

Welcome to ...



ubuntu
vancouver loco

General Meeting November 13th, 2009

Our Theme: **Karmic Koala II**



Agenda



- Mix, Mingle and Refreshments ~6:30
- **Presentations Begin & Welcome Messages 6:45pm**
- Ubuntu Locally, and Group Updates
- “Taking Ubuntu to the Street, in Vancouver”
- Ubuntu Karmic “Show and Tell”
- “Karmic Eye-Candy: Making Others Edgy”
- Break (Socializing & Rescue Center) 7:30 – 7:45pm
- “The Empathy Show”
- “Getting Karmic Support In Your Neighbourhood”
- Wrap-Up & Door Prizes ~8:30pm finish

Presentation

**“Ubuntu, Locally!
and Group Updates”**



Randall Ross
Ubuntu Vancouver Buzz Generator

What I'll Cover

- Stuff that's relevant **locally**
- Group facts and data
- Taking Ubuntu “Up A Notch”
- Making Vancouver Stronger

Welcome New Members!

... brave enough to post a photo



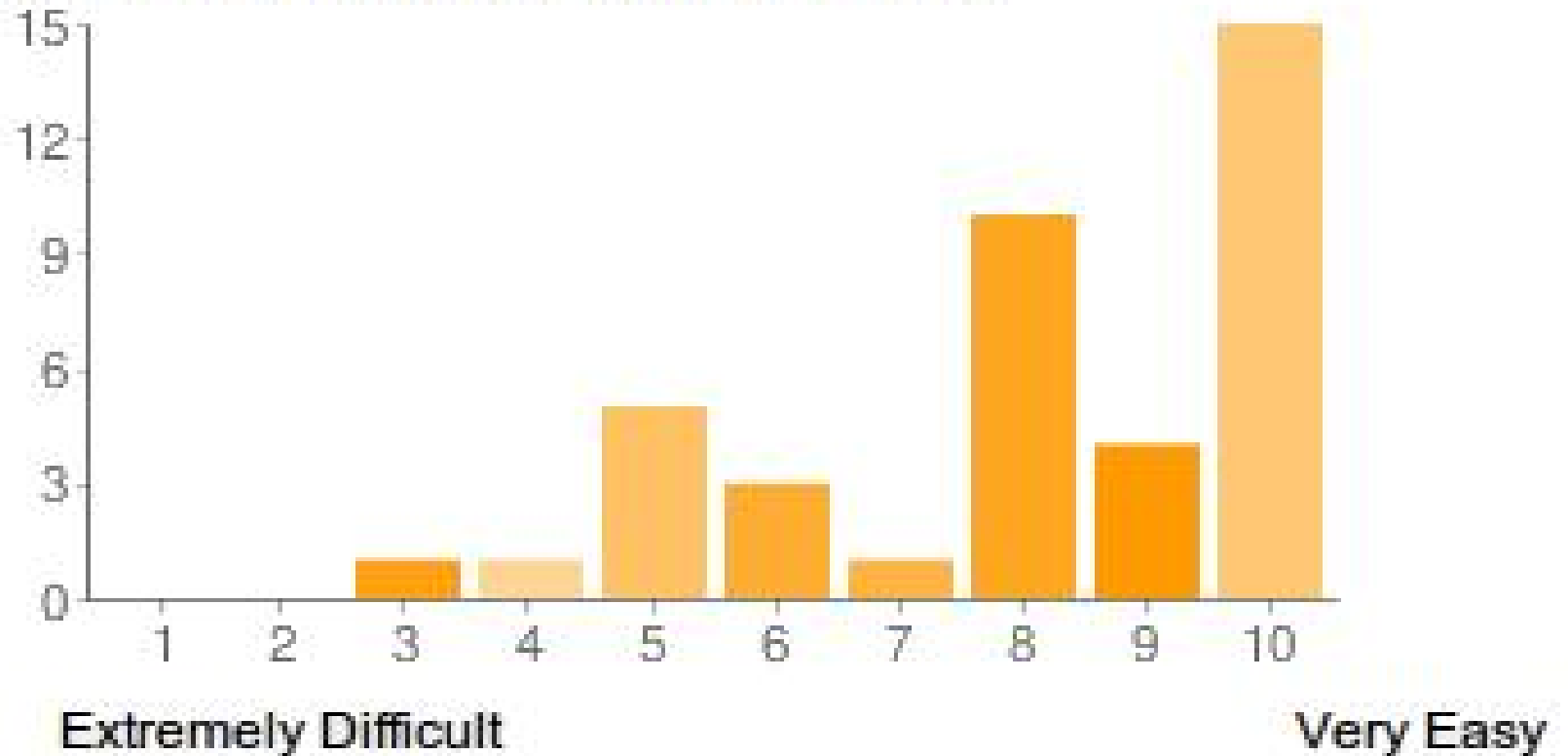
Things to Remember

This is just the beginning

- You are part of a group that is growing quickly
- Things are going to get really big
- Every new member will bring new dimensions, energy, and opportunities to the group
- **GROWTH is GOOD!**
(insert favourite OS that failed here if you need confirmation)

