



activation *San Diego* 2009

powered by  **active** NETWORK

A Conference for Blue Bear, part of the Active Network, Software Users
November 2nd – 4th, 2009 | San Diego, CA



About Activation 2009

Here at the Active Network, we are excited to be able to provide an opportunity for our users to get together, develop relationships and share ideas. We invite you to join us in San Diego for Activation 2009 (formerly CONNECTIONS) where we hope you will be able to gain new insights and information from our many educational breakout sessions, discussion groups and workshops.



The Activation 2009 User Conference

November 2nd – 4th, 2009
Town and Country Resort
San Diego, CA



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“Very informative, I enjoyed every minute. I had fun and met many friends. Thank you for a wonderful conference. I learned new things and can’t wait until the upgrade to the new version.”

-Victoria Ligua, Workman H.S.



Features

As part of the Activation Conference, delegates will enjoy:



Breakout Sessions: Each year we strive to develop session content that is current, informative and provides value to our customers. We try to build a conference schedule to help delegates maximize attendance at the sessions that are most important to them.



Hands-On with Blue Bear: Meet face-to-face with a Blue Bear Support Tech as they answer questions specific to your school or district. Registered delegates can sign up for these hands-on meetings in the summer of 2009 on a first come, first served basis.



Keynote Speaker: The keynote speaker is an important part of the conference and we look forward to introducing a speaker to help motivate and inspire our delegates. Kick off Activation by attending the keynote address.



NEW Town Hall Meeting: Speak directly to the Senior Management of Blue Bear and the Active Network during the Town Hall meeting. This is an opportunity for users to ask questions and provide feedback on the company as a whole. You can outline the discussion topics that are most important to you during the registration process.



Computer Lab: Test out new software or put new skills to use right away in our computer lab. You can also check your email and keep up-to-date with what's going on back home and in the office.



Evening Socials: Unwind at the end of a long day of learning with relaxed social event in the company of Blue Bear / Active employees. Get a chance to enjoy the sights and sounds of San Diego and join us at our Closing Banquet.



Schedule

*There will be a Welcome Reception for conference delegates on Sunday, November 1 starting at 7pm.

		Monday, November 2 nd	Tuesday, November 3 rd	Wednesday, November 4 th		
				Conference Attendees	Optional Hands-On	
AM	7:00-7:30	Breakfast <i>(7:00AM-8:00AM)</i>	Breakfast <i>(7:00AM-8:00AM)</i>			
	7:30-8:00				Breakfast <i>(7:30AM-8:00AM)</i>	
	8:00-8:30	Keynote Speech <i>(8:00AM-9:30AM)</i>	Breakout Session I <i>(8:00AM-9:00AM)</i>	Breakfast <i>(8:00AM-8:30AM)</i>	<u>Morning Hands-On Training</u> <i>(8:00AM-12:00PM)</i>	
	8:30-9:00			Breakout Session I <i>(8:30AM-9:30AM)</i>		
	9:00-9:30			Breakout Session II <i>(9:15AM-10:15AM)</i>		
	9:30-10:00	Breakout Session I <i>(9:45AM-10:45AM)</i>		Breakout Session II <i>(9:45AM-10:45AM)</i>		
	10:00-10:30					
	10:30-11:00					
	11:00-11:30	Breakout Session II <i>(11:00AM-12:00PM)</i>	Town Hall Meeting <i>(10:30AM-12:00PM)</i>	Breakout Session III <i>(11:00AM-12:00PM)</i>		
	11:30-12:00					
PM	12:00-12:30	Lunch <i>(12:00PM-1:15PM)</i>	Lunch <i>(12:00PM-1:15PM)</i>			Lunch <i>(12:00PM-1:00PM)</i>
	12:30-1:00					
	1:00-1:30	Breakout Session III <i>(1:15PM-2:15PM)</i>	Breakout Session III <i>(1:15PM-2:15PM)</i>		<u>Afternoon Hands-On Training</u> <i>(1:00PM-5:00PM)</i>	
	1:30-2:00					
	2:00-2:30					
	2:30-3:00	Breakout Session IV <i>(2:30PM-3:30PM)</i>	Breakout Session IV <i>(2:30PM-3:30PM)</i>			
	3:00-3:30					
	3:30-4:00	Break	Break			
	4:00-4:30	Breakout Session V <i>(4:00PM-5:00PM)</i>	Breakout Session V <i>(4:00PM-5:00PM)</i>			
	4:30-5:00					
	5:00-5:30					
	5:30-6:00					
	6:00-6:30					
7:00	Evening Social	Closing Dinner				



Session List

(1/2)

We have a number of different sessions and topics planned for Activation 2009. Check out some of what we have in store for the conference. *This list is subject to change.

