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July 27, 2006

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UPCOMING [POC](#) EVENTS



Chris Matthews

MSNBC

[September 27](#)



Mike Eskew

CEO of UPS

[December 14](#)

IN THIS ISSUE:

POLL: The rising price of gas has impacted my business ... [VOTE NOW!](#)



[Executive Spotlight](#)

Dion Hinchcliff
Hinchcliff & Co.

Execs commenting on Web 2.0

Disruptive? Revolutionary? See below.
[New New Internet Conference - 9/20](#)



PLUS: Web expert **Brian Williams**, CEO of **Vget Labs**, [profiles YouTube.com](#)

Silicon Valley Takes Notice of Local Tech Event



Don Hinchcliffe

Silicon Valley's tech crowd takes notice of Northern Virginia

Leading thinker and web blogger **Dion** (pronounced Dye'-on) **Hinchcliffe** was published in [ValleyWag](#), one of the Silicon Valley's leading online sites, talking about Web 2.0's arrival on the East Coast, specifically Tyson's Corner. [Here's the link](#). The disruptive force of the approaching Web 2.0 tsunami changes the ability for a company to use classic media to shape its messaging to its community. Or as visionary Dion says, "the control over a company's brand increasingly moves beyond the corporation and the implications can be profound and far reaching." [Read more.](#)



Still think blogging, MySpace and YouTube are Kids stuff?

Think again. [Here's what The Washington Post](#) wrote this past week about the Web 2.0 application, YouTube, now serving over 100 million video streams per day. Last weeks's poll suggests the executive crowd is already getting savvy on 2.0. [Click here to take this week's poll.](#)



Terry McAuliffe speaks at the POC

If you haven't heard **Terry McAuliffe** speak lately, you owe it to yourself to get a "no holds barred" and "no punched pulled" assessment



Terry McAuliffe

of the political landscape that can be enjoyed by both sides of the aisle as he irreverently and uproariously paints the view of why his Democratic party has nothing but upside. The POC hasn't seen this level of political humor since the memorable appearance of **Senator Bob Dole**. McAuliffe's impressive run with the Democratic party is far from over and anyone paying attention to the "H-Factor" (Hillary Clinton), knows that McAuliffe would raise a formidable war chest and campaign. Stay tuned.



Bob Dole

[Web Conference on Sept. 20th - Reserve Your Spot Now](#)

Be part of The New New Internet Do get caught flat-footed! Sign up for the Enterprise Web 2.0 event on September 20th. There's an early registration savings of \$50 if you

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register this week and use the promo code "early1" on www.thenewnewinternet.com.

Be sure to read our Web 2.0 quotes from area executives like **Jonathan Aberman, Tom McFadyen, Jace Weiser, and Kristofer Younger**.

ExecutiveBiz Spotlight: Dion Hinchcliffe

This week features Dion Hinchcliffe, web visionary, editor-in-chief - Web 2.0 Journal/ AjaxWorld and chief executive officer of Hinchcliffe and Associates. [Click here to read interview.](#)

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Dion Hinchcliffe

Dion Hinchcliffe
President
Hinchcliffe & Company

Dion Hinchcliffe is a well-known enterprise thinker and advisor, who speaks, writes, and works prolifically with clients in Fortune 1000 and government. He also is a leading expert on role of Web 2.0 as it applies to the enterprise. In our interview, we discuss his background, how Web 2.0 applications can increase revenue, and how it can be disruptive to your business.

J. Dinegar
President & CEO



The Greater Washington Board of Trade

[[COMPLETE LIST](#)]

[Click here for the full interview.](#)



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Thoughts on Web 2.0

[BACK TO TOP](#)



Jonathan Aberman

"Traditional models of software and data distribution and utilization have been one directional – and relied upon a static hierarchical relationship, whether it was the relationship between providers of software and customers or creators and consumers of data. As the Internet has developed and broadband has become more ubiquitous, the distribution of data and utilization is transforming into a collaborative, multidirectional process. This trend is manifesting itself in various promising business models, such as open source software development, software as a service, multi-media content creation and sharing, and collaborative social activities. The result for the enterprise will be in many instances cheaper software, better data, more productive employees and happier customers. "Web 2.0" is about the enterprise."

