

The logo features a stylized red computer mouse with a cord, positioned to the left of the text.

Type-A Parent Conference '11

engage . educate . empower . evolve



June 23-25, 2011

Asheville, NC

typeaconference.com

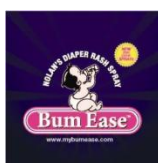
#typeacon

@typeaparentcon



Conference Sponsors





Media Sponsors



Official Charities



To see complete descriptions of the conference sponsors, visit typeaconference.com/sponsors or scan the QR code below.



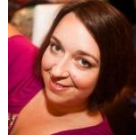
Meet the Type-A Parent Conference Team



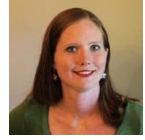
Kelby Carr
CEO and Founder
@typeamom



Amanda Henson
Volunteer
Coordinator
@highimpactmom



Shannan Powell
Sponsor Liaison
@slpowell



Heather Solos
Session Coordinator
@heathersolos

Conference Agenda



Track 1	Monetization (Grand Ballroom B)
Track 2	Marketing (Grand Ballroom C)
Track 3	Intensive 1 (Windsor 1)
Track 4	Intensive 2 (Windsor 2)



typeaconference.com/
schedule

THURSDAY, June 23


8 - 6	Registration (closed 12-1pm for lunch)			
730 - 8	Together Counts Morning Walk (meet in lobby, departs 730)			
8 - 845	Together Counts Breakfast 			
9 - 945	Transitioning from Blogger to Social Media Consultant Sarah Pinnix @reallifesarah and Amanda Henson @highimpactmom	Power Networking Across Social Platforms Debba Hauptert @girlfriendology	So You Want to Be a Videoblogger? Gregory Ng @gregoryng	Facebook Pages Melanie Nelson @chilihead
10-1045	Leveraging Your Social Capital to Earn Through Ecommerce Lisa Lehmann @thebeadgirl and Sherry Aikens @babypop	Engaging with Email Newsletters Kelby Carr @typeamom		

11-1145	How to Sell a Blog <i>Deb Ng</i> <i>@debng and</i> <i>Wendy Piersall</i> <i>@emom</i>	Blogger Outreach that Works <i>Cecily Kellogg</i> <i>@cecilyk,</i> <i>Jessi Langsen</i> <i>@tokissthecook,</i> <i>Ana Roco-Castro</i> <i>@anarc and</i> <i>Jenn Fowler</i> <i>@jennfowler</i>		
12-1	Lunch Break			
1-145	eBook from Concept to Sales <i>Angela England</i> <i>@angengland</i>	Integrated Social Media Marketing Campaigns <i>Janice Croze</i> <i>@5minutesformom</i>	Blog Business Crash Course <i>Alyssa Gregory</i> <i>@alysagregory</i>	Traffic Building Bootcamp <i>Heather Solos</i> <i>@heathersolos</i>
2-245	Collaboration that Pays <i>Letitia Barr</i> <i>@techsavvymama</i> <i>Jessica</i> <i>Rosenburg</i> <i>@kikarose and</i> <i>Kelly Whalen</i> <i>@centsiblelife</i>	Writing a Pitch <i>Kelly Loubet</i> <i>@childhood</i>		
3-345	Getting Freelance Writing Gigs <i>Dianna Brodine</i> <i>@mamainpajamas</i> <i>and Ellen</i> <i>Seidman</i> <i>@lovethatmax</i>	Clueless Is Not An Excuse: Numbers Matter <i>Shelly Kramer</i> <i>@ShellyKramer</i>		
5-6	Company to Blogger Speed Dating			
8-10	Dodge Welcome Reception 			
10-12	MomTV Patio Party 			

Track 1	Passions (Grand Ballroom B)
Track 2	Practicalities (Grand Ballroom C)
Track 3	Programming (Windsor)
Track 4	Tribes (Second Floor)






FRIDAY, June 24

8-12	Registration			
8-845	Ovaltine Breakfast 			
9-10	Opening Keynote Blog is a Verb: How to Find Your Voice and Write with Intention <i>Patti Digh @pattidigh</i>			
1015-11	E X P O S E N 1 0 T O 5	Creative Writing and Powerful Storytelling <i>Barbie Angell @barbieangell</i> <i>and Anne Fitten Glenn @edgymama</i>	Design and Usability: Make Sure People Don't Hate Your Blog on First Sight <i>Andy Hayes @andrewghayes</i>	Basic Blog Coding <i>Erica Mueller @ericamueller</i>
				Review Bloggers <i>Stacie Connerty @stacieinatlanta</i> <i>and Linda Sellers @linda_sellers</i> Session Sponsored by One2One Network  OR Latina Bloggers <i>Melanie Edwards @modernmami</i>

