Dear SeniorNet Friends,

For many of us, change can be uncomfortable to contemplate but, once embraced, it provides a feeling of exhilaration and satisfaction. During our successful 18-year history SeniorNet has consistently risen to the challenges posed by changes in technology, the economy and the world. Now SeniorNet is looking forward to reaping the rewards of past and future accomplishments.

The changes in the country’s economy, tightening both public and private funding over the past four years, have made new demands of non-profit organizations. Last year we initiated programs to meet those challenges which support our Learning Centers and members.

To help our over 240 local Learning Centers meet the economic challenges head-on, SeniorNet Headquarters created and distributed a Marketing Tool Kit that included resources Centers could use to raise their visibility within their local communities in order to solicit funds, drive membership and increase class sizes.

We’ve increased communications with our online and Learning Center communities. Every issue of our email newsletter sent to all Learning Center volunteers elicits more ideas about programs and ‘best practices’ to share with other Centers. A weekly email newsletter, sent to our website subscribers, includes news from our web site and technology tips that enable computer novices to learn from veterans and expand their enjoyment of using a computer.

SeniorNet’s first ‘members-only’ online course was a resounding success. The desktop publishing workshop was based upon making a family recipe book but brought out the hidden talents of the participants as humorists, artists and storytellers. More Learning Center members than ever are now participating online!

In the coming year you’ll continue to see positive changes that support our loyal members. We plan new opportunities for continued learning online and in our Centers that include instruction in digital photography, cyber security, online financial management and more.

As our existing members migrate to these more advanced courses, there are still an estimated 42 million older adults in the United States who lack computer skills or access. Many of those are underserved individuals who live in areas far from a SeniorNet Learning Center or who speak a language other than English.

One of our goals over the next year is to reduce that daunting statistic through the opening of new Learning Centers, the development of Spanish-language curriculum and the creation of scholarship programs to ensure that everyone may enjoy the many benefits of technology.

Together, we’ll move forward to embrace change and to reap its rewards!

Kristin Fabos
Executive Director

Langley Spurlock
SeniorNet Board Chair
Thank You

We are grateful to the following foundations, corporations and nonprofit partners that have supported SeniorNet's Learning Centers, website and research programs during the past year.

CORPORATIONS
Adobe Systems, Inc.
American Greetings.com
Barnes&Noble.com
Bell South
IBM Corporation
Interim Health
Intuit
Microsoft Corporation
MyFamily.com, Inc.
Peopleart
Pricegrabber.com
SBC-SNET
Work/Family Directions, Inc

FOUNDATIONS
Charles Schwab Foundation
Chicago Community Trust
Ebay Foundation
The Horace W. Goldsmith Foundation
SBC Foundation
The Skoll Foundation
Verizon Foundation

NON-PROFIT PARTNERS
Council for Jewish Elderly: Through dedication to quality programs and services for all older people and their families, CJE acknowledges respect for the individuality and independence of each person it serves.

Generations on Line: SeniorNet partnered with Generations on Line (GoL) to bring SeniorNet Learning Centers a new program that provides simplified Internet access to older Americans.

National Recreation & Parks Association: NRPA offers many services to its members including publications, technological outreach and highly regarded educational programs. SeniorNet Learning Centers are in 6 NRPA locations.

FISCALLY SPONSORED PROGRAMS
California Evergreen: The Evergreen Project is a new media venture driven by a daily public television series designed to support awareness of healthy aging and quality of life strategies and other aging issues for older adults.

Seniors on the Move: The annual “Seniors on the Move” conference is sponsored by California State Senator Jackie Speier. Each year the event focuses on issues of concern for seniors in San Francisco.

DONORS & SPONSORS

Each board member is a financial contributor to SeniorNet in addition to the many hours of voluntary service they contribute to the governance and oversight of the organization. SeniorNet is grateful for their commitment to serve.

Silver ($75+) and Gold ($100+) donors

Fae Adams
Anna Alexander
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Akemi Ankeles
Burns Apfeld
Martha T. Arnold
Nancy J. Austin
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Patricia Wright
James J. Zaniello, CAE
SeniorNet continues to offer many kinds of learning via an ever-growing array of courses at Learning Centers around the world and through education programs on the SeniorNet website where a banquet of stimulating topics serves the interests of older adults. SeniorNet is known for providing a civil and stimulating environment for our diverse membership.

