the knowledge infusion of Microsoft to benefit TechBridge and ultimately its many clients.

After the Avanade team performed virtualization and disaster recovery assessments, an action plan was developed. “The first thing on the action plan was disaster recovery,” Franklin says. “So, we developed a road map for TechBridge to follow, giving them best in class services that would rival any corporate organization.”

According to Franklin, disaster recovery is about more than just the necessary technology. “It’s actually about the changing of behaviors and how people interact with the technology,” he says.

Because disaster recovery is about marketing as much as it is about the organization plan, according to Franklin, Avanade also participated in a TechBridge Technology Education Series seminar conducted by RenovoData to educate TechBridge members and other nonprofits on best practices in disaster recovery.

“We provided some access to content where they could do a self evaluation to give a broad

understanding of what disaster recovery means,” Franklin says. “After the session, the participants had a greater appreciation for the importance of disaster recovery.”

## Collaboration Brings Versatility to TechBridge Clients

When TechBridge recently sought to upgrade its SharePoint platform, company sponsor and Gold Certified Microsoft Partner ThoughtBridge stepped up to the challenge and partnered with TechBridge to ensure best practices during and after migration.

“Knowing TechBridge,” says ThoughtBridge Vice President of New Market Development JC Layton, “The SharePoint platform is ideal for them because it has all the things TechBridge needs to service its clients.”

TechBridge uses SharePoint primarily to host portals for many of its nonprofit clients, and according to Layton, the software is ideal for TechBridge thanks to its connectivity, security and cost.

“Microsoft brought SharePoint into the Office family, so all the tools people have been using for a long time come together with SharePoint,” Layton says.

Layton is referring to the collaborative nature of SharePoint technology, which will enable TechBridge to provide the most versatile infrastructure available today to its clients.

To accomplish the SharePoint migration, ThoughtBridge sent two senior architects to consult with the team at TechBridge for two days. “Our real goal was to teach TechBridge how to migrate certain aspects and then watch them,” Layton says. “We brought the expertise to have them work with us, but we do also have a formal training group for end user training.”

By investing volunteer time to coach TechBridge staff through this upgrade, ThoughtBridge recognizes it will impact more than just one nonprofit — it will enable access to world class technology for the hundreds of nonprofits TechBridge serves each year.

## TechBridge and Cisco Make Dreams Come True

Last year TechBridge came together with its corporate sponsor Cisco to offer the TechBridge Networking Scholarship Program. Now, after months of coaching from some of the area's most respected technology leaders, the five scholarship recipients have graduated from Atlanta Technical College, ready to seek employment as Cisco networking associates.

Five IT Executives were chosen as mentors, including The Weather Channel EVP and CIO Brian Shield, Merge Healthcare SVP and CIO Helen Berg, The Home Depot VP IT - Corporate Systems Dave Kardesh, Alston & Bird CIO Robert Marburger and Cisco VP of IT Steve Winterbottom.

Taking his role as a mentor to scholarship recipient Elijah Blue Thompson seriously, Marburger went above and beyond the call of duty and scheduled interviews for Thompson with his company's human resources department, as well as its operations group.

"This is a great opportunity for businesses," Marburger says. "These

candidates who win this scholarship are a very select group."

It's also a great opportunity for the scholarship recipients. In fact, Thompson, after going through the interview process at Alston & Bird, interned there.

Another executive who afforded his mentee hands on experience was Winterbottom, who exposed Jason Julius Clarke to the installation of a new network at then Scientific Atlanta.

"It was a great way to show Jason what we have going on in terms of possibilities," Winterbottom says. "It's not just a classroom environment sitting there trying to learn without seeing the products in action."

"Overall, this is a great program," Marburger says. "It's a way to get involved in the community, as well as promote what we do and help people at the same time."

TechBridge salutes those corporations who have offered internships to these graduating students, including Southern Company and Nokia Networks.