1115-12	Parent Blogging: Is It Time for Moms and Dads to Consolidate? <i>Jim Lin @busydadblog Doug French @LOD Stephanie Beal @unbelievaBeal and Mr. Lady @mrlady</i>	Profitable Blogging without Selling Your Soul <i>Linda Sellers @linda_sellers Roxana A. Soto @roxanaSB and Stacey Ferguson @justicefergie</i>	Mobilizing Your Blog <i>Aliza Sherman @alizasherman Shelly Kramer @shellykramer</i>	Personal Bloggers <i>Chele Chestnut @chelechestrnut and Stacey Nerdin @staceynerdin</i> OR Cause Bloggers <i>Katherine Stone @postpartum progr</i>
1215-115	Lunch and Wilsonart Mentor Meetup 			
130-215	Breathtaking Blog Photography <i>Jenna Hatfield @firemom and Amanda Padgett @amanda padgett</i>	Affiliates: Yes, Even Your Blog Can Earn Revenue <i>Debbie Bookstaber @buzzmommy, Allison Fox @allisonafox and Aprile Parelle @thefloormaven</i>	Blog Self- Defense: Dealing with Hackers, Spammers and Other Menaces <i>Peter Pollock @peterpollock</i>	Dad Bloggers <i>Jason Avant @petcobra and Clay Nichols @daddyclay</i> OR Tech and Social Media Bloggers <i>Kris Cain @littletechgirl and Lucretia Pruitt @lucretiapruitt</i>
230-315	Bloggers' Block: Writing Exercises to Beat Burnout <i>Patti Digh @pattidigh</i>	Staying on Track: How to Keep Motivated After the Conference <i>Diana Orgain @dianaorgain</i>	Video Editing and Distribution <i>Danielle Smith @daniellesmith TV, Valerie Rowekamp @charmedvalerie and Jendi Pagano @jendisjournal</i>	Group and Community Bloggers <i>Anissa Mayhew @anissamayhew and Jo-Lynne Shane @JoLynneS</i> OR Business Bloggers <i>Julie Cole @juliecole and Caitlin Madden @caitm</i>

315-345	<p>Blue Bunny Ice Cream Break</p> 
330-445	<p>Wilsonart Plant Tour (separate registration required) Meet in lobby, bus departs 3:30, tour from 3:45-4:45</p> 
345-5	<p>Dedicated Time for Expo and Sponsor Suites</p>
6-7	<p>Apartment Guide Photowalk of Downtown Asheville (Meet in Lobby and Bring Camera)</p> 
8-10	<p>Bloganthropy Awards and Reception Presented by Child's Play PR</p> 
10-12	<p>Biltmore Patio Party</p> 

SATURDAY, June 25

7 3 0 - 8		Together Counts Morning Walk (meet in lobby, departs 730)
8 - 8 4 5		Together Counts Breakfast 
8 4 5 - 1 0		Mom Market
10-1145	E X P O	Monetization Power Session <i>David Binkowski @dbinkowski, Holly Hamann @hollyhamann, Maria Bailey @momtalkradio and Tonja Deegan @tvdeegan</i>
1 2 - 2		Lunch and Networking/Expo/Sponsor Suite Time
2 - 3		Blogger Town Hall Meeting
3-330		WhoNu Cookie Snack Break 
3 3 0 - 5		Closing Keynote The Myth of Doing It All <i>Liz Gumbinner @mom101</i>
8 - 1 0		Ubisoft Closing Party  UBISOFT
10 - 12		Patio Party Sponsored by Aiming Low and Wine Sisterhood  

See a list of all speakers and mentors at typeaconference.com/2011-speakers or scan this QR code.