Robert Keck “graduated” from SeniorNet from his hospital bed in his apartment in Greensboro, NC. Robert is a quadriplegic on a ventilator who, ten years ago, was given only a short time to live as the result of a lifelong battle with polio.

Early in 2004 Robert called Jean Eason, Coordinator of the Greensboro SeniorNet Learning Center, having heard that the Center offers in-home tutoring. Robert operates a laptop computer with a head pointer on a pillow on his lap. Jean’s research on special needs and technology put her in touch with the North Carolina Assistive Technology Program (NCATP), a federal and state funded program that helps people with disabilities learn how assistive devices can help them be more independent.

NCATP installed a hardware/software program called EZ Keys by Words Plus enabling Robert to use a single switch that he can operate with his right thumb to input data into the computer.

Learning Center volunteer Walter Jessup, who has an interest in doing home tutoring and in learning more about assistive technology, met Robert to assess his learning needs. Walter set up a DSL connection so Robert could continue to have access to his telephone and SeniorNet gave Robert a set of unused speakers from the classroom for his laptop.

Robert is a self-directed learner, eager to explore his computer using Help and other resources on his own, but Walter remains available by email and in person whenever Robert needs help.

Jean and Walter found working with Robert a singularly joyful experience among 2500 graduates of the Center, including more than 20 home tutored learners.

“Thank you Jean, Walter and the SeniorNet organization. [I have] reached a level of independence that I haven’t realized in many years.”

Robert and Walter have developed a strong and lasting bond.
SeniorNet’s members-only online course

➤ In May 2004, SeniorNet conducted its first online course for paid members. 56 members registered on SeniorNet’s web site to sign up for this pioneering event.

   The course was a project-centered Desktop Publishing activity to create a small-format booklet, using legal-sized paper folded and stapled or tied together. Students were encouraged to adapt the techniques they learned to recipes, travel photos or any other kind of book they wanted to produce.

   Students were given detailed instructions that they worked through on their own and a discussion board served as a place for scheduling the phases of the course, meeting, problem-solving and sharing projects.

   Bob Burns produced a humorous cookbook detailing instructions for cooking Hormel canned chili, among other things. Kathleen Miller created a story book featuring her grandchildren’s pets. The children were thrilled.

SeniorNet Book Clubs

➤ SeniorNet takes particular pride in our ability to attract authors to participate in our online book clubs. In June 2004, in the Fiction area, Karen Joy Fowler answered questions from the SeniorNet Book club participants about her book, The Jane Austen Book Club.

   In addition to monthly book discussions, SeniorNet Book Clubs initiated the following new discussion categories during 2003-04:
   - Multiple texts to discuss a biography: Ben Franklin
   - Classical Mysteries
   - Women in Literature

The Book Exchange trades over 3400 books

➤ The honor system works fine on SeniorNet’s Book Exchange! Visitors find a book they’d like to own listed on the Exchange and reimburse the owner for only the postage after the book is received in the mail.

   In order to maintain the spirit and intent of the Exchange, books are not intended for resale but for the reading enjoyment of the person requesting them and then possibly resharings them with others.

   Current offerings can be found at seniornet.org in the Books & Literature area.

Change the World dialog


   SeniorNet members joined others interested in discussing nonprofits and philanthropy on the socialedge.org web site.

The computer’s capabilities never cease to amaze me. I am impressed with the background of the instructors and others [in this workshop].

   —Robbie
Longmont reaches out

Thanks to volunteers at the Longmont, Colorado, SeniorNet Learning Center, residents of the Beatrice Hover Assisted Living facility are enjoying the magic of staying in touch with family and friends via email. The facility arranges times for the volunteers to meet with the residents individually to teach them how to send email on their own or to help them send it. The successful program inspired some of the residents to sign up for SeniorNet classes at the Learning Center at Front Range Community College. The residential facility provides transportation to the classes where the residents make new friends while they learn about computers.

Some seniors learned to build their own computers

The Fallbrook Center in Southern California conducts a class where students build computers from scratch. They compile a shopping list and, as a class, they converge on a huge electronics store to buy their “ingredients.” Some buy large 19” monitors to solve vision problems.

The PBS Program Club stimulates new perspectives

Volunteers on SeniorNet’s web site host monthly discussions of the PBS Program Club which SeniorNet is pioneering online. The programs attract a wide range of interests. These programs were discussed during the year:

- The Forgetting: A Portrait of Alzheimer’s—helping people better understand and cope with the fearsome disease of Alzheimer’s.
- History Detectives—a team of appraisers, a sociologist and anthropologist sleuth the origins of various items and events.
- Horatio’s Drive—America’s first cross country trip by auto.
- Scientific American Future Car—fuel efficient cars of the future.
- Job Outsourcing—explores U.S. companies moving jobs outside of the U.S.
- The Kennedys—four decades in the life of the Massachusetts clan.
- Killer Flu—the 1918 flu pandemic and what researchers know now about virus epidemics.
- In Search of Shakespeare—new insights into the life and times of the Bard.
- What I Want My Words to Do to You—the writings of women prisoners.

The SeniorNet web site hosted the first “PBS Program Club” to meet online.
Prison Library Project: The power of writing to change lives

Contributed by Ginny Anderson, SeniorNet Books Host

In December 2003 SeniorNet.org was concurrently the online site for the PBS Program Club discussion of “What I Want My Words to Do to You,” about a writing workshop led by playwright Eve Ensler with the women inmates of New York’s Bedford Hills Correctional Facility, and the SeniorNet discussion of Wally Lamb’s, Couldn’t Keep it to Myself ~ Wally Lamb and the Women of the York Correctional Institution, that came out of the writing class he conducted with inmates. Wally Lamb and several of the authors participated in the discussion. As a result of their experience interacting with the women prisoners, SeniorNet Book Clubs volunteers started the Prison Library Project (PLP) to learn more about the needs of prison library programs and see what we could do to help.

During a meeting of the Partners of the Center for the Book at the Library of Congress, SeniorNet volunteer Joan Pearson, representing SeniorNet, mentioned our prison Project. Dr. Janice Delaney, executive director of the PEN/ Faulkner Award, expressed an interest in getting books to prisons.

The PEN/Faulkner Foundation in Washington, DC, donated enough books so that Joan was able to ship (220 books) to the York Correctional Institution and volunteer, Ginny Anderson, shipped more to the South Carolina Department of Corrections, where they will serve both men’s and women’s prisons.

We are extremely grateful to PEN/Faulkner and the Reading Promotion Partners at the Center for the Book of the Library of Congress who brought us together to implement this unique way to promote the fine art of reading.

“This is a project where people, no matter where they are in the country, can collaborate through the Internet.”
Closing the digital divide for financially disadvantaged seniors

➤ The SeniorNet Learning Center in North Miami Beach, Florida, addressed their concern about low-income seniors who have interest and motivation but lack financial resources for computer training so they can become part of the information age.

Volunteers Cecil Sugarman and Al Mizell wrote a proposal for funding a small pilot program that was approved by Nova Southeastern University, the Center’s host and sponsor.

The Center received a $10,000 one-year grant to run the project they named SeniorComp. Dell Computers contributed money to provide eight financially-disadvantaged seniors with a partially assembled computer, monitor and printer. An NSU technician assisted the instructors and coaches in the computer assembly and also was available to visit the recipients’ homes to help them set up their new computers. The grant enabled the students to attend three additional SeniorNet classes.

The students paid 10 percent of the cost of their computer (between $50 and $70) as a leasing fee for the first year to ensure the computer would remain available for an alternate applicant in the event the student dropped out of the program during the year.

“We hope to . . . enlarge the SeniorComp project and to share the model with other SeniorNet Learning Centers.” —Al Mizell

Connecticut gets connected

➤ Connecticut’s 26 Learning Centers saw a lot of activity during the year. Older Centers celebrated anniversaries, while new Centers hosted grand openings. There was even a student/teacher duo comprised of a father and son; the father being the student.
The 2003 South Dakota State Conference brought together all the past coordinators from the Sioux Falls Center. Left to right: Norm Green, Bev Johnson, Quent Parsons, Ann Wrixon, former SeniorNet Director, Sharon Smit and Geneva Kluck.

See WAT you can do

➤ The Via Linda SeniorNet Computer Learning Center in Scottsdale, AZ, held two Low Vision workshops to demonstrate the IBM Web Adaptation Technology (WAT) program at the request of a group that meets at the Senior Center where the Center is located.

The instructor, Jane Ackerman, downloaded the WAT program and burned a CD for each student to use to put the program on his or her computer. Jane used the WAT software along with the SeniorNet manual on how to use WAT and also projected the step-by-step WAT procedures on a screen. The student computers had the sound enabled so the students could hear the “Speak Text” feature.

The first session confirmed a need for a coach for each student. The Center now has 20 coaches trained on the WAT software including some who are willing to make house calls to help install the software.

Izzy Fromm, the Learning Center Coordinator, reported there was unanimous praise for the program and the volunteer guides.

eBay Foundation bridges the digital divide

➤ The Digital Opportunity Program for Seniors, established by eBay in 2000 helps address the online needs of the growing senior citizen population. Through a five-year grant from the eBay Foundation, SeniorNet serves as a cornerstone of eBay’s program to provide digital opportunities for seniors.

SeniorNet developed an online Guide to Using eBay and workshops were offered at Learning Centers throughout the United States to teach seniors how to use the Internet for accomplishing their own objectives in buying or selling on eBay. Seniors who create crafts or have other products for sale learn how to augment their income and those who have collections or who are searching for a one-of-a-kind item or unusual gift have learned how to find treasures on eBay.

SeniorNet developed a web page (www.seniornet.org/ebay) that supports the use of eBay by older adults. The website includes information about using eBay to make donations to non-profit organizations.

Local sponsors support Learning Centers

The 2003 South Dakota State Conference brought together all the past coordinators from the Sioux Falls Center. Left to right: Norm Green, Bev Johnson, Quent Parsons, Ann Wrixon, former SeniorNet Director, Sharon Smit and Geneva Kluck.

Sponsors such as eBay and IBM have enabled us to increase the number of seniors who benefit from SeniorNet’s mission to teach older adults to use technologies to benefit themselves and others.
Cypress Learning Center fights stereotypes

The City of San Jose, California funded middle school students to paint a mural on the Cypress Senior Center, which houses the local SeniorNet Learning Center. All was well and good until the Center received a sketch of the proposed mural for review.

The Center’s members felt that the sketch depicted seniors in stereotypical sedentary poses and that SeniorNet promotes ways for seniors to remain active and involved.

The Center’s patrons cast 84 votes against the painting. Maggi Ferguson, the Center’s volunteer public relations officer went into action and wrote a letter to the District Council member protesting the stereotypical depiction of infirm seniors heading into the sunset. Maggi wrote: “I am receiving all kinds of mail from seniors who are outraged at how the proposed mural depicts seniors.”

The revised mural shows seniors engaged in a variety of sports and social activities and using a computer—an improvement over the original plan and a victory for senior activism.

By the People

SeniorNet formed a national alliance with the non-partisan By the People organization of MacNeil/Lehrer Productions to support their mission to engage individuals in civic issues. One of the goals of the By the People project is to enjoin citizens in a conversation about America’s role in the world through their sponsorship of town hall events throughout the country.

In the fall of 2003 SeniorNet held its first online forum where participants discussed topics based on questions and materials provided by the By the People initiative. Moderated, structured discussions, in combination with polls on our site, provide a wealth of perspectives and personal histories for a long view of the US and its role in foreign affairs.

At an event in Spring 2004, Milt and Rae Koosman and Joel May of the Ewing Learning Center in New Jersey joined a group of 30 citizens at Princeton University in a forum on American foreign policy.
SeniorNet member soars on his 70th birthday

Long-time SeniorNet member, Horst Tauchert received a unique 70th birthday present in May ’04. Horst’s children bought him a 1-hour ride on a World War II Navy trainer bi-plane. The pilot of the 2-seater sat behind Horst and operated by remote control a camera mounted on a wing strut.

New Learning Center opens in Missouri

Northview Center SeniorNet Learning Center in Springfield, MO proudly celebrated their open house and first classes at their new Learning Center. Instructor Mac Morris introduces new students to computers.

Fallbrook Center Volunteers, Fallbrook, CA, presented digital portraits to 45 residents of a care facility on Valentine’s Day. The volunteers: Seated from the left: Sue Russell and D’Ann Kubitz. Standing from the left: Russ Hatfield, Ted Kubitz and Frank Russell.

Our active volunteers

Volunteers and members find many opportunities to celebrate and share their good works and personal triumphs with the SeniorNet community.

Quent Parsons & Lyla Hillstrom, Past Coordinator & Assistant Coordinator of Sioux Falls, SD Learning Center

Past and present Coordinators at Honolulu Center’s 15th anniversary: L to R, Joe Cowing, Pete Merrifield (present Coord.), Joe Yuen, Jenny Tyau, Virginia Young.

Thanks to the imagination of volunteer Gene Bousquet, all volunteers of the SeniorNet Learning Center of Central Florida in Orlando, received a front license plate to promote the Center.
In order to tailor our offerings to the needs of older adults, SeniorNet initiates and joins with others to conduct research in the areas of aging, lifelong learning and ways that ever-evolving digital technology can continue to serve the enrichment and connectedness of older adults.

Summer 2003 Internet Use Survey

In July and August of 2003 we received responses to a demographic and online use survey on our web site from 3339 individuals.

Some highlights of computer use among those who took the survey:

61% of respondents were female with the greatest number of respondents (44%) between 65-74 years of age. The rest were evenly distributed in both the younger and older age ranges.

In the main, the respondents are well educated. The majority have completed quite a bit of formal education. 38% have had at least some college; 17% have a college degree and another 30% have post college courses or graduate degrees.

In reporting about their health, the majority described their health as very good (36%) or good (33%). 20% of respondents reported their health as excellent.

The greatest number (45%) of respondents considered their skills to be in the middle of the range between beginners and advanced. The lower and higher ends of the scale were about equal.

Windows PC computers are owned by 90% of respondents, while Macintosh claims 7% and 3% own a Web TV. 43% own a digital camera; 60% own a scanner. A dial up modem (63%) is in use by the majority of respondents, while 36% use cable, DSL or other high speed access. Just over half (52%) have been online for five years or more.

The Internet uses that a majority of the participants have in common are: staying in touch with family and friends (93%); researching various topics of interest (80%); staying current with news and events (74%); reading health information (68%); and making purchases (60%).

The respondents were asked to rank the amount of time they spend online pursuing various activities. Browsing/reading web pages (44%) and email (43%) were the clear winners with nearly half the respondents rating them as taking up much or most of their time.

We found that SeniorNetters love email, are joining the digital photography craze, have diverse interests and love to learn.
A two-year financial comparison is provided below. Since a resolution by the Board of Directors in fiscal year 2000, SeniorNet has invested a total of $784,820 of its own funds in program expansion. In fiscal year 2004, $94,210 were “reinvested” in programs.

You may request a copy of our audited financial statements from our Business Office in San Francisco.

### Balance Sheet

**JUNE 30TH 2004** | **2003**
---|---
**ASSETS** | | |
Cash & Equivalents | $248,301 | $316,897 |
Accounts Receivable | 11,503 | 3,924 |
Grants and Sponsorship Receivable | 273,177 | 400,272 |
Bond Investment | 40,000 | 50,000 |
Prepaid Expenses & Other Assets | 71,894 | 89,969 |
Furniture & Equipment | 9,342 | 13,135 |
Total Assets | 654,217 | 874,197 |

**LIABILITIES** | | |
Accounts Payable & Accrued Expenses | $132,640 | $204,684 |
Fiscal Sponsorship | 16,000 | 27,458 |
DEFERRED REVENUES: | | |
Learning Center Fees | 95,700 | 54,300 |
Program Services Fees | 51,300 | 40,500 |
Total Liabilities | 295,640 | 326,942 |
Net Assets | 358,577 | 547,255 |
Total Liabilities & Net Assets | $654,217 | $874,197 |

### Statement of Activities

**JUNE 30TH 2004** | **2003**
---|---
**REVENUE** | | |
Programs & Core Support | $337,739 | $538,463 |
Annual Giving Donations | 63,548 | 44,698 |
Contributed Software | 49,500 | 128,500 |
Member & Product fees | 749,714 | 871,999 |
Learning Center fees | 70,100 | 75,150 |
Program Service fees | 97,600 | 149,239 |
Interest | 7,275 | 7,034 |
Miscellaneous & In-kind contributions | 50,236 | 3,756 |
Total Revenue | $1,425,712 | $1,818,839 |

**EXPENSES** | | |
Program Services | $1,319,354 | $1,665,914 |
Management & General Administration | 201,132 | 217,596 |
Fundraising | 93,904 | 113,864 |
Total Expenses | $1,614,390 | $1,997,374 |

**INCREASE (DECREASE)** | | |
Temporarily Restricted | (67,193) | (88,897) |
Unrestricted | (121,485) | (89,638) |
Change in Net Assets | (188,678) | (178,535) |

**FINANCIAL STATEMENTS**

**PILOT INCOME: $1,425,712**

**PILOT EXPENSE: $1,614,390**

**NET ASSETS** | **2004** | **2003**
---|---|---
Beginning of year | 547,255 | 725,790 |
End of year | 358,577 | 547,255 |
Teamwork

SENIORNET STAFF

Staff
Polly Babcock, Editor, Education Services
Sheila Jackson, Receptionist and Member Services
Francine Lester, Director, Business and Finance
Beth Mercer, Learning Center Support
Roselia Recinos, Bookkeeper
Marcie Schwarz, Director, Education
John DuPerry, Webmaster
Donna Weaver, Member Services
Kristin Fabos, Executive Director

Mel Starkston, Midwestern Regional Representative
Joe Tartaglino, Southeastern Regional Representative

How to Contact SeniorNet

WEBSITE: WWW.SENIORNET.ORG

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BY TELEPHONE AND FAX
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OTHER CONTACTS
To volunteer online
Marcie Schwarz at marcie@seniornet.org

To advertise on the SeniorNet web site
www.seniornet.org/contact

Consultants
Jan Adkins, Middle Atlantic and Southwestern Regional Representative
John Bonilla, Northeastern Regional Representative (retired)
Phil Carnahan, Western Regional Representative
Sandy Krasner, Northeastern Regional Representative

Standing l to r: Donna Weaver, Beth Mercer, John DuPerry, Marcie Schwarz
Seated: Polly Babcock, Francine Lester
Megan Mok is the President and Founder of Peoplechart, a company that helps patients collect, organize and securely distribute copies of their own medical records. Prior to starting Peoplechart, Ms. Mok was a Strategic Planning Consultant for a San Francisco-based technology company. For eight years during the 1990s, Ms. Mok worked at Bank of America in a number of senior management positions. Ms. Mok graduated from the University of Chicago Graduate School of Business with an MBA in Finance and a Masters in Public Policy. She received the Alfred P. Sloan Scholarship at John F. Kennedy School of Government at Harvard University.

Larry Ross serves as Presiding Elder in the Christian Methodist Episcopal Church where he supervises 43 Pastors and Church Congregations in Arkansas. He is Chair of the Arkansas Educational Television Commission (PBS affiliate) and serves on their Foundation Board. Mr. Ross is a Board member of the Philander Smith College and serves on the University of Arkansas Medical Science Reynolds Center on Aging Community Advisory Board. He is a retired executive of the SBC Corporation.

Mr. Smith is Marketing Executive, Business Development, for IBM North America with responsibility for marketing and sales within the constituent marketplace (Hispanic, Black, Asian, Native American/Indian, women, mature, people with disabilities and Gay/Lesbian). Mr. Smith formerly was an Executive in Future Product Development at Rolm Corporation. He has been a Washington, DC, police officer and is a Vietnam veteran.
SeniorNet is deeply grateful to our 5,828 volunteers who work tirelessly to sustain the communities in our Learning Centers and on our web site. These heroes support the 20,113 paid members who fill Learning Center classrooms, as well as over 100,000 enthusiastic participants who support one another online and share with us their ideas and collaborations.

SeniorNet’s volunteers cultivate learning opportunities in Learning Centers and online, create and share innovative marketing ideas and initiate new ways to bring the information age to members of their local communities. The range of our volunteers’ work is extensive: they make house-calls to tutor one-on-one and provide technical assistance to older adults who are not able to attend a Learning Center; they conduct workshops to introduce assistive technologies to people with disabilities and, in countless other ways, offer their time, experience and skills to introduce other seniors to the benefits and pleasures of the world of computers.