## Play-Based Software and Free Computers Enrich Communities

TechBridge Member nonprofit, Computers for Youth (CFY) provides economically disadvantaged children an improved home learning environment by giving sixth grade students a free computer with complimentary educational software already loaded. CFY requires a parent or guardian to attend training with the student to enhance the child's success.

"The free computer is the vehicle to distribute the educational software and provide training for parents," says Atlanta CFY Program Manager Jeanne Artime. "Research shows the more engaged a parent is with education, the better the student achievement."

CFY came to Atlanta in October 2007 and has already served more than 750 local students with more than 25,000 families served nationwide. Currently only in Atlanta Public Schools, Artime says CFY is looking forward to working with additional systems.

TechBridge sponsor The Home Depot has already donated more than 130 PCs and nearly 170 monitors to CFY according to Vice President of IT - Corporate Systems Dave Kardesh.

"We renew our equipment all the time," Kardesh says. "We found the PCs and monitors we were potentially going to give back to the recyclers would be better used by Computers for Youth."

Kardesh credits IT Manager Chris Scudato with overseeing the logistics related to the donation, including collection, inventory and quality control. In no time, Scudato had deployed a team and enlisted the help of The Home Depot recycling partner Global Trading Networks to pick up, build pallets and shrink wrap equipment prior to donation.

"Rather than putting a computer in a landfill, it's placed in a home where families can use it to learn together," Kardesh says.

In addition to connecting CFY to computer donors and encouraging computer donation drives, TechBridge also supplies volunteers to assist with CFY's Family Learning Workshops.

IBM Global Sales Operations International Project Coordinator Amit R. Patel is one such volunteer and has seen first hand how these donated computers benefit the recipient families.



**L to R: Dave Kardesh, VP IT - Corporate Systems, The Home Depot and Chris Scudato, Senior Manager - Desktop Services, The Home Depot**

"The goal appears to be more to teach the parents about the use of the computer," Patel says. "The kids seem pretty good at it already from their experience at school, so the emphasis is on encouraging the parents to take time on a regular basis to use the computer with their kids and use all the great learning tools that are included."

# Miracle on Third Avenue

Conceived by a group of Atlanta CIOs over lunch, the Technology Community Habitat House is now in its fourth year as a partnership between TechBridge and Atlanta Habitat for Humanity. According to Southern Company SVP and CIO Becky Blalock, who was present that day, the group began discussing logistics and the rest is philanthropic history.

“We brainstormed and thought it would be nice if we all did it together,” Blalock says. “You have to agree to contribute a certain amount or raise it from suppliers, so TechBridge helps collect the money and coordinates the project, which makes it a lot easier for everyone because no one individual has time to coordinate it all.”

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This year’s Habitat house recipient Sabeller Lee and her two small sons Christian and Justin helped construct their new Third Avenue home, but it was more than a downtown house that was erected during the seven-day build. In addition to creating a family bonding experience like no other for Lee and her boys, the experience also is a premier team-building opportunity for the participating companies.

“It’s miraculous to see that house go up,” Blalock says. “The Technology Habitat House creates a bonding experience because it’s fun to see people in a different environment. You don’t always have to be walking around in a suit - you can roll your sleeves up and do what needs to be done.”



**John Seral, SVP & CIO, GE Infrastructure hammering the first nail at the Opening Ceremony**

## Donate Used Wireless Handheld Devices

TechBridge partners with TGA, Inc. to recycle wireless handheld devices (phone, Blackberry, Treo, etc – any model, any condition). All proceeds benefit TechBridge.

Solve the challenge of what to do with outdated devices while benefiting TechBridge, our community, and the environment at the same time!

Visit [www.techbridge.org/donate.aspx](http://www.techbridge.org/donate.aspx) or email [cbates@techbridge.org](mailto:cbates@techbridge.org) for more info.