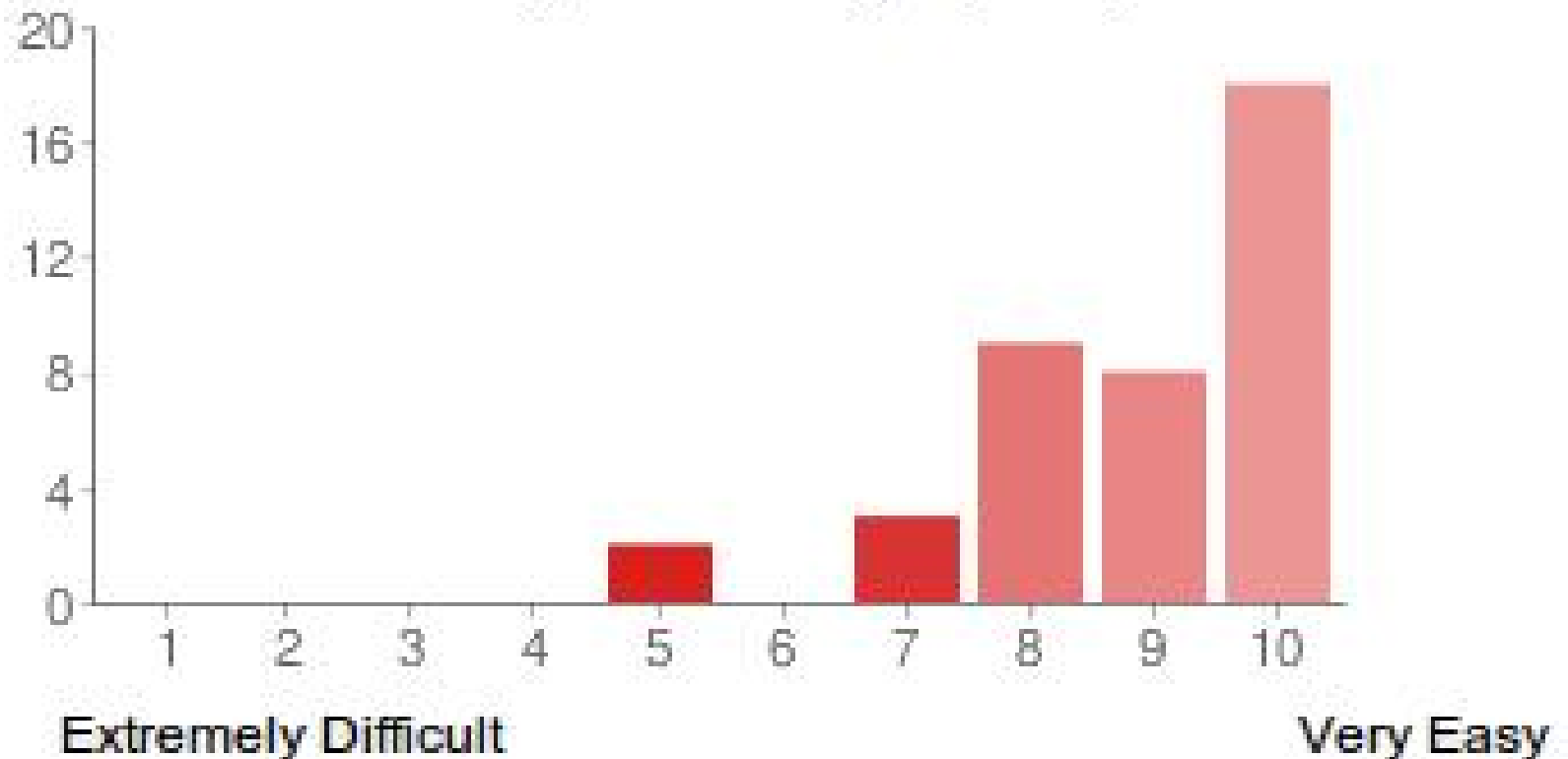
Step 1: Find Us

Please rate how easy it was to find us



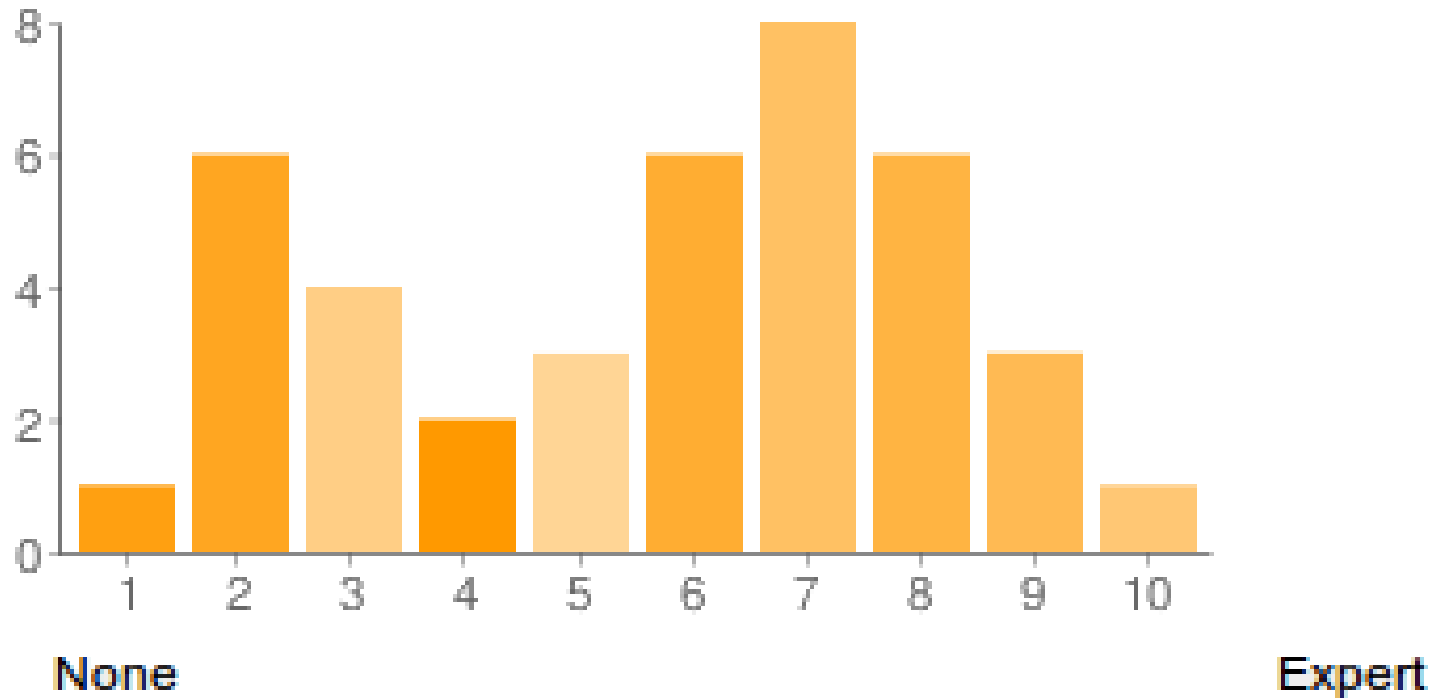
Step 2: Sign Up

Please rate how easy it was to sign up and join



The “Tech Group” Myth

How would you assess your current knowledge of Ubuntu?



What If I'm Not A Techie?

QUESTION: Do you have any specific plans to encourage non-technical and non developer types to contribute to the project? (Translations and documentation exempt from this question.)

(12:20:13 PM) sabdf1: we do have the marketing team

(12:20:31 PM) sabdf1: and locos and advocacy require organisational skill, more than technical skill

(12:20:41 PM) sabdf1: there's room for people of all talents, that's something we care a lot about in Ubuntu

(12:20:55 PM) sabdf1: this is NOT just for developers, and NOT for fundamentalists

(12:21:08 PM) sabdf1: this is for people who care about moving to a better technology world

(12:21:20 PM) sabdf1: whatever background, gender, or colour they have

Ubuntu = Linux ?

QUESTION: What are your thoughts on "Linux" as a brand? Is the term still meaningful, compelling? Do you think it's necessary to co-brand Ubuntu to always include the term "Linux"?