Best of SchoolBooks

Topics will include how to get started using SchoolBooks for your bookkeeping needs, money going out, money coming in, bank reconciliations, period end processing, district audit functions, reports, and 1099 processing.

Best of Tracks

Various topics will be offered which will include how to get started using Tracks for receipting purposes, Item and Customer Maintenance, reports, daily and period end processing, using bar codes, tracking fundraisers and donations, checking in and out equipment and textbooks, import manager, tracking lockers and issuing course fees automatically.

Hosted and Web Based Solutions

Topics will be specific to SchoolBooks and Tracks WEB. We will be offering overviews of these products, sessions covering the best way for you and your district to transition from a desktop product to a hosted solution, and even sessions regarding why you may consider SAAS (Software as a Service).

WebStore

We will be offering several sessions that will cover topics for our SchoolBooks and Tracks WebStores. We will cover everything from getting started with the creation of your store, uploading school and item images, promoting your store to parents and students, reports and reconciliation, and tips and tricks to get the most out of your online store.

Round Table Discussions

These are by far our most popular sessions. This is where you can bring your questions and ask a real person during our product specific round tables. Even if you don't have a question, you can come and listen to great ideas brought to the table by other people.

Getting the Most out of Customer Support

Whether you are in touch with Customer Support on a regular basis or just once in a while, there are a few simple tricks to help find resolutions to your issues quickly. We will offer product specific sessions to teach you tips and tricks to commonly asked support questions.



Session List

(2/2)

Case Studies

We are looking for volunteers for our new case study sessions. Topics may include best practices for student stores, WebStores, tracking ticket sales, and district audit functions. Please email us if you are interested in presenting a mini case study session.

Product Roadmap

Learn from our product development team where we are headed in the future for each of most popular products: SchoolBooks, Tracks, and the WebStore.

Hands-on with Blue Bear

We will be offering appointments for you to spend one on one time with a Support Tech. Bring a copy of your daily data backup and a list of questions or concerns.



Go Online Go Green

Greener Options = Better Business

In an effort to be more environmentally friendly, we will not be providing paper copies of the presentation slides. The presentation slides for each session will be available for download from the registration site before the conference. If you do require a paper copy of the presentation slides, we encourage you to print the slides out before coming to the conference.



Hands-On Training

(1/2)

Just like previous conferences, we will be offering hands-on training options at Activation 2009. The hands-on training classes are a great way for users of all levels to gain some in depth knowledge on Blue Bear software. Here are a few things that you can expect at these classes:

- ▶ Each student will have his/her own computer
- ▶ Each student will receive an instructional workbook
- ▶ Continental breakfast will be served before the first class of the day
- ▶ Lunch and refreshments will be provided during the breaks between classes

Hands-on training classes are available in ½ day and full day options. Basic classes for new users will be available for Tracks and SchoolBooks. Advanced classes for experienced users will be available for Tracks and SchoolBooks. Find out what will be covered in each class:

SchoolBooks Basics (\$250): This class is an introduction to the features and functionality of SchoolBooks. This is an intense 4 hour class that covers the following:

- ▶ Program navigation, entry of basic data such as GL Accounts, Vendors, Bank Accounts
- ▶ Flow from Purchase Order to Vendor Invoice to Check
- ▶ Flow from Receipts to Bank Deposits, Completing a Bank Reconciliation
- ▶ Reporting, creating a new school, entering opening balances
- ▶ This class is intended for the brand new SchoolBooks user

SchoolBooks Advanced (\$250): This class is intended for the user who is familiar with basic SchoolBooks functions. This class covers the following:

- ▶ Blanket and multi-vendor purchase orders, plus ordering inventory items for Tracks
- ▶ Cash transfers, multi-line transfers, and reversals
- ▶ Utilities like GL/Vendor renumber/merge, purge PO, modify Categories etc.
- ▶ Advanced reporting options using categories, print groups and consolidated reports



