



# bdpatoday

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2011 National Teacher Appreciation Week

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## A Media Event Royale SEO Target Marketing

**London, England**—Their Royal Highnesses Prince William, Duke of Cambridge and Catherine, Duchess of Cambridge wave on the balcony at Buckingham Palace during the Royal Wedding of Prince William to Catherine Middleton on April 29, 2011. The marriage of the second in line to the British throne was led by the Archbishop of Canterbury and was attended by 1900 guests, including foreign Royal family members and heads of state.



Photo by John Stillwell-WPA Pool/Getty Images

Thousands of well-wishers from around the world flocked to London last month to witness the pageantry of the Royal Wedding. Moreover, millions of television viewers and web surfers also tuned in.

### Royal Wedding SEO

According to *Yahoo! Advertising Blog*, search data for the Duchess of Cambridge (who one day may be Her Majesty the Queen of England) was receiving more searches on Yahoo! than “Barack Obama,” “Donald Trump,” “Victoria Beckham” and “Angelina Jolie.” The Royal Wedding was a ‘Media Event Royale.’ Yahoo! Advertising Blog also reported Buckingham Palace commanded ‘no tweeting’ from Westminster Abbey during the royal ceremony.

Follow **SEO** on Page 6





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Patrick, IT Analyst  
Global Web QA, began  
with Johnson & Johnson in  
a leadership development  
program. Now a mentor  
himself, Patrick passes  
his experience and  
insights on to others.

“Teamwork is part of the culture at Johnson & Johnson, and I have always felt like an important member of my team. The people I work with have helped shape my career, but have also promoted a good balance between my work and home life. I volunteer in the community, take part in formal and on-the-job training opportunities, and attend conferences, all of which enable me to grow both personally and professionally. It's a good feeling to know that my personal development and interests are supported by my company.”

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# Government 2.0

BDPA Government Relations | Industry & Regional News

[www.serve.gov](http://www.serve.gov)

**Washington, D.C. – United We Serve** is a nationwide service initiative that helping to meet growing social needs resulting from the economic downturn. With the knowledge that ordinary people can achieve



Source: Corporation for National and Community Service

extraordinary things when given the proper tools, the President is asking us to come together to help lay a new foundation for growth. This initiative aims to both expand the impact of existing organizations by

engaging new volunteers in their work or encourage volunteers to develop their own "do-it-yourself" projects with organizations such as **BDPA**.

The President stated that the challenges America faces are unprecedented, and that we must build a new foundation for economic growth in America.

The current Administration has begun this work with dramatic new investments in education, health care, and clean energy, but they cannot accomplish goals alone in Washington. Economic recovery is as much about what we do in our communities as what elected officials are doing locally, statewide, or in Washington -- and takes all of us, working together.

Volunteers from our industry are needed to mentor parents, teachers, and tutor students across each of our science, technology, engineering, and math (STEM) disciplines. Visit [www.bdpa.org](http://www.bdpa.org) to launch a new chapter, host an event, or support a host **BDPA** chapter near you.



**HP: Pioneering Grid Computing's Move Into The Enterprise Market**



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# BDPA Chapter News

BDPA Community Relations | NBDPA, BETF, and Local Chapters

## 'Hacking' Career Day Über-Geeks Showcase Tech2Kids

For an exciting and fun-filled *Career Day* with your neighborhood's schools, 'hack' into **IT** with local industry partner favorites

Largo, MD—*PC Magazine* defines "über-geek" as an individual with a great amount of computer knowledge (somewhat of a "super geek.") Related slang terms also may refer to them as expert computer hackers or people who use more technical terms than is necessary to get their points across. There is one in every neighborhood and a least one in every BDPA Chapter—we all know who they are. Don't plan your school's next Career Day without them.

### The Approach

An unique approach to hacking the local Career Day is, modeled after a very popular book by Jeff Potter, *"Cooking for Geeks: Real Science, Great Hacks, and Good Food."* It



Photo courtesy: TBD and Robin Macar

### Unmanned Autonomous Systems

The Tampa Police Department's Special Support Division showed up in force to a local school with a para-military SWAT rescue vehicle, bomb unit, water rescue truck and a spectacular exhibition of its K-9 program. Above, Special Operations Officer Jim Cooper, TBD, discusses how robotic devices assist bomb squads.

allows students and über-geeks to explore endless career possibilities in virtually every vertical market of interest. One of Potter's associates stated the book is not a cookbook per se; it really is more about a mindset, about an approach to the kitchen, a way to hack and go "off-recipe" if one must know how making certain meals really work. Toward this end, how does one marinate a Career Day with information technology's secret sauce? **See *Career Day* on page 7**

## BDPA Supports Teacher Appreciation Month

Teacher Appreciation Week: May 1<sup>st</sup> - 7<sup>th</sup>, 2011  
National Teacher Appreciation Day: May 3<sup>rd</sup>, 2011

Alexandria, VA—PTA Teacher Appreciation Week 2011 is May 1–7. Plan to host a teacher appreciation event in your school or community. Visit [www.pta.org](http://www.pta.org) to download resources to help celebrate Teacher Appreciation Month in your community.



### A National BDPA Sponsor Applauds Teachers

While giving thanks to teachers should hardly be limited to a specific time of year, this month in the United States people everywhere are dedicated to honoring the teachers that gave us so much. Microsoft staff recently gave thanks to teachers by sharing stories of those educators that had the biggest significance in some of their lives. Some of these moments were captured on video, which can be viewed on the [#ThanksTeach](#) page for *Partners in Learning* on Facebook. In this video, members of Microsoft's Bing and MSN teams are among some of the many people recognizing their favorite teachers.