# Exceeding Expectations

Since its inception nearly nine years ago, TechBridge has saved hundreds of Atlanta area nonprofits millions in technology-related consulting fees and consistently improved on its already exemplary service standards. To accurately gauge and further enhance client satisfaction, TechBridge initiated its Quality Advisors Program staffed by corporate volunteers from local corporations, including The Home Depot, Cisco and Accenture.

“The Quality Advisors committee wants to make sure that when TechBridge goes out to perform a service for one of our clients a mutual expectation is set in the beginning and we lived up to that expectation,” says the Advisory Services Director for KPMG and Chair of the Quality Advisors committee Scott Saltmarsh.

The first tasks of the committee under the leadership of Saltmarsh were to standardize procedures and build a team environment. According to Saltmarsh, it is vitally important to standardize the procedures to facilitate a meaningful client interview process. “We just want to make sure each client is happy and has a quality experience with the TechBridge staff.”

Equally important is the necessity of fostering a positive team experience in a volunteer environment. “Our team is all volunteers,” Saltmarsh says. “They’re happy to be here because they’re helping TechBridge and the community.”

# Changing the World Through Technology Innovation

Each year TechBridge and Accenture present the Technology Innovation Award to a nonprofit organization that has demonstrated effective and innovative use of technology to advance its mission, reach community targets, expand strategic goals and improve client service. This year, the winner and finalists were announced before a large group of Atlanta's technology leaders at the May 10 TechBridge Digital Ball.

## About the Winner



The winner of the 2008 TechBridge Technology Innovation Award is **MedShare International** for its recent partnership with Georgia Tech's School of Industrial Engineering on an automated, customized Internet-based cataloging and ordering system for its medical inventory. Updated every three hours, the system allows recipients enhanced access to resources and achieves faster, simpler ordering to reduce wait times.

MedShare International is known for its tireless efforts to redistribute unused medical supplies and equipment to economically-disadvantaged U.S. regions, as well as developing nations, combating both the scarcity of medical resources and an abundance of medical waste that would otherwise wind up incinerated or in landfills.

The Technology Innovation Award comes with a winning prize package of more than \$45,000, including TechBridge services, Microsoft software, cash grant and a one-year TechBridge membership.

## Finalists

Two Atlanta nonprofits also were recognized as Technology Innovation Award Finalists. The American Cancer Society and Southwest Christian Care each claimed award packages totaling more than \$16,000.



**The American Cancer Society** was nominated for its Relay for Life Web site, which has attracted more than 200,000 monthly visits and boasts 27,000 registered visitors. The Relay for Life project is the world's largest fundraiser and has raised more than \$435 million to fight cancer.



**Southwest Christian Care (SCC)**, which provides care and support to terminally ill patients, hosts its own annual awards banquet and auction with more than 1,500 participants. To efficiently accommodate event registration, seating, auction items, sales and billing for so many people, SCC leveraged software, reducing registration lines, billing errors and auction bottlenecks when the vast majority of attendees virtually registered their credit cards prior to the event.

To learn more about Accenture's corporate citizenship initiatives visit [www.accenture.com/community](http://www.accenture.com/community). For additional nominees or for more information on the TechBridge Technology Innovation Award, please visit [www.techbridge.org](http://www.techbridge.org).

Share your resources! Become a TechBridge Sponsor.

To find out more, visit [www.techbridge.org](http://www.techbridge.org).

“The Digital Ball provides a grand opportunity for technology leaders in Georgia to help TechBridge continue their mission of assisting nonprofit organizations. I am very proud to be associated with TechBridge and their mission to help our community leverage technology for the benefit of its people.”

- Wade Vann, SVP & CIO,  
Simmons

“Community involvement is key to business success and TechBridge has become a focal point for community service activities for technology professionals.”

John Seral, VP & CIO,  
GE Infrastructure

“The Digital Ball is a great example of the spirit of philanthropy in the Atlanta technology community. The money raised provides the needed resources for TechBridge to provide our local nonprofits with the technology they need to better serve their community missions. I am honored to support this important cause.”

