

For more information:
Eric Huber
Organizer, WordCamp Fayetteville 2015
Eric@bluezoocreative.com
479.790.7388
<https://fayetteville.wordcamp.org/2015/>

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WordCamp Fayetteville announces changes for 2015 conference Aug. 1 event features new leader, more tracks, WordPress rep as keynote

FAYETTEVILLE, Ark.—The sixth annual WordCamp Fayetteville features a new leader, expanded track offerings, and as keynote a Northwest Arkansas native who now works for Automattic, the company overseeing the WordPress website platform.

The event is July 31-Aug. 2 with the key conference day being Saturday, Aug. 1, at the Don W. Reynolds Center for Enterprise Development on the University of Arkansas campus. Tickets are \$35, which includes the full day on Saturday, the Jam Session (work/help session) on Sunday, and social events on Friday and Saturday evenings. Registration is limited; sign up at <https://fayetteville.wordcamp.org/2015/tickets/>. The event sells out so tickets will not be available at the door. Those who register by July 20 will be guaranteed a T-shirt.

WordCamp is a locally run conference held at many cities across the world year-round. All are supported by the nonprofit WordPress Foundation.

WordCamp Fayetteville is the only WordCamp in Arkansas with the closest other WordCamp being in Kansas City, Mo. WordCamps are designed for new and experienced users of WordPress, the world's most popular content management system. Users gather to learn about WordPress, which powers more than 60 million websites. WordCamps are designed for all levels of users from beginners to developers. All WordCamp organizers are local community volunteers.

Eric Huber, chief creative officer and co-founder of Blue Zoo Creative of Fayetteville, is the new lead organizer for WordCamp Fayetteville, following Angela Belford the last two years and WordCamp Fayetteville founder Christopher Spencer for three years before that. Belford is chief executive officer/senior marketing consultant of the Belford Group of Fayetteville. Spencer is a Web communications specialist at the University of Arkansas.

"We're grateful that past organizers Christopher Spencer and Angela Belford helped build this event over the past few years," Huber said. "I've always loved the community of WordPress and was so inspired the first year I attended by all the vast knowledge and experiences everyone was willing to share."

"I would love to see WordCamp Fayetteville become one of the best and largest events in mid-America, not for ego but to bring everyone together and share the connection we have as WordPress users," Huber continued. "To really show how, no matter our differences, we all really want to support our communities, our friends, our families and grow to be better ourselves."

This year's WordCamp Fayetteville has expanded to five tracks instead of four as before. The tracks are:

- WordPress 101: for the beginning WordPress user to learn the basics
- Publishers: for bloggers, writers, and other content creators who utilize WordPress
- Entrepreneur/Business: for businesses and organizations who want to use WordPress for their websites including blogs
- Designer: for graphic designers and website designers who use WordPress
- Developer: for those who write plugins, themes and other technical aspects of WordPress

The new track this year is the Entrepreneur/Business track.

“The committee and volunteers noticed that we needed a new business angle. Some self-employed or freelancers may be doing their own development and design and having some tools and information on how to run a business online would be beneficial,” Huber said.

The keynote speaker for WordCamp Fayetteville will be Josepha Haden Chomphosy who is a native of Northwest Arkansas but now lives in Kansas City. She recently joined the Automattic staff and works on the WordPress open source project on Automattic's behalf. Automattic operates and manages WordPress.com and all its properties. She will speak about several recent changes in WordPress and how those help bridge the digital divide. A digital divide is an economic and social inequality according to categories of persons in a given population in their access to, use of, or knowledge of information and communication technologies.

Members of Haden Chomphosy's family run Haden Interactive of Fayetteville. She has a passion for language and story-crafting, a skill she practices on starsandthemoon.com. Haden Chomphosy has over a decade of experience using search engine optimization, data analysis and content marketing to bring success and visibility to clients all over the world. Since 2010 she's been volunteering in Kansas City to increase digital literacy and get more women in technology. She can be found on Twitter as @josephahaden.

For more information, visit the website: <https://fayetteville.wordcamp.org/2015/>