(12:39:00 PM) sabdf1: no, i don't think so

(12:39:14 PM) sabdf1: of course, the Linux kernel is an essential ingredient

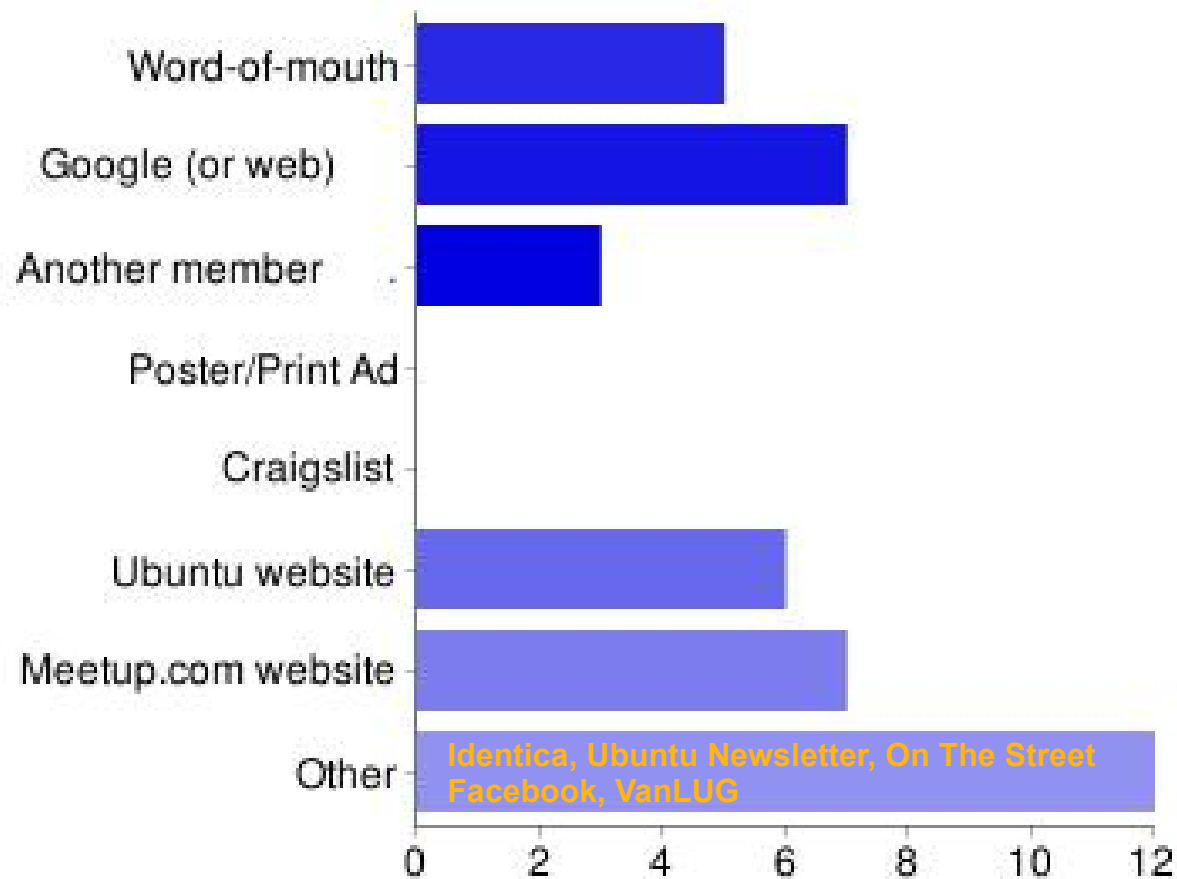
(12:39:22 PM) sabdf1: but it;'s just one part of a huge and complex system

(12:39:41 PM) sabdf1: and you may be right if you think that emphasising Linux gives too much credit and causes confusion



How Do People Find Us?

How did you find out about us?



So, why have an
ubuntu loco ?



The "Best Karmic Koala Party In The World"



vancouver

is karmic

ubuntu
vancouver loco

CANNED
KOALA

ubuntu
vancouver loco

ubuntu
vancouver loco

Winners!

 Your Name _____

ubuntu
vancouver loco

Find someone who...

Didn't fill out a survey	Wanted to be a race car driver when young	Has stickers but doesn't know why	Plays the Russian Accordion	Can make anything with fabric
Is Related to a Casino Dealer	Won't Leave the food table	Is Related to a "Royal Advisor"	Went to Ingonish Beach	Drinks Coffee Invisibly
Has 3 closest friends that ALL use Ubuntu	Married a Windows User	ALWAYS  Freedom	Has had the Dalai Lama over for dinner	Helped Plan this Party
Can carve chalk	Has scaled Mount Everest	Remembers when there was only one member	Was once a rodeo clown	Makes Star Wars Costumes
Recently became a grandad	Has been to Shangri-La	Plays French Horn while making puns	Has a freak in his or her family	Has No Useless Skills

k
o
a
i
a

b i n g o

We Are Truly Fortunate!

We Have a LoCo in our city!

- Regular meetings and events
- Easy to find other Ubuntu people
- Easy to make those who “get” Ubuntu your circle
- Easier to get support, locally (more on that later)
- 99.999% of cities in the world don't have one!

LoCo is a Compound Word

Community

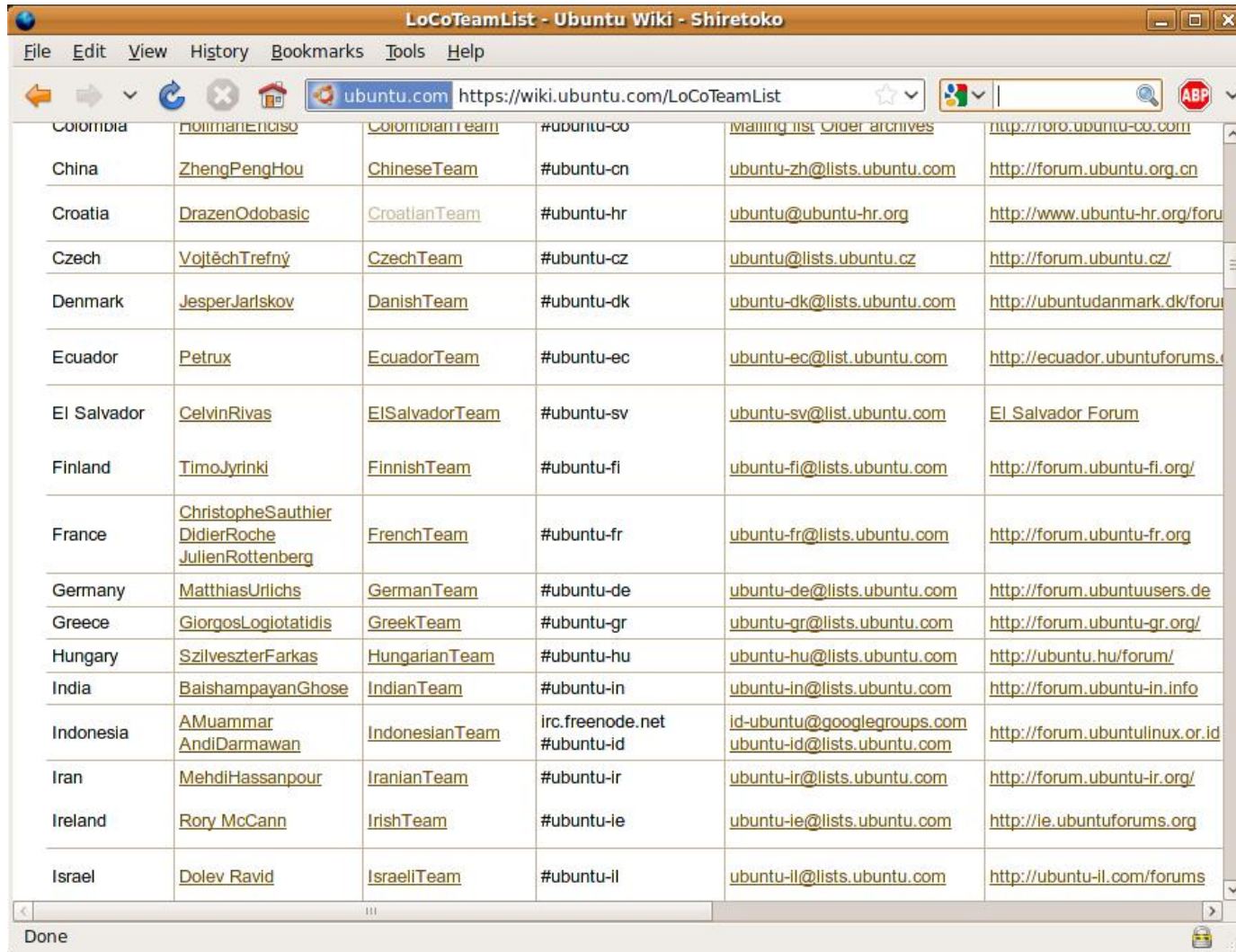
- A group of people living and interacting in a particular area
- Sharing common interests, goals and in some cases ownership

LoCo is a Compound Word

Local

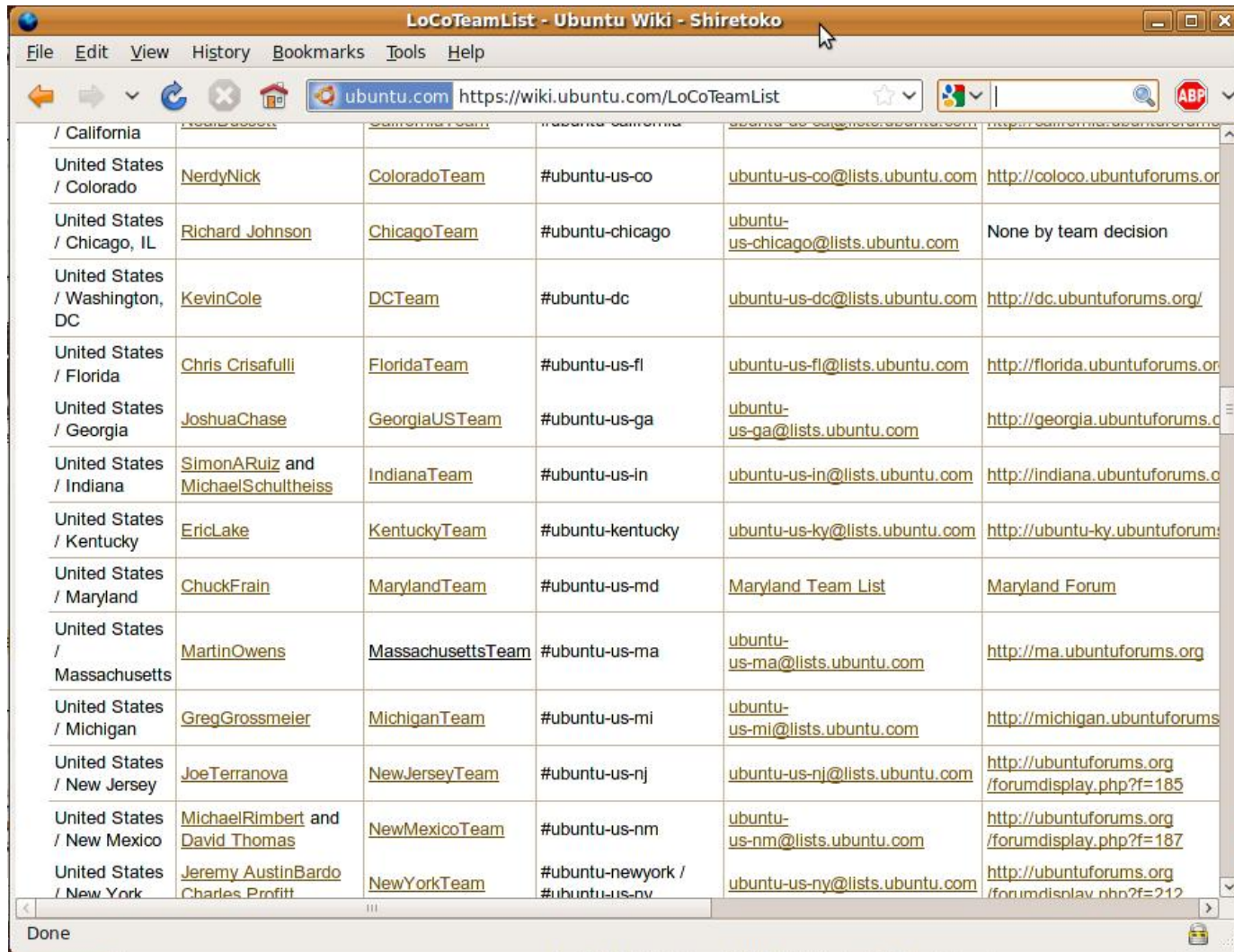
- Of, or belonging to, or characteristic of a particular locality (neighborhood, town, city)
- "local customs"; "local schools"; "the local citizens"; "a local point of view"; "local outbreaks of flu"; "a local bus line"

The “List”



Country	Team Lead	Team Name	IRC Channel	Mailing List	Forum
Colombia	hoimanEnciso	ColombianTeam	#ubuntu-co	mailing-list Order archives	http://foro.ubuntu-co.com
China	ZhengPengHou	ChineseTeam	#ubuntu-cn	ubuntu-zh@lists.ubuntu.com	http://forum.ubuntu.org.cn
Croatia	DrazenOdobasic	CroatianTeam	#ubuntu-hr	ubuntu@ubuntu-hr.org	http://www.ubuntu-hr.org/foru
Czech	VojtěchTrefný	CzechTeam	#ubuntu-cz	ubuntu@lists.ubuntu.cz	http://forum.ubuntu.cz/
Denmark	JesperJarlskov	DanishTeam	#ubuntu-dk	ubuntu-dk@lists.ubuntu.com	http://ubuntudanmark.dk/foru
Ecuador	PetruX	EcuadorTeam	#ubuntu-ec	ubuntu-ec@list.ubuntu.com	http://ecuador.ubuntuforums.c
El Salvador	CelvinRivas	ElSalvadorTeam	#ubuntu-sv	ubuntu-sv@list.ubuntu.com	El Salvador Forum
Finland	TimoJyrinki	FinnishTeam	#ubuntu-fi	ubuntu-fi@lists.ubuntu.com	http://forum.ubuntu-fi.org/
France	ChristopheSauthier DidierRoche JulienRottenberg	FrenchTeam	#ubuntu-fr	ubuntu-fr@lists.ubuntu.com	http://forum.ubuntu-fr.org
Germany	MatthiasUlrichs	GermanTeam	#ubuntu-de	ubuntu-de@lists.ubuntu.com	http://forum.ubuntuusers.de
Greece	GiorgosLogiotatidis	GreekTeam	#ubuntu-gr	ubuntu-gr@lists.ubuntu.com	http://forum.ubuntu-gr.org/
Hungary	SzilveszterFarkas	HungarianTeam	#ubuntu-hu	ubuntu-hu@lists.ubuntu.com	http://ubuntu.hu/forum/
India	BaishampayanGhose	IndianTeam	#ubuntu-in	ubuntu-in@lists.ubuntu.com	http://forum.ubuntu-in.info
Indonesia	AMuammar AndiDarmawan	IndonesianTeam	irc.freenode.net #ubuntu-id	id-ubuntu@googlegroups.com ubuntu-id@lists.ubuntu.com	http://forum.ubuntulinux.or.id
Iran	MehdiHassanpour	IranianTeam	#ubuntu-ir	ubuntu-ir@lists.ubuntu.com	http://forum.ubuntu-ir.org/
Ireland	Rory McCann	IrishTeam	#ubuntu-ie	ubuntu-ie@lists.ubuntu.com	http://ie.ubuntuforums.org
Israel	Dolev Ravid	IsraeliTeam	#ubuntu-il	ubuntu-il@lists.ubuntu.com	http://ubuntu-il.com/forums