Hands-On Training

(2/2)

Tracks Basics (\$250): This class is an introduction to the features and functionality of Tracks. This is an intense 4 hour class that covers the following:

- ▶ Program navigation, basic setup of Customers, Items, GL Accounts
- ▶ Making sales on the Work Screen
- ▶ Completing a Daily Closeout
- ▶ Reporting, creating a new school, customizing setup options
- ▶ This class is intended for the brand new Tracks user

Tracks Advanced (\$250): This class is designed for the user who is familiar with basic Tracks functions. This class covers the following:

- ▶ Advanced Work Screen functions/options, including charges on account and payments
- ▶ Tracking items with and without prices
- ▶ Advanced reporting options including Balance Due Reports
- ▶ Creation and use of customized Form Letters

WebStore (\$250): Go through the entire process of creating your WebStore from start to finish. Bring a copy of your data, images of your school and items and create a live store in this class. This class covers the following:

- ▶ The WebStore Wizard
- ▶ Item options
- ▶ Reports and reconciliation
- ▶ Closeouts
- ▶ Uploading images

Hands-On Training Schedule (Wednesday, November 4th)

AM	7:30-8:00	Breakfast			
	8:00-12:00	SchoolBooks Basics	Tracks Basics	Tracks Advanced	Tracks WebStore
PM	12:00-1:00	Lunch			
	1:00-5:00	SchoolBooks Advanced	Tracks Advanced	Tracks WebStore	SchoolBooks WebStore

*Subject to change.

These classes are always very popular at the conference and fill up quickly. Seating is limited so please register early to ensure you reserve a spot.



Registration and Pricing

A number of different Activation registration options are available to suit your needs. Information and prices about each registration package is listed below:

	Full Delegate Package	Monday Daily Delegate	Tuesday Daily Delegate	Wednesday Daily Delegate	Closing Banquet for guests
Welcome Reception (Sunday Evening)	✓				
Monday Breakout Sessions	✓	✓			
Monday Meals (Breakfast and Lunch)	✓	✓			
Monday Evening Entertainment	✓	✓			
Tuesday Breakout Sessions	✓		✓		
Tuesday Meals (Breakfast and Lunch)	✓		✓		
Closing Event Banquet (Tuesday Evening)	✓		✓		✓
Wednesday Breakout Sessions	✓			✓	
Price	*\$495 early-bird	\$250	\$250	\$150	\$75

*The early-bird rate is in effect until Sep 18. The price will be increased to \$650 afterwards. Online registration will close on Friday, October 23, 2009.

**All prices are in US dollars

*** Pricing does not include optional hands-on training classes on Wednesday.



Accommodations

We have secured rooms at the Town and Country Resort at a discounted rate for the duration of the conference. Please mention that you are with **the Active Network** in order to receive the discounted room rate when making a reservation. To ensure that you are able to reserve a room at the discounted rate, we recommend that you book your room before **October 16th**.



Town and Country Resort and Convention Center

500 Hotel Circle North, San Diego, California 92108
 Tel: (619) 291-7131 Fax: (619) 291-3584
www.towncountry.com

Directions to the hotel are available [here](#).

"Everyone with Blue Bear was so nice and easy to talk to. Very approachable and very knowledgeable when I can figure out what to ask. Thanks, great fun and good conference."

- Kelli Hazelwood, Lakewood High School





San Diego Tourism

Arriving early or staying late? Check out the attractions and activities that San Diego has to offer:



Definitely a must-see in San Diego, **SeaWorld** offers a variety of shows and rides to its visitors.



The Wild Animal Park is one of the biggest attractions in San Diego and houses a number of wild and endangered species from all over the world.



For more information on attractions and things to do in San Diego, check out the Visitors Bureau at: www.sandiego.org/nav/Visitors



The San Diego Zoo is located in Balboa park and is one of the largest zoos in the world.





Activation 2009 Learn More

Have additional questions about Activation or need help registering?

Please call [1.800.954.2583](tel:18009542583) for more information.

Email inquiries can be directed to: Activation@ActiveNetwork.com

San Diego Headquarters:

10182 Telesis Court, Suite 100, San Diego, CA 92121

Toll Free: 1-888-543-7223

Phone: 858-964-3801

Fax: 858-551-7619



Thank you.

We look forward to seeing you in San Diego!

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