Keynote Speakers

Patti
Digh
@pattidigh



Liz Gumbinner
@mom101

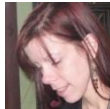
Speakers



Sherry Aikens
@babypop



Jason Avant
@petcobra



Barbie Angell
@barbieangell



Maria Bailey
@momtalkradio



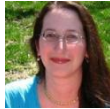
Leticia Barr
@techsavvymama



Stephanie Beal
@unbelievabeal



David Binkowski
@dbinkowski



Debbie Bookstaber
@buzzmommy



Dianna Brodine
@mamainpajamas



Kris Cain
@littletechgirl



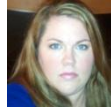
Kelby Carr
@typeamom



Chele Chestnut
@chelechestnut



Julie Cole
@juliecole



Stacie Connerty
@stacieinatlanta



Janice Croze
@5minutesformom



Tonja Deegan
@tvdeegan



Melanie Edwards
@modernmami



Angela England
@angengland



Stacey Ferguson
@justicefergie



Allison Fox
@allisonafox



Jenn Fowler
@jennfowler



Doug French
@LOD



Anne Fitten Glenn
@edgymama



Alyssa Gregory
@alys sagregory



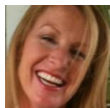
Holly Hamann
@hollyhamann



Jenna Hatfield
@firemom



Andy Hayes
@andrewghayes



Debba Hauptert
@girlfriendology



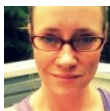
Amanda Henson
@highimpactmom



Cecily Kellogg
@cecilyk



Shelly Kramer
@shellykramer



Mr. Lady
@mrlady



Jessi Langsen
@tokissthecook



Lisa Lehmann
@thebeadgirl



Jim Lin
@busydadblog



Kelly Loubet
@childhood



Caitlin Madden
@caitm



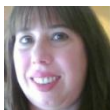
Erica Mueller
@ericamueller



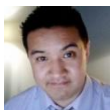
Melanie Nelson
@chilihead



Stacey Nerdin
@staceynerdin



Deb Ng
@debng



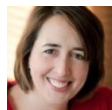
Gregory Ng
@gregoryng



Clay Nichols
@daddyclay



Diana Orgain
@dianaorgain



Amanda Padgett
@amandapadgett



Jendi Pagano
@jendisjournal



Aprile Parella
@thefloormaven



Wendy Piersall
@emom



Sarah Pinnix
@reallifesarah



Peter Pollock
@peterpollock



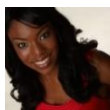
Lucretia Pruitt
@lucretiapruitt



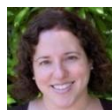
Ana Roca Castro
@anarc



Jessica Rosenberg
@kikarose



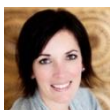
Valerie Rowekamp
@charmedvalerie



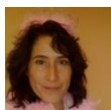
Ellen Seidman
@lovethatmax



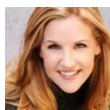
Linda Sellers
@lindasellers



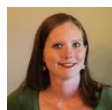
Jo-Lynne Shane
@JoLynneS



Aliza Sherman
@alizasherman



Danielle Smith
@daniellesmithtv



Heather Solos
@heathersolos



Roxana A. Soto
@roxanaSB



Katherine Stone
@postpartumprogr



Kelly Whalen
@centsiblelife

Mentors



Maria Bailey
@momtalkradio



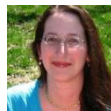
Amy Lupold Bair
@resourcefulmom



Joanne Bamberger
@punditmom



Leticia Barr
@techsavvymama



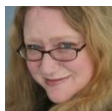
Debbie Bookstaber
@buzzmommy



Monica Brady
@mommybrain



Kris Cain
@littletechgirl



Kelby Carr
@typeamom



Melanie Edwards
@modernmami



Angela England
@angengland



Ilina Ewen
@IlinaP



Jennifer James
@mombloggersclub



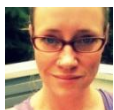
Barbara Jones
@barbarajones



Megan Jordan
@velveteemind



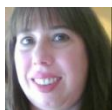
Cecily Kellogg
@cecilyk



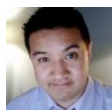
Mr. Lady
@mrlady



Anissa Mayhew
@anissamayhew



Deb Ng
@debng



Gregory Ng
@gregoryng



Jendi Pagano
@jendisjournal



Sarah Pinnix
@reallifesarah



Shannan Powell
@slpowell



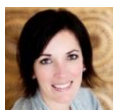
Lucretia Pruitt
@lucretiapruitt



Jessica Rosenberg
@kikarose



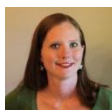
Linda Sellers
@linda_sellers



Jo-Lynne Shane
@JoLynneS



Danielle Smith
@daniellesmithtv



Heather Solos
@heathersolos



Katherine Stone
@postpartumprogr



Alli Worthington
@alliworthington



Tara Ziegmont-Gerner @taraziegmont