- Greg Morrison, VP & CIO,  
Cox Enterprises, Inc.

As IT professionals bringing value to our own companies through technology, we are proud to work with TechBridge to extend that same value to nonprofits.

*Becky Blalock, SVP & CIO,  
Southern Company*

Georgia is very fortunate to have TechBridge driving community service activity in the IT sector. TechBridge creates awareness for a wide variety of worthy nonprofits, who may otherwise go unnoticed by the corporate IT leaders with the means to help them. The Digital Ball is a galvanizing force bringing us all together for a great cause.

*- Dan Crowe, Chief Product Officer,  
AutoTrader.com*

I am committed to TechBridge's Digital Ball because I believe that it can make a positive contribution to our community. TechBridge helps enable nonprofit organizations with technology and capabilities that allow them to have greater impact.

*Jean-Michel Arès, SVP and CIO,  
The Coca-Cola Company*



**Front Row (L to R):** Cindy Tierney, SVP & CIO, Beazer Homes USA; Marian Lucia, Former EVP & CIO, Federal Home Loan Bank of Atlanta; Helen Berg, SVP & CIO, Merge Healthcare; Kristin Kirkconnell, SVP & CIO, Atlanta Gas Light, an AGL Resources Company; Jean-Michel Arès, SVP & CIO, The Coca-Cola Company; Becky Blalock, SVP & CIO, Southern Company; Barb Kunkel, CIO, Troutman Sanders LLP; Ann Franks, Former VP & CISO, Ricoh Americas Corporation; Sandy Hofmann, CIO-in-Residence, ATDC **Second Row (L to R):** Ed Steinike, EVP & CIO, ING Americas; Rich Mendola, VP of Information Technology & CIO, Emory University; Brian Shield, EVP & CIO, The Weather Channel; Beach Clark, VP of IT, Georgia Aquarium; John Seral, VP & CIO, GE Infrastructure; Wes McDowell, VP & CIO, Georgia Region, Southern Company; Steve Olsen, Group President, Internet Banking & Electronic Payments, Fiserv; Steve Winterbottom, VP of IT, Cisco **Third Row (L to R):** Don Riley, CIO, Mohawk Industries; Carlos Cabrera, Former VP & CIO, Exide Technologies; Larry Clark, Managing Director & CIO, Randstad; Wade Vann, SVP & CIO, Simmons; Greg Morrison, VP & CIO, Cox Enterprises, Inc.; Chris Kenyon, EVP, North America Systems & Technology, Elavon; Rob Webb, CIO, Equifax **Fourth Row (L to R):** Larry Frey, VP & CIO, BlueLinx Corporation; Ken Rabun, CIO, Manhattan Associates; Phil Davis, General Manager, Information Technology & CIO, Porsche Cars North America, Inc.; Dan Crowe, CIO, AutoTrader.com; Joe Oesterling, VP & CIO, Cbeyond; Jason Molfetas, CIO, Recall Corporation; Bob DeRodes, EVP & CIO, The Home Depot

## Paving the Way For Technology Leadership

Congratulations to Dr. Guido Sacchi, CompuCredit SVP, Corporate Strategies and CIO, who was presented with the Community Builder Award for consistently modeling positive leadership in the technology community, including building local relationships to sustain and grow the Georgia economy.

“I believe a healthier community ultimately benefits everybody,” Sacchi says. “A healthy

technology environment in Georgia ensures a more vibrant technology community and makes Atlanta a better place to work and live.”

The Community Builder Award is a joint effort between TechBridge and TechLINKS. Other finalists included: Dan Crowe, AutoTrader.com CIO; Joe Oesterling, Cbeyond VP and CIO; John Seral, GE Infrastructure VP and CIO; and Brian Shield, The Weather Channel EVP and CIO.



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