

# Welcome to MeshForum 2005

Mesh - Any of the open spaces in a net or network; an interstice  
Forum - A public meeting place for open discussion

MeshForum was founded with the intention of becoming an open, collaborative conversation where attendees and speakers would work together to share opinions and perspectives about how networks impact their world.

We are very pleased that you have joined us for the inaugural MeshForum. You will hear from and interact with many thought-provoking, capable professionals from the worlds of business, academia and the military. We ask that you actively engage in the various conversations that will take place over the next several days because your contribution is crucial to the success and value of this event, as much as any panelist, sponsor or artist you will encounter.

As you know, each of us is part of multiple networks that impact our daily lives - from family relationships to business associations. Over the next couple days we challenge you to think about how your networks do or don't interconnect and what could result if you explored new ways to leverage these networks.

Everyone at MeshForum 2005 is here to share a glimpse into their world - their work, research, collaborations and goals - and offer their perspectives on this multi-faceted concept of networks while becoming exposed to theories. We will accomplish this through panels and presentations but this is just the beginning. For every session we have set aside time for Q&A from the audience. Between some sessions we will offer Interstitials, an artistic form of digital media, featuring an international selection of artists and their interpretations of networks - in most cases what will be shown at MeshForum 2005 is just a sampling of a larger project. We encourage everyone to follow the links on the MeshForum website to learn more about the artists and their unique projects.

MeshForum 2005 is supplemented online by the MeshForum website at [www.meshforum.org](http://www.meshforum.org) and an EventSpace provided by SocialText at [www.socialtext.net/meshforum](http://www.socialtext.net/meshforum). During the conference the EventSpace offers an opportunity for both those attending and not attending to reference and contribute to the dialogue. After MeshForum 2005, the EventSpace will become a living reference point that continues the dialogue started this week in Chicago.

Taking advantage of current technologies and online networks, MeshForum 2005 will use the following tags and resources:

- For anything related to this year's conference: *MeshForum2005* - this will be used on Technorati, Del.icio.us, and Flickr to document this year's MeshForum
- As a general, year over year tag: *MeshForum*

Please reference the schedule in this booklet for all things related to MeshForum 2005. We have included brief biographies of speakers, panelists, artists and organizers but note that even more information is available on the website. We have also highlighted our generous sponsors and supporters who have contributed to transform this concept into an event and ask for your help in supporting them.

We hope you enjoy your time at MeshForum 2005 and will help us expand the dialogue around networks while growing this event in the future.

Our thanks,  
Shannon Clark, Joel Shapira & Jack Vinson  
MeshForum Hosts and Organizers

# Schedule for MeshForum 2005

## **Sunday, May 1<sup>st</sup>**      **HotHouse, 31 E. Balbo, between State and Wabash**

- 6:00 pm      Opening reception and welcoming remarks. Food provided by SkrineChops.
- 8:00 pm      Anne Harris (will perform two sets which that are open to the public with a cover charge of \$10. MeshForum attendees attend free of charge.

## **Monday, May 2<sup>nd</sup>**      **HotHouse 31 E. Balbo**

- 8:00      Registration and Breakfast
- 8:30      Opening remarks by Shannon Clark of MeshForum and JigZaw
- 9:00      Dr. Anna Nagurney - "Networks -- the Science Spanning Disciplines"
- 10:00      First Interstitial - art inspired by and about networks.
- 10:15      Morning break
- 10:30      Case study of Social Network Analysis presented by Valdis Krebs and Eszter Hargittai on Emergent Communities
- 11:30      "Living Networks" forum led by Ross Dawson
- 1:00      Conversation with Esther Dyson and Edward Vielmetti on Social Networks
- 2:00      Second Interstitial - art inspired by and about networks
- 2:15      Afternoon break
- 2:30      Dr. Noshir Contractor on "Co-evolution of knowledge networks and 21st century forms of organizing"
- 3:30      Jamais Cascio - "Participatory Panopticon"
- 4:30      Networks and Sales led by Buzz Bruggeman and John Kennedy
- 5:30      Dinner, open conversations and networking
- 8:00 – 12:00      All MeshForum attendees are invited to attend a live HotHouse performance.

# Schedule for MeshForum 2005 (cont'd)

**Tuesday, May 3<sup>rd</sup>      HotHouse 31 E. Balbo**

- 8:00            Breakfast
- 8:30            Dr. Eivind Almaas University of Notre Dame on "Networks in Biology: from Protein Interactions to the Metabolism"
- 9:30            Third Interstitial - art inspired by and about networks
- 9:45            Morning break
- 10:00           John Garstka, Office of Force Transformation - Department of Defense on network-centric warfare and Capt. (ret) Linda Lewandowski on the development and implementation of Sense and Respond Logistics at the Department of Defense
- 12:00           Lunch
- 1:00            Fourth Interstitial - art inspired by and about networks
- 1:30            Howard Greenstein moderates a panel about "Broken Networks" that includes Rudy Garcia of Citigroup, Sean O'Leary of FEMA and Donna Erat
- 3:30            Conversation about next steps and closing remarks

*The remainder of the day is open for attendees to explore Chicago.*

**Wednesday, May 4<sup>th</sup>      NOTE: LOCATION CHANGE for MeshAction workshop**

**Meet at the Monadnock Building at 53 W. Jackson in the 8th floor conference room.**

8:30 - 3:30      MeshAction - Workshop in Open Space opened by Michael Herman

*This will be a day-long opportunity to synthesize the content of MeshForum and translate it into future action. A workshop on Open Space Technology will also be offered.*

# MeshForum 2005 Speaker Biographies

**Anna Nagurney** is the John F. Smith Memorial Professor in the Department of Finance and Operations Management in the Isenberg School of Management at the University of Massachusetts at Amherst. She is also the Founding Director of the Virtual Center for Supernetworks and the Supernetworks Laboratory for Computation and Visualization at UMass Amherst. She received her AB, ScB, ScM, and PhD degrees from Brown University in Providence, Rhode Island. She devotes her career to education and research that combines management, economics, and engineering. Her focus is the applied and theoretical aspects of network systems, particularly in the areas of transportation and logistics and economics and finance. She is the editor of the new book, *Innovations in Financial and Economic Networks* (November 2003), and has authored or co-authored 8 other books including *Supernetworks: Decision-Making for the Information Age*, *Financial Networks*, *Sustainable Transportation Networks*, and *Network Economics*, and more than 100 refereed journal articles. For more information visit <http://www-unix.oit.umass.edu/~nagurney/>.

**Valdis Krebs** is a management consultant and the developer of InFlow, a software-based, organization network analysis methodology that maps and measures knowledge exchange, information flow, communities of practice, networks of alliances and other networks within and between organizations. Valdis has undergraduate degrees in Mathematics & Computer Science, and a graduate degree in Organizational Behavior/Human Resources and has studied applied Artificial Intelligence. Valdis has consulted and researched organizational networks since 1988. He works from his office in Cleveland, Ohio with a network of colleagues in the USA, Canada and Europe. For more information visit <http://www.orgnet.com/>

**Eszter Hargittai** is an Assistant Professor for the Department of Communication Studies, Department of Sociology, and the Institute for Policy Research at Northwestern University in Evanston, IL. She completed her Ph.D. in the Sociology Department at Princeton University and a post-doctoral fellowship at the Center for Arts and Cultural Policy Studies of the Woodrow Wilson School of Public and International Affairs at Princeton and remains affiliated with the Center as a Visiting Research Collaborator. Her main research interests are the social and policy implications of information technologies and she is especially interested in how IT may contribute to or alleviate social inequalities. Much of her work has looked at differences in people's Web-use skills. In particular, she studies people's information-seeking behavior and thus have also been following the evolution of search engines and the organization and presentation of online content. Additional research interests include the political uses of information technologies and how IT is influencing the types of cultural products people consume. For more information, visit <http://www.eszter.com/>

**Ross Dawson** is a noted author, speaker, and consultant, and strong advocate of network thinking in business. His acclaimed book *Living Networks*, published worldwide by Financial Times/ Prentice Hall, drove the rise of the "living networks" concept, while his global bestseller *Developing Knowledge-Based Client Relationships* will be released in a revised, updated, and expanded second edition in June 2005. He works worldwide as a keynote speaker and seminar leader, with recent speaking engagements in five continents, and global media appearances including CNN, Bloomberg TV, SkyNews, European Business Network, and Channel News Asia. For more information, visit <http://www.ahtgroup.com/>

**Esther Dyson** is editor-at-large at CNET Networks, host of the influential PC Forum, and founding chairwoman of ICANN, the international agency charged with setting policy for the Internet's core infrastructure. She has devoted her life to discovering the inevitable and promoting the possible. For more than 25 years, Esther has edited *Release 1.0*, a monthly report covering the worlds of technology, communications and the Internet. Esther chairs EDventure Holdings, an information services and investment company that she sold to CNET Networks in early 2004. She

remains an active investor and player in strategic discussions and global policy-making concerning the Internet and its impact on society.

**Edward Vielmetti** is Vice President, Services at Socialtext, a leading provider of enterprise social software. Edward is a networker and telecommuter based in Ann Arbor, MI. His primary focus at the moment is on the effective use of weblogs and wikis within corporate networks. He has been involved with Internet development since 1985 and with commercial use of the Internet since 1989. Edward has worked for a series of pioneering and industry-leading organizations that have build systems for Internet-based securities trading, the first commercial Internet service provider in Michigan, for network-based credit card processing, and for network security. He was a co-author with Nathaniel Borenstein of the 1996 Communications of the ACM paper "Perils and Pitfalls of Practical Cybercommerce". He has a B.A. in Economics from the University of Michigan and is a member of the International Network of Social Network Analysts, the Information Architecture Institute, and the Cisco Systems Alumni Association.

**Noshir Contractor** is a Professor in the Department of Speech Communication, Department of Psychology, and the Coordinated Science Laboratory at the University of Illinois at Urbana-Champaign. He is a Research Affiliate of the Beckman Institute for Advanced Science and Technology, Director of the Science of Networks in Communities (SONIC) Group at the National Center for Supercomputing Applications, and Co-Director of the Age of Networks Initiative at the Center for Advanced Study at the University of Illinois at Urbana-Champaign. His research program, funded continuously for the past decade by major grants from the U.S. National Science Foundation, is investigating factors that lead to formation, maintenance, and dissolution of dynamically linked knowledge networks in 21st century organizational forms. For more information, visit [www.uiuc.edu/ph/www/nosh](http://www.uiuc.edu/ph/www/nosh)

**Jamais Cascio** is the co-founder of and Senior Contributing Editor for WorldChanging.com, a website dedicated to finding and calling attention to models, tools and ideas for building a "bright green" future. Describing himself as a "freelance world-builder," Cascio specializes in the design and creation of plausible scenarios of the future, combining developments in science, technology, social trends, and political systems. He has done such work for a wide variety of clients, including major computer firms, non-profit organizations, government agencies, toy and game companies, and television producers. His scenarios focus on the relationships between disparate forces and systems, and the importance of long-term, systemic thinking, particularly regarding the environment and economic development. For more information, visit [worldchanging.com](http://worldchanging.com)

**Buzz Bruggeman** is a founder and EVP of ActiveWords Inc. where he is responsible for all marketing, evangelizing, and business development. Bruggeman, a DEMO God 2004 Award recipient, speaks regularly as a champion of both his company and the benefits of blogging as a low-cost, highly effective marketing tool on a global level. Jupitermedia recently named ActiveWords as the 3rd Best Software Product of the year, after OpenOffice and Microsoft 2003. Bruggeman also serves on the advisory board of DEMO. For more information, visit <http://buzzmodo.typepad.com/buzzmodo/> and <http://www.activewords.com/>

**John Kennedy** is the founder and president of Kennedy Consulting Group, a firm specializing in using proven process and project management methodologies to help individuals and organizations achieve their personal and corporate goals. John draws on a wide range of experience to support his processes allowing his clients to quickly reach their objectives. He has coordinated global project teams for Fortune 50 corporations as well as coached a Junior High Basketball team using the same techniques--both were successful (and just as challenging!!). John feels that networking (building mutually beneficial relationships!) is a great place to apply his Sanely Successful approach, and he loves empowering others to increase their success.

**Dr. Eivind Almaas** is a network researcher in the group of Prof. Albert-Laszlo Barabasi at the Department of Physics, University of Notre Dame. He received a degree from the Norwegian

Institute of Technology, followed by a Ph. D. from The Ohio State University. Using his background and training from physics, his current research is focused on developing a better understanding of complex systems through the use of network approaches. In particular, Dr. Almaas has developed tools to study the structure and dynamics of biological networks like the protein-interaction network and the bacterial metabolism. This research program has so far resulted in several publications, the most prominent a cover letter in the February 2004 issue of Nature.

**John J. Garstka** is the Assistant Director, Concepts and Operations, Office of Force Transformation (OFT), Office of the Secretary of Defense and a recognized thought leader in the area of Network Centric Warfare (NCW). In his current capacity he leads OFT initiatives in the areas of NCW Implementation and Education for Transformation. Mr. Garstka is a recognized international speaker and has delivered the Network Centric Warfare message to military and commercial audiences worldwide. Mr. Garstka served as an officer in the United States Air Force (USAF) for ten years, with assignments on the Air Staff and at USAF Space and Missile Center, and graduated from the United States Air Force Academy in 1983. He also holds a Master of Science Degree in Engineering-Economic Systems from Stanford University, where he studied as a Hertz Fellow.

**CAPT (Ret.) Linda M. Lewandowski**, United States Navy, served in a variety of engineering and operations billets at sea and additional brief duty periods in Washington, DC, include serving as an Action Officer at OPNAV-513 (Strategy and Concepts Branch) and SECNAV, Office of Program Appraisal (OPA). Following her command afloat tour, she served as Director of Operations (J3) and Deputy Director at the Joint Warfare Analysis Center in Dahlgren, Virginia. She completed a one-year SECDEF Corporate Fellowship at Human Genome Sciences, Inc., in Rockville, MD. Captain (Ret.) Lewandowski also served as the Director for Operations and Plans at Military Sealift Command Headquarters, in Washington, DC. Her last active duty tour was in the Office of Secretary of Defense, Office for Force Transformation as a Transformation Strategist. She was the project lead for designing the logistics concept, capabilities, and implementation strategy to support global Distributed, Adaptive Operations of U.S. military forces. Upon her transition from active duty military service, Linda Lewandowski became a Principal at Synergy, an ICF consulting firm located in Fairfax, Virginia She is also a Senior Research Fellow at the University of Maryland.

**Howard Greenstein** is currently the Senior Director of the Management Programs and the Non-Credit Virtual College at the School of Continuing and Professional Studies at NYU. He is responsible for creating the Non-Credit Certificate Programs in Business Continuity and Homeland Security. He is part of the team contributing resources to the Center for Catastrophe Preparedness and Response and the International Center for Enterprise Preparedness at NYU. He recently presented these Certificate Programs in front of the New York Congressional Delegation staff in Washington D.C. and in front of the Center's Board, which includes the commissioners of NYPD, FDNY and the city and state Offices of Emergency Management. Previously, Howard was the Director of Operations for Mayor Giuliani's Twin Towers Fund In this role he was responsible for the day-to-day workings of this not-for-profit that served the families of uniformed services heroes who perished at the World Trade Center on September 11th, 2001. He managed donation receipts, accounting, email, web and the distribution of over \$168 million dollars to the families.

**Rudy Garcia** is the Director of Business Continuity Management for Citigroup's Corporate and Investment Banking group (CIB), a leading force in the world's capital markets and a unit of Citigroup, the preeminent global financial services company. In this role, Rudy has global responsibility for the CIB's Business Continuity Planning and Crisis Management program. Prior to joining Citigroup, Mr. Garcia was the Director of Enterprise Continuity Management for Fleet Boston Financial, the seventh largest bank in the United States. He had firm-wide responsibility for Business Continuity Planning, Disaster Recovery and Crisis Management programs covering

the institutional, retail banking and financial business units. Mr. Garcia is a 22-year veteran of Merrill Lynch where he held similar roles and ran the company's Corporate Response Team. Among other things, the team handled the response activities during the September 11, 2001 terrorist attacks in New York City. In December 2003, Mr. Garcia was elected Chairman of the SIA Business Continuity Planning Committee, which is responsible for six subcommittees (Command Center, Exchange/Markets, Critical Infrastructure, BCP Best Practice, Industry Testing and Regional Issues) focused on business continuity for the Securities Industry Association (SIA).

**Sean O'Leary** is a Technological Hazards Program Specialist at FEMA Region V in Chicago, Illinois. He is a hazardous materials specialist and works on continuity of operations issues for the Great Lakes region. He has over 12 years of emergency response, planning, and management experience. Prior to joining FEMA, Mr. O'Leary worked as an environmental consultant, and worked for the Chicago Department of Environment and the Illinois Emergency Management Agency.

**Donna Erat** is a consultant providing comprehensive client services on public policy issues ranging from rural development to homeland security and emergency management. Ms. Erat works with Federal, Tribal, state, and local governments as well as non-governmental organizations and political associations to build strategic alliances that shape policy and public debate. Prior to consulting, Ms. Erat was employed with an international consulting firm where she developed federal resources on behalf of clients, including port security and homeland security funds. Ms. Erat also was the Associate Director of Federal Government Relations for the Washington, D.C. law firm of Womble, Carlyle Sandridge & Rice, where she lobbied on behalf of numerous clients including the State of North Carolina and the North Carolina Rural Electric Cooperative Association. Previously, Ms. Erat worked at the American Public Works Association (APWA), where she collaborated with the Department of Justice's Office for Domestic Preparedness (now within the Department of Homeland Security) and Texas A & M University to develop the first-ever training program for public works officials, addressing their role in preparing for and responding to acts of terrorism. Before her work with APWA, Ms. Erat was employed with FEMA in Washington, D.C. where she served as the Intergovernmental Liaison for the Director on disaster related matters.

**Michael Herman** is an internationally recognized practitioner and teacher of Open Space Technology, a simple, powerful approach for bringing people together and getting important work done faster than you'd expect. Michael is the founding webmaster for OpenSpaceWorld.ORG, which now offers an introduction to Open Space in 18 languages, in addition to offering his own resources archive at GlobalChicago.NET/ost. He has taught Open Space on four continents and is known for his practical views on the process of invitation, the movement of self-organizing markets, and the personal passion bounded by responsibility. He leads meetings and conference events and helps organizations integrate the simple power of OST into everyday business activity. For more information, visit <http://www.openspaceworld.org/>

# MeshForum 2005 Artist Biographies

**Jean Marc Munerelle** is artist and filmmaker. Born in France in 1972, he graduated from the Royal College in 1999. His work establishes a link between art and cinema through a reflection about the cinema at the age of the new media. His films are as much projected in installation as they are in cinema halls. His first films were short portraits of individuals with expressive behaviour in public space. He has been achieving a residency in 2004 at Le Fresnoy, National contemporary art studio, in France, where he has built a specific scenario for an interactive film setting.

**Yellow Arrow** is the global public art project of local experiences. It creates an open and interactive forum for people to leave and discover messages on location that point out what counts. By collecting and sharing these spaces of personal significance, Yellow Arrow allows the collaborative creation of a subjective atlas — a dynamic M.A.A.P. (Massively Authored Artistic Project) — that expresses the unique characteristics, personal histories, and hidden secrets that live within our everyday spaces. In a time of increasing polarization, it is our hope that the project facilitates movements of locally-driven and globally-interlinked communities to promote unity, toleration, creativity and a progressive culture. Yellow Arrow is a project initiated by Counts Media, a mixed-reality game and entertainment company. Based in New York City, Counts Media combines imagination, emerging technologies and urban research to produce public art, mobile games, theatrical entertainment, viral media, and experimental tours. Our mission is to transform the way people view and experience the world by providing tools to make the ordinary extraordinary.

**Alan Sondheim** co-moderates several email lists, including Cybermind, Cyberculture and Wrying. Since 1994, he has been working on an "Internet Text," a continuous meditation on philosophy, psychology, language, body, and virtuality. In 1999, Sondheim was the 2nd virtual writer-in-residence for the Trace online writing community (Nottingham, England). In 2004, he was a 5 week resident of the Center for Literary Computing and the Virtual Environments Laboratory at West Virginia University. In 2001, Sondheim assembled a special issue of the America Book Review on Codework. Sondheim taught in the Trace online writing program; in 2001-2 he taught new media at Florida International University in Miami. He currently lives in Brooklyn and works in video, CD-ROM, performance, sound, and text, often in collaboration, will be a 10-week resident at Grand Central Art Center (University of California, Fullerton). For more information, visit <http://www.asondheim.org/>

**Olivier Dyens** is Associate Professor at Concordia University in Montreal, Canada. He is the founder and webmaster of Metal and Flesh ([metalandflesh.com](http://metalandflesh.com)) as well as Continent X ([continentx.com](http://continentx.com)), websites dedicated to the study of cyberculture. He is also the author of Metal and Flesh; The Evolution of Man, Technology Takes Over, published by MIT Press whose French version (VLB Editeur) was awarded Best Essay by the Societe des Ecrivains Canadiens. Among his other publications are Les murs des planetes, suivi de la cathedal aveugle (VLB Editeur), short listed for the Revue Estuaire/Terrasses St-Denis prize for Poetry, Continent X, Vertegu du Nouvel Occident (VLB Editeur), long listed for the prix Roberval, and The Profane Earth (Mansfield Press), long listed for the ReLit Award. His website is <http://132.205.101.148/~odyens/>

**ap0201** was co-developed with v2\_lab, rotterdam and was funded for deployment by the Arts Council of England and kindly supported by the Centre for Land Use Interpretation, Culver City, LA <http://www.clui.org> Physical self-display devices are devices which communicate ever changing operational codes based on external environmental data. These self-powering tiny devices are scattered throughout any environment and do not transmit or relay in any manner useful sensory data to any observer. They can only be experienced within the (often remote) situation in which they are placed. An important aspect of the ap0201 project is the design of a highly modular, usable solar powered, small platform for further artistic work making use of slow-time-based computations in remote and difficult environments.

# MeshForum 2005 Staff Biographies

**Shannon Clark** founded JigZaw Inc., a software and consulting company providing solutions to complex challenges, utilizing a primary product called Decisa: Contract Compliance, a tool for managing portfolios of contracts. Shannon is a writer and researcher who focuses on applied Artificial Intelligence, especially automated data extraction from semi-structured data such as webpages. Shannon has been active on the Internet since 1991 and is an active participant in groups ranging from the IETF CALSCH working group (Calendaring and Scheduling), Minciu Sodas (a virtual research laboratory), to many online Social Networks. Shannon is the former event chair for Ryze.com in Chicago and maintains a personal blog at <http://searchingforthemoon.blogspot.com/>

**Jack Vinson, Ph.D.**, is a knowledge management advocate and technology enthusiast and the president of Knowledge Jolt, Inc., a knowledge management consultancy founded in 2004. Jack spent eight years in the pharmaceutical industry at Searle / Pharmacia / Pfizer, initially working in process development and biotechnology as an expert at modeling and simulating chemical processes to optimize the processes and troubleshoot problems. He also worked with industry-university collaborations at Purdue, the Technical University of Denmark, University College London and Imperial College and was the knowledge manager for the biotechnology unit. Jack keeps an active weblog of commentary on knowledge management and related topic at <http://jackvinson.com/>

**Joel Shapira** is an experienced enterprise software sales professional who has worked with numerous Fortune 1000 companies including General Motors, Baxter International, Rockwell Automation and Sprint. Additionally, he has extensive business development skills, facilitating organizational partnerships with Cisco Systems, AT&T, EDS and IBM. He graduated from Northwestern University's School of Speech and is currently engaged in a Master's program at DePaul University's School for New Learning that integrates business, collaboration, and leadership skills. He is an Enterprise Relationship Manager for Citrix in Chicago, IL.

## MeshForum 2005 Volunteers

Mark Smithivas                      Rithluzay Sopha  
Nurul Eusufzai                      Reid Albecker                      Spencer Maus

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**Thanks go out to the volunteers, sponsors and dozens of people, including our families and friends, who have assisted us in the planning and preparation of MeshForum 2005 since, without their support, none of this would be possible. See you at MeshForum 2006!**