-- Jonathan Aberman, Managing Director, Amplifier Venture Partners, LP



Tom McFadyen

"Web 2.0 brings the reality, not the hype, of the internet to business. 100 companies each had online sales of over \$100 million each last year, with a dozen doing more than \$1 billion online. (We've helped several of them get there). Big and small organizations are leading the way by leveraging the rich user experiences, true web systems integration, active user participation, open source and other evolving Web 2.0 technologies. Understanding the opportunities is critical for the differentiation needed to be a market leader."

-- Tom McFadyen, President, McFadyen Consulting



Jace Weiser

"Web 2.0 is not just a set of technologies. Web 2.0 has attributes that have a social dimension. New business models, user-contributed content, and participatory products. It is straightforward to add technologies such as Ajax or RSS to products. However, it is more difficult to add a social dimension. Web 2.0 is about giving up control. It is about providing services that work with end user's data."

-- Jace Weiser, YellowBrix



Kristofer Younger

"While a novel idea, if improperly applied, Web 2.0 runs the risk of becoming another empty buzzword. Advancement in cross-organizational collaboration technology is a fundamental requirement for Web 2.0. While some collaboration tools are improving, particularly those designed to send electronic messages and share desktop applications such as calendars and word processors, there is much more to collaboration than peer-to-peer communications. Adopting a comprehensive approach to cross-organizational collaboration will enable the appropriate individuals, groups and organizations to find valuable, nonpublic information, while excluding access from those who are not authorized. There is growing pressure in both the public and private sectors to improve the quality and processes associated with collaboration applications, as a result of ever-tightening regulatory requirements such as Sarbanes-Oxley (SOX) and Health Insurance Portability and Accountability Act (HIPAA), along with high-profile media coverage of corporate malfeasance like the Enron case. It is very clear that business and government must shift from a culture of 'need-to-know' to 'need-to-share.'"

-- Kristofer Younger, CTO, Epok



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Upcoming ExecutiveBiz Events

[BACK TO TOP](#)



WEB 2.0 for the Enterprise – New website up, check it out!

www.newnewinternet.com

The ExecutiveBiz event series "The New New Internet" will focus this fall on Web 2.0 and offer both industry experts and enterprise executives the

Date: September 20, 2006

Time: 8:00 am to 5:30 pm

Location: Tysons Ritz

opportunity to focus on the implications of Web 2.0 in the enterprise space. Attendees will be treated to a day long revelation about where the internet, via web 2.0, will be taking the enterprise and confirm, discover or take exception with the following:

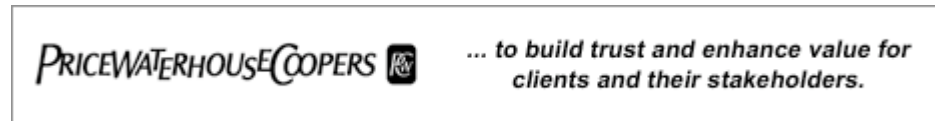
[Register now](#) for our special early-bird rate. Don't miss this event!

- Why key area technology firms and fortune 500 companies are bracing for what will be the largest single

disruptive technology change that enterprise will see, as measured by, with their community(read "customers") shifting quickly away in a much increasingly frictionless market.

- See live Web 2.0 applications being demonstrated, reviewed and voted upon by the conference attendees and a panel of renowned area Venture Capital thought leaders.
- Understand why enterprise players must drop the static pages, repurposed marketing information and mind-numbing dribble that comprise the current web space of the enterprise in favor of a rich, user experience that allows the visitor to interact in a meaningful way.
- Learn how to be on the receiving end of the pending customer shift towards companies that understand their community (read "Customer")
- The wisdom of crowds is a powerful force. The collective knowledge can either be used to prosper or can be ignored to the severe penalty of an enterprise.

[Learn more and register today!](#)



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Web Business: Web 2.0 That You Should Know

[BACK TO TOP](#)

YouTube: Online Video Right Now

by Brian Williams, CEO of [Viget Labs](#)



Ever since [we first tried to define Web 2.0 for you back in March](#), the chatter on the subject has only intensified. For the next few weeks I'll be trying to get our business-savvy readers caught up on the most notable Web 2.0 sites with some quick overviews. This week: online video phenomenon [YouTube](#).

What Is It?

YouTube lets users upload and share video. Like all successful sites that rely on word-of-mouth growth, YouTube is very easy to use for both visitors and content contributors. It's YouTube's rapid growth that is truly amazing. Launched in February of last year, the site now shows more than **100 million videos every day**. As Dion Hinchcliffe points out in [today's Executive Spotlight](#), YouTube now has more viewers than network TV -- viewers they earned in under 18 months of existence.

Their challenge now is monetizing the popularity. Showing all that video isn't cheap -- some estimate YouTube's bandwidth costs at over \$1 million per month. Realistically, though, YouTube's young staff of about 50 people probably won't be the ones to figure it out, considering speculation that the company could be valued as high as **\$1 billion** were it to be acquired.

Why Should I Care?

Whether it's YouTube, Google Video, or a different twist on video sharing (like locally-owned [Pickle.com](#) that lets you share photos and videos together), your business will be impacted by the online video phenomenon sooner or later. Grassroots advertising (like Stride Gum's sponsorship of [Matt Harding's dancing-'round-the-world](#)) and real customers doing impromptu product demos (like Melody [showing off the features of her webcam](#)) are just a couple of examples.

Even businesses that would never consider traditional television as part of their marketing strategy should keep an eye on [YouTube](#). There are innovative new ways to work YouTube into your online strategy popping up every day -- you just need to know where to watch.

Up Next: A quick look at MySpace.com



Brian Williams is a co-founder of ExecutiveBiz and CEO of Viget Labs, a DC-area web consulting and development firm that plans, designs, builds, markets, and supports leading web solutions.

Comments? Suggestions? Contact Brian: brian@executivebiz.com / 703-891-0670



Special Announcements

[BACK TO TOP](#)

MorganFranklin Invitational Golf Tournament

MorganFranklin invites you to help honor our nation's greatest citizens by participating in The **MorganFranklin Wounded Warrior Project Invitational Golf Tournament**. The tournament will be held on Wednesday, September 13, 2006, at The Courses at Andrews Air Force Base. Tee time is 2:00 p.m.

The Wounded Warrior Project assists severely injured service men and women face the challenges they will encounter as they return to civilian life. The project also helps them find opportunities to provide for themselves and their families. For sponsorship opportunities and registration go to www.morgan-franklin.com.



EarthEcho International



*EarthEcho co-founder
Philippe Cousteau*

EarthEcho International inspires individuals to act to protect the oceans as the life support systems of our water planet. We enable and empower them to embrace sustainable living. Why? Because everything we do makes a difference. Even if we don't live on or near the water, we are all upstream from one another and the oceans have a tremendous impact on our communities, our economy, our health, and our security. By making small changes that help the environment we are helping ourselves and our future.

Learn more at www.earthecho.org or follow the latest with the EarthEcho blog at www.earthecho.org/blog.



The Medical Care for Children Partnership (MCCP)

20th Anniversary Celebration and annual fundraiser on September 17, 2006

The Medical Care for Children Partnership (MCCP) provides comprehensive medical and dental care to the children of Fairfax County's "working poor" — those who are ineligible for Medicaid yet cannot afford private health insurance. For just \$325, MCCP can provide medical care for one child for one year. This is a fraction of what equivalent care would cost the child's family without health insurance. Mark your calendars now to attend our **20th Anniversary Celebration** and annual fundraiser on **September 17, 2006**. For information on sponsorship opportunities, visit www.mccponline.org or email info@mccponline.org.



Featured Area Events

[BACK TO TOP](#)

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WTPF - The Business Forum for HR Professionals [www.wtpf.org]

WHAT **WTPF Golf Outing**

WHEN August 2, 2006 -- 1:00 pm - 7:30 pm

LINK [Click here for more information ...](#)

Arlington Economic Development, BDAG, Arlington Chamber, Cntr for Biz Planning /Development [www.arlingtonvirginiausa.com/atbs]

WHAT **Access to Business Success**

WHEN August 3, 2006 -- 8:00 am - 3:30 pm

LINK [Click here for more information ...](#)

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Opinion Poll

[BACK TO TOP](#)

Question: The rising price of gas has impacted my business ...



THANK YOU FOR YOUR OPINION!

Right: We were surprised to see that executives were an indecisive group about where the economy is heading.

LAST WEEK



Potomac Officers Club

[BACK TO TOP](#)

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Message from the Editor

[BACK TO TOP](#)

Message from the Editor

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J.D. Kathuria

ExecutiveBiz Editor

jd@executivebiz.com

703-752-7453 ext. 203



J.D. Kathuria



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8230 Old Courthouse Road, Suite 460 - Vienna, VA 22182 - Phone: 703-752-7453 | info@executivebiz.com

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