... and more of the “List”



Location	Team Name	IRC Channel	Email List	Forum
United States / California	CaliforniaTeam	#ubuntu-california	ubuntu-us-ca@lists.ubuntu.com	http://california.ubuntuforums.org
United States / Colorado	ColoradoTeam	#ubuntu-us-co	ubuntu-us-co@lists.ubuntu.com	http://coloco.ubuntuforums.org
United States / Chicago, IL	ChicagoTeam	#ubuntu-chicago	ubuntu-us-chicago@lists.ubuntu.com	None by team decision
United States / Washington, DC	DCTeam	#ubuntu-dc	ubuntu-us-dc@lists.ubuntu.com	http://dc.ubuntuforums.org/
United States / Florida	FloridaTeam	#ubuntu-us-fl	ubuntu-us-fl@lists.ubuntu.com	http://florida.ubuntuforums.org
United States / Georgia	GeorgiaUSTeam	#ubuntu-us-ga	ubuntu-us-ga@lists.ubuntu.com	http://georgia.ubuntuforums.com
United States / Indiana	IndianaTeam	#ubuntu-us-in	ubuntu-us-in@lists.ubuntu.com	http://indiana.ubuntuforums.com
United States / Kentucky	KentuckyTeam	#ubuntu-kentucky	ubuntu-us-ky@lists.ubuntu.com	http://ubuntu-ky.ubuntuforums.org
United States / Maryland	MarylandTeam	#ubuntu-us-md	Maryland Team List	Maryland Forum
United States / Massachusetts	MassachusettsTeam	#ubuntu-us-ma	ubuntu-us-ma@lists.ubuntu.com	http://ma.ubuntuforums.org
United States / Michigan	MichiganTeam	#ubuntu-us-mi	ubuntu-us-mi@lists.ubuntu.com	http://michigan.ubuntuforums.org
United States / New Jersey	NewJerseyTeam	#ubuntu-us-nj	ubuntu-us-nj@lists.ubuntu.com	http://ubuntuforums.org/forumdisplay.php?f=185
United States / New Mexico	NewMexicoTeam	#ubuntu-us-nm	ubuntu-us-nm@lists.ubuntu.com	http://ubuntuforums.org/forumdisplay.php?f=187
United States / New York	NewYorkTeam	#ubuntu-newyork / #ubuntu-us-ny	ubuntu-us-ny@lists.ubuntu.com	http://ubuntuforums.org/forumdisplay.php?f=212

Quick Quiz:

A hypothetical unnamed software project wants to spread rapidly. It should create:

- a) A LoCo on every continent
- b) A LoCo in every country
- c) A LoCo in every province
- d) A LoCo in every city/town

Bug #392986

My Problem with the “List”

The screenshot shows a web browser window displaying a bug report on Launchpad. The title is "LoCo's are not 'Lo' Enough". The report was filed by user 'rrnwexec' on 2009-06-27. The bug is categorized as 'New' and 'Undecided' in the 'ubuntu-community' project, assigned to the 'Ubuntu LoCo Council'. The description explains the concept of a Local Community (LoCo) and the need for more local teams as Ubuntu's user base grows. It includes steps to reproduce the issue and a desired outcome. The right sidebar shows subscription options and a list of subscribers including 'rrnwexec', 'Nathan Handler', and 'Rafael Carreras'.

File Edit View History Bookmarks Tools Help

lp launchpad.net https://bugs.edge.launchpad.net/ubuntu-... ad community b

CanadianTeam/Vancouver/Mee... lp Bug #392986 in ubuntu-com...

Bug #392986: Bug #392986 reported by [rrnwexec](#) on 2009-06-27 (Activity log)

LoCo's are not "Lo" Enough

This report is public

Mark as duplicate Convert to a question

Affects	Status	Importance	Assigned to	Milestone
ubuntu-community	New	Undecided	Ubuntu LoCo Council	

Also affects project Also affects distribution Nominate for release This bug affects me too (change)

By definition, a "Local Community" is a tightly-knit group of people that share common issues within a constrained geography, or locality.

When Ubuntu started, its user base was small and widely dispersed. As a result the "communities" that formed around it were geographically large and separated. This resulted in the natural growth of country and state "LoCo" teams.

As Ubuntu has grown in popularity, the need for truly local teams is acute. True change begins locally and truly local change agents have the ability to reach out to the "non techie" community, one user at a time.

Steps to reproduce this bug:

- 1) Visit the authoritative LoCo team list at <https://wiki.ubuntu.com/LoCoTeamList>
- 2) Count the number of teams that are local in a true geographical sense.

Desired outcome:
There should be a truly local Ubuntu LoCo in every major city and town.

Add tags Update description / tags

Link a related branch

Unsubscribe Subscribe someone else

Subscribers

- [rrnwexec](#)
- [Nathan Handler](#)
- [Rafael Carreras](#)