**bt**

### SEO from page cover page

Search engine optimization (SEO) is an improvement process designed specifically to enhance the visibility of websites or web pages in search engines by natural or unpaid search results. The latter also is commonly referred to as either "organic" or "algorithmic."

Search engine marketing (SEM) targets paid listings. The earlier (higher on a web page), and more frequently a

**Follow *SEO* on page 8**



# BDPA Chapter News

BDPA Community Relations | NBDPA, BETF, and Local Chapters

**Career Day** from page 7

## The Algorithm

Most über-geeks may agree that an algorithm has something to do with defining a generalized process for the creation of desired "outcomes" from "input" variables. For that special Career Day, input variables may include the number of parents participating, the number of classrooms or labs available, the number of static displays available from local agencies or firms, a wireless Internet connection for mobile gadgets and tablets, and the number of trinkets and novelties to give away to kids—and to the grown ones, too.



Photo: [bdpatoday](http://bdpatoday.com)

## Innovation Imported From Detroit

Above, Chrysler's Mid-Atlantic Business Center provided an impressive drive-by static display featuring the all-new **Chrysler 300** during a recent Career Day near Washington, D.C. Students who were just presented with career opportunities in **Software Engineering** and **Automotive Engineering** quickly were able to embrace new terms such as HD and satellite radio, GPS, GIS, blind-spot monitoring, and take UConnect® voice-command with Bluetooth® for a test drive. Other displays included fire apparatus and state-of-the-art police vehicles.

## The Outcome

Application developers and software engineers may team with any BDPA Chapter to support Career Day by attending related PTA meetings to plan [hack] annual STEM/Science Fairs along with Career Day events. By coordinating with the school system's learning objectives, syllabi, and homework assignments, use Career Day presentations to highlight popular games, common applications, or new technologies in professions such as teaching, healthcare, law enforcement, fire/EMT, sports, entertainment, and entrepreneurship. Finally, be prepared to reveal your recipe to 'IT's secret sauce' by answering a first-grader's query: "Can my Xbox® 360 touch 'the cloud' with the rest of my friends?" **bt**

Sources from Associated Press, PC Magazine, and Wikipedia were used in this article.

## NBDPA Increases HBCU and Minority Serving Institution (HBCU/MSI) Participation

**NBDPA's National Board of Directors (NBOD) Will Convene Second Quarter NBOD Meeting at Southern University**

**Baton Rouge, LA**—National BDPA is expanding its outreach, recruitment, retention, and talent sourcing efforts this year with Historically Black College and University/Minority Serving Institution (HBCU/MSI) engagements.

- BDPA's Baton Rouge Chapter is this quarter's host chapter at Southern University this month
- BDPA's Washington, D.C., Baltimore, and Northern Virginia Chapters are this quarter's Regional HSCC and IT Showcase host chapters at Bowie State University in June

Last quarter, BDPA Hampton Roads and BDPA Atlanta were host chapters to Small Business and HBCU/MI conferences which included visits by BDPA members to Norfolk State University and Morehouse College, respectively. **bt**

### Chapter Announcements and Events



**BDPA Baltimore, NoVA, and Washington (DC)**

**Saturday, May 7<sup>th</sup> 2011**

Patriots Technology Training Center: Youth Summit on Technology

**BDPA Baltimore, NoVA, and Washington (DC)**

**Wednesday, May 12<sup>th</sup>-Thursday, May 13<sup>th</sup> 2011**

4<sup>th</sup> Annual TECH LATINO 2030 Legislative Forum

**BDPA Baton Rouge (LA)**

**Friday, May 13<sup>th</sup> through Sunday, May 15<sup>th</sup> 2011**

Second Quarter NBDPA Board of Director's Meeting

**BDPA Greater Columbia (SC) and BDPA Philadelphia (PA)**

**Friday, May 13<sup>th</sup> 2011**

BDPA Chapter Networking Events

**BDPA Chicago (IL)**

**Wednesday, May 18<sup>th</sup> 2011**

Program Meeting: IT Careers Available at Walgreens

**BDPA Philadelphia (PA)**

**Wednesday, May 18<sup>th</sup> 2011**

Program Meeting: Augmented Reality

**BDPA New York (NY)**

**Thursday, May 19<sup>th</sup> 2011**

BDPA Meet & Greet @ **B. Smith's Restaurant** | RSVP Requested

**bdpatoday**

[www.bdpatoday.org](http://www.bdpatoday.org)

**June 2011 Print Edition Deadline**  
**Friday, May 20<sup>th</sup> 2011** Advertising,  
News, local events for June 2011.

**Visit [bdpa.org](http://bdpa.org) for your latest chapter announcements**



# 2011 Enrollment Periods

## PMP Exam Changes | **BDPA IT Institute**

### Accepting reservations for next enrollment periods

Competitively priced for BDPA Members and BDPA Corporate Sponsors, courses that are scheduled for the Spring and Fall terms are the **PMP Exam Prep** modules taught by Gregory Brown, PMP. The course has been updated to align with the 4th edition of the **PMBOK Guide** and awards all \*35 PDUs\* required to sit for the PMP Certification Exam.

### Key Benefits of PMP Certification:

- