Hello, my Name is Elisa,

this is my manifesto for the Vice President role.

How do I see my role as Vice President

I do not see myself as someone "in leadership" but in representing all of us - the community - towards outside in the most positive way possible.

Next to my obligations to support the president in his task I want the world to know how powerful Joomla is and how you and others can make your living from it.

My Diploma in Marketing will provide a good professional base for what to say, my education as a Media Designer will give me the abilities to know how to communicate it, and my experience in development so far will give me the understanding for product based knowledge.

Since last summer I have been teaching children at the Junior Academy in Germany about Joomla, I participated in a Joomla book, I am writing guest blog posts for a big hosting company, visited Universities to teach students about Joomla and I regularly write tutorials. A small Joomla delegation including mee also planned to do Joomla outreach for Africa and teach and involve Africa to grow business on the web with Joomla.

In short I'm deeply involved in outreach and presentation of Joomla and intend to bring that to the next level as your Vice president and official ambassador.

I have an extended experience in the german speaking community and a generally big organisational memory from my involvement and presentations over time at several JoomlaDays, World Conferences and JandBeyond.

Joomla itself is an amazing and powerful system and has a great community.

I want to make sure that less work is discarded because of lack of communication or lack of management. We have a great volunteer base and it would be great if I can help in any way to minimise silos and celebrate success and give credit where credit is due.

Above all I would love to see project involved persons to talk to each other with respect, just as you would do in your daily work life. In my role as a Vice President I also want to have an open ear for your worries and would love to help to solve it with each other away from social media platforms.

How did I even start with Joomla?

In **2000** I was a web designer in an online community. In the broadest sense this community was comparable to Facebook and I worked with a wonderful team.

After the market in this area changed, not least because of the data protection regulations and the general change in the digital world, my path led me first to the **marketing department** of the publishing house to which the community belonged.

Since I was still young, but had not yet taken a break between school and training, I decided to start as a **flight attendant** at Air Berlin and worked there for 1.5 years as a flight attendant.

I had a good time and was able to enjoy Palma and Rome for a few hours at least once in a while. When I decided to work in the media business again, AirBerlin expanded and became international. So I just missed the interesting part (but also the sad end of the airline)

It was **2006** when I was sitting at my desk in an **advertising agency** again. My former boss introduced me to a commercial CMS (Content Management System), which was used by the agency for all web projects. The acquisition costs per customer corresponded to the price of a small car and the maintenance costs for the customer were just as high.

To be honest, I had to research what CMS meant and what you could do with it. I found out that there are several CMS, which are freely available on an Open Source basis. I then downloaded and tested the three best-known candidates.

It's a good thing that I didn't throw in the towel after the first two tests, because I couldn't cope with the structure, the logic and the missing on-board functions of the other systems.

Shortly after installing Joomla!, I created my first content, linked it in the menu and immediately understood the basics of the system.

"Joomla manages to bring structure and logic into the workflow."

Shortly afterwards, we started to use Joomla in the advertising agency. But not everything was easy and so I searched and found help in the numerous Joomla! forums and was allowed to ask typical beginner questions. I decided to help someone else for every question I was allowed to ask. So I already understood the basic idea of Open Source at that time.

After my **marketing studies**, which I had completed part-time, I went into business for myself in **2009**. A Joomla! colleague found me on the Internet and invited me to join the Joomla! User Group, and so I became more and more part of the Joomla! community.

When I was finally persuaded in **2013** to go to my first Joomla! event because it was in my hometown of Nuremberg, the flame that blazed for Joomla! became a fire. After my first JandBeyond conference in Prague, I applied for the position as **Lead Designer** for Joomla! and was selected for it.

"Everyone starts small."

Through Joomla! I met many great people, including the other author of the book [Joomla! 3 Professional Web Development](#) David Jardin. I made some valuable friendships. I have grown and learned a lot from others. Joomla! is an international family. When I speak at

conferences, I don't talk to strangers, I talk to my friends and family. They are all different and yet we have a lot in common - we earn our money on a similar basis and the Open Source idea corresponds to our philosophy of life. It's great to do this type of voluntary work, to be involved in important discussions and to be part of the great responsibility to help others earn their daily bread. Joomla! is not just my work for me, it is a great opportunity to create something special. I am grateful that my work is based on Joomla!, a system that is more than a few lines of code.

Some Key Facts in the End to summarize my application as Vice President:

- I speak fluent Marketing, Strategy, Design, Joomla and a bit of Development
- I speak fluent German, English, Polish and a bit of Dutch   at least I make the Dutch people laugh ;-)
- I am always hungry for knowledge and happy to help people - and I am a Doer
- I think Joomla! is a wonderful CMS
- I like to be involved and be someone who is available and that is a reliable advisor.