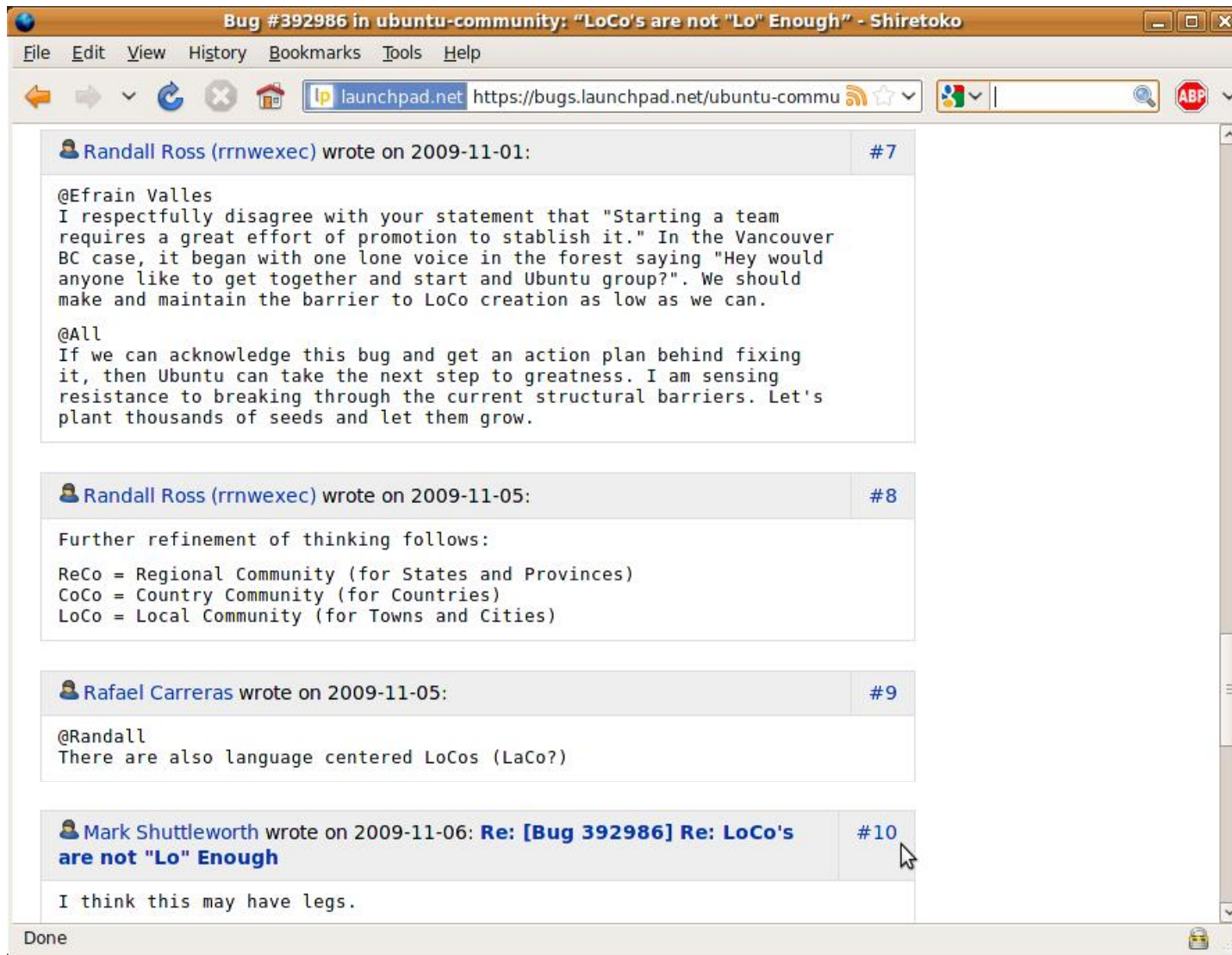
Also notified

- [Alan Pope](#)
- [Dave Walker](#)
- [Jorge O. Castro](#)
- [Nick Ali](#)
- [Ubuntu Community](#)
- [Ubuntu LoCo Council](#)

Search

Done

Support has been Sparse



File Edit View History Bookmarks Tools Help

lp launchpad.net https://bugs.launchpad.net/ubuntu-commu

Randall Ross (rrnwexec) wrote on 2009-11-01: #7

@Efrain Valles
I respectfully disagree with your statement that "Starting a team requires a great effort of promotion to stablish it." In the Vancouver BC case, it began with one lone voice in the forest saying "Hey would anyone like to get together and start and Ubuntu group?". We should make and maintain the barrier to LoCo creation as low as we can.

@All
If we can acknowledge this bug and get an action plan behind fixing it, then Ubuntu can take the next step to greatness. I am sensing resistance to breaking through the current structural barriers. Let's plant thousands of seeds and let them grow.

Randall Ross (rrnwexec) wrote on 2009-11-05: #8

Further refinement of thinking follows:
ReCo = Regional Community (for States and Provinces)
CoCo = Country Community (for Countries)
LoCo = Local Community (for Towns and Cities)

Rafael Carreras wrote on 2009-11-05: #9

@Randall
There are also language centered LoCos (LaCo?)

Mark Shuttleworth wrote on 2009-11-06: **Re: [Bug 392986] Re: LoCo's are not "Lo" Enough** #10

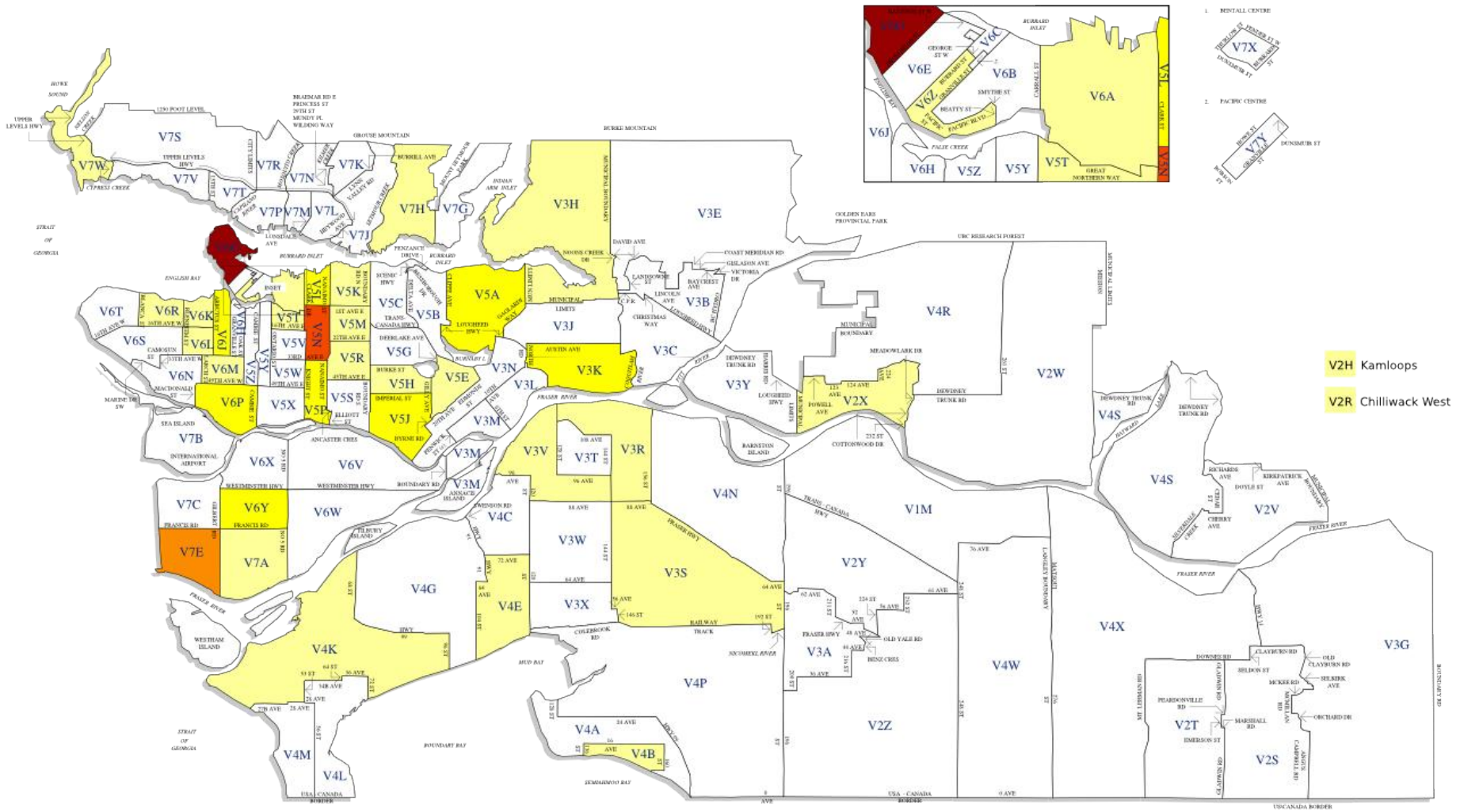
I think this may have legs.

Done

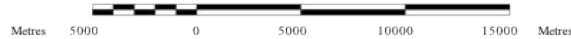
Marketing Ubuntu Locally

- Where Is Our Group?
- How To Get Stronger, Bigger!
- Stories From the Real World

... November 2009



SCALE / ÉCHELLE 1:250 000



248197

LEGEND

LoCo Member Count	Color
6	Dark Red
5	Red
3	Orange
2	Yellow
1	Light Yellow
zero	White

Compiled from "New Member Survey" Statistics: 14 people reporting
 Date created: Fri, Nov 02, 2009, 10:00 AM
 Date last changed: vancouver_loco_11022009_14en.mxd

How to Strengthen a Community

Ubuntu in the truly LOCAL sense

- Start a LoCo in your town
- ... there are NEVER enough of them!



How to Strengthen a Community

Ubuntu in the truly LOCAL sense

- Get involved in local projects
- Be a resource for support locally
- Teach people how to fish”
... don't **sell fish**

How to Strengthen a Community

Ubuntu in the truly LOCAL sense

- Don't engage in projects that aren't local. (And if you do, prioritize them much lower)
- Make Ubuntu awareness a **priority** in **your** postal code
- Know your neighbourhood. Who's using Ubuntu? Who needs to?

Examples of LoCo Activities

that are easy or useful or both!

- Attend events and meetings in person
- Participate in our local support forum (more on that shortly)
- Local projects (support days, stores, libraries, schools)

Examples of LoCo Activities

that are easy or useful or both!

- Meet a friend or two for “Ubuntu coffee”
- Show them something really cool you do with Ubuntu
- Give them a CD (If they ask), and encouragement

Examples of LoCo Activities

that are easy or useful or both!

- Post to our discussion board and mailing list
- Say the word Ubuntu whenever you can. People need to hear it.
- Give a demo in your building

Examples of LoCo Activities

that are easy or useful or both!

- Poster, flyer, sticker the places you visit in your neighbourhood
- If your neighbours know more about Ubuntu, your neighbourhood will become more interesting!



Taking Ubuntu to the Streets! In Vancouver

Presented By: **Sidney Mickey**

“Adopt” Your Postal Code

There Are Many To Choose From!

There is a **free** system that runs on your current computer. It is used by **millions**, and lets you do the same tasks you do now, with **freedom**. Your neighbours use it and you can too.

Haven't heard of it before?

You have now.



ubuntu

The world's leading free operating system.

- Play movies, music and games.
- Stay in touch with your friends and family.
- Use the Internet with ease.
- Manage your business.
- Use your current computer.
- Never get another virus.

No catch. No strings. No surprises.

Ubuntu is also an African word meaning "humanity to others". The Ubuntu computer operating system brings the spirit of community and humanity to the software world.

Why Vancouver?

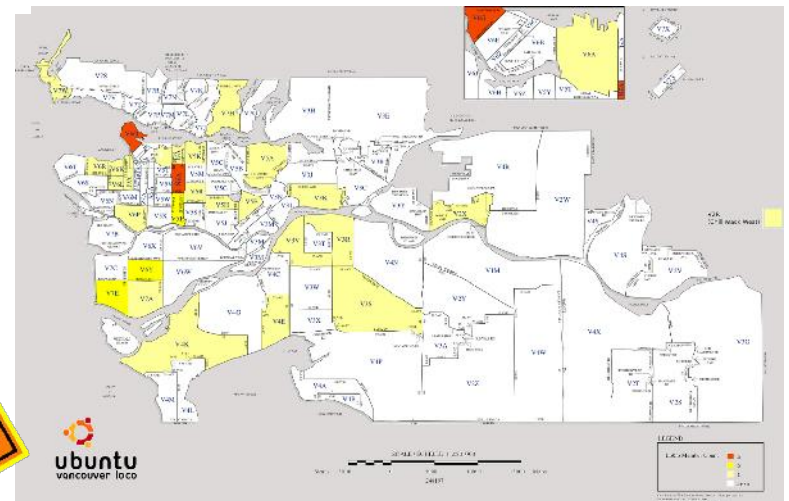
The Ubuntu Vancouver Local Community brings you this information because they believe everyone in Vancouver deserves to have their ownable and safe software on their computers. They also want you to know that local help is available. **Just ask!**

Find out more about your local Ubuntu community at:
<http://meetup.com/ubuntuvancouver>

Want to try the software on your own?
<http://ubuntu.com/getubuntu>



Community Centres
Public Bulletin Boards
Libraries
Prominent Street Poles
Maximum Eyeballs!



Examples of LoCo Activities

that are easy or useful or both!

- Find interesting people that use Ubuntu, or want to, and buddy them to a meeting
- Bring your friends and family. Don't exclude them. Find out why they won't come, and help change the dynamic.

One Slide About “Online Communities”

- IRC, Chat rooms, Social Web sites
- They can be connectors, but ...
- They are not a substitute for Local Communities
- They may actually hinder “localness” and prevent true community bonds



Karmic “Show and Tell”

Presented By: **Joseph Liau**



Karmic “Eye Candy” Making Others Edgy

Presented By: **Scott Nelson**



break

treats & conversation





**More Ways
To Help**

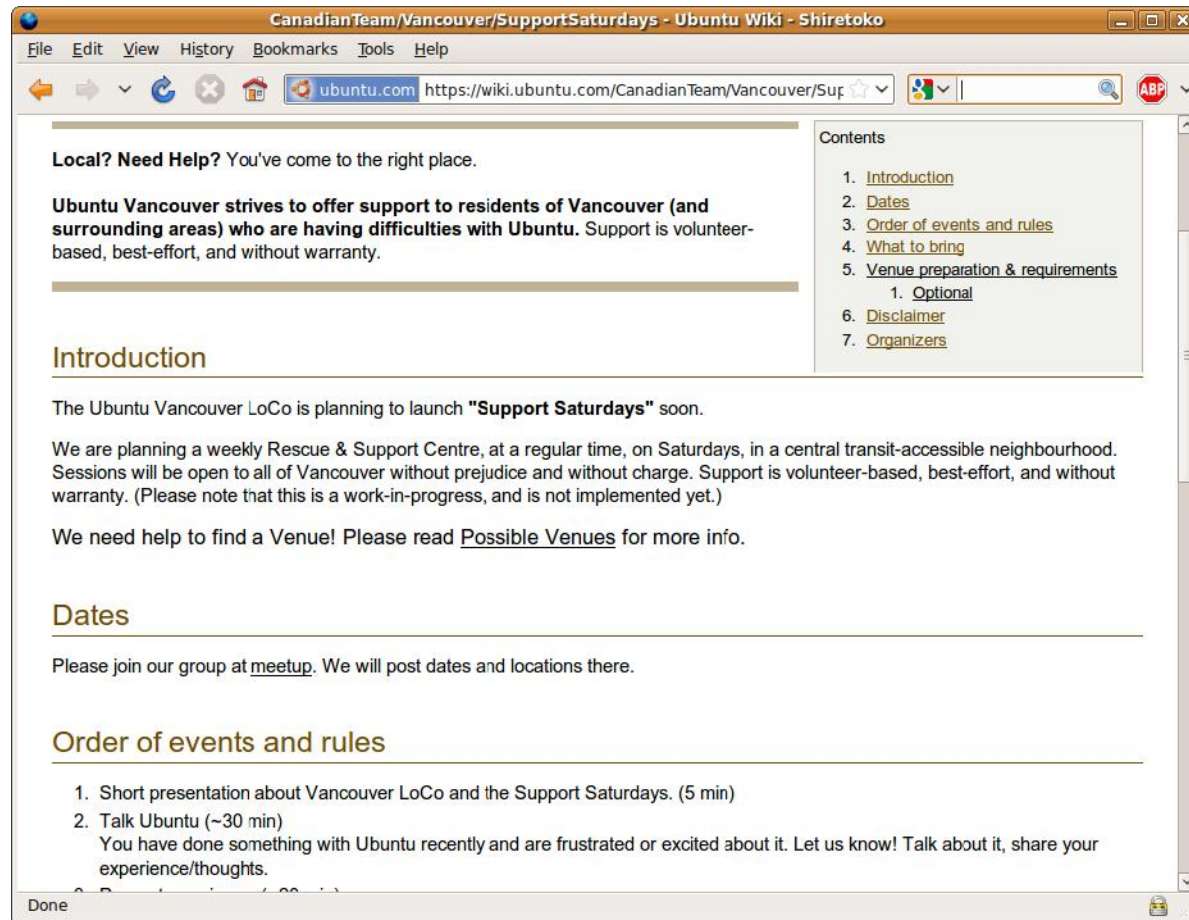
Help Organize Events

Thursday Theme Nights

- Pick a Topic of Interest
- Make It Fun and Appealing To All
- Create or Arrange Presentations
- Promote It Like Crazy!

Help Organize Events

Support Saturdays



The screenshot shows a web browser window with the title "CanadianTeam/Vancouver/SupportSaturdays - Ubuntu Wiki - Shiretoko". The address bar shows "ubuntu.com" and the URL "https://wiki.ubuntu.com/CanadianTeam/Vancouver/Sup". The page content includes:

Local? Need Help? You've come to the right place.

Ubuntu Vancouver strives to offer support to residents of Vancouver (and surrounding areas) who are having difficulties with Ubuntu. Support is volunteer-based, best-effort, and without warranty.

Introduction

The Ubuntu Vancouver LoCo is planning to launch "**Support Saturdays**" soon.

We are planning a weekly Rescue & Support Centre, at a regular time, on Saturdays, in a central transit-accessible neighbourhood. Sessions will be open to all of Vancouver without prejudice and without charge. Support is volunteer-based, best-effort, and without warranty. (Please note that this is a work-in-progress, and is not implemented yet.)

We need help to find a Venue! Please read [Possible Venues](#) for more info.

Dates

Please join our group at [meetup](#). We will post dates and locations there.

Order of events and rules

1. Short presentation about Vancouver LoCo and the Support Saturdays. (5 min)
2. Talk Ubuntu (~30 min)
You have done something with Ubuntu recently and are frustrated or excited about it. Let us know! Talk about it, share your experience/thoughts.





The Empathy Show

Presented By: **Stefan Tjarks**

Lightning Talk



**Getting Karmic Support:
From the People in Your Neighbourhood**

Presented By: **Randall Ross**

Something Important

“Upgrade, Install & Tweak-Fest II”

Saturday December 5th

meetup.com announcements

Our Next Event

“Introducing Ubuntu Studio”

Saturday November 21st

Please RSVP



How to Get Market Share?

QUESTION: Mark, do you have any specific advice on how to grow the market for Ubuntu? What's holding us back from grabbing 10% of the market in one year's time?

(12:15:30 PM) sabdf: rrwexec: hardware compatibility, software solutions, economics

(12:15:36 PM) sabdf: but all three are changing for the better

(12:15:54 PM) sabdf: hardware compat is improving because lots of PC manufacturers are starting to realise how much people love ubuntu

(12:15:59 PM) sabdf: and it's low cost for them too

(12:16:25 PM) sabdf: software solutions - more and more ISV's are starting to certify Ubuntu, but we are still a long way behind red hat and suse in that regard

(12:16:42 PM) sabdf: we have to stay friendly to both free and proprietary software solutions providers, that's important

(12:16:51 PM) sabdf: flash imprved a lot recently, there's more to be done

(12:17:02 PM) sabdf: and economics... win xp was a diving catch for microsoft

(12:17:09 PM) sabdf: they had to keep it alive much longer than planned

(12:17:12 PM) sabdf: cost them a fortune

(12:17:22 PM) sabdf: but they left it out there as a cheap, familiar solution

(12:17:31 PM) sabdf: now, with win7, i think the economics are back in our favour



Other Events?

What else would you like to see?

What should we be doing?

meetup.com/ubuntuvancouver

Thank You!

Treat Providers

For sharing

... in the spirit of Ubuntu!



ubuntu
vancouver loco

Thank You!

Presenter

Joseph Liao



ubuntu
vancouver loco

Thank You!

Presenter

Stefan Tjarks



ubuntu
vancouver loco

Thank You!

Presenter
and Gracious Host
Scott Nelson



ubuntu
vancouver loco

Thank You!

Presenter

Sidney Mickey



ubuntu
vancouver loco

Thank You!

Helpers

Promoters

Advocates

Friends

Thank You!

Questions / Comments

randall@executiv.es



ubuntu
vancouver loco

Door Prizes!



ubuntu
vancouver loco

I Asked Mark Out

QUESTION: Would you consider a short tour of the most active LoCo's to get some buzz and energy in the far outposts, or at least the ones that offer to take you out for beers ;)

(12:28:52 PM) sabdf1: i generally do hang out with LoCo's in the places i go

(12:29:03 PM) sabdf1: but it hasn't been such a creative list of late

(12:29:16 PM) sabdf1: next year i expect to move on from London

(12:29:25 PM) sabdf1: so perhaps i'll travel to more interesting places then

(12:29:33 PM) sabdf1: and would love to hang out with LoCo's

Thanks For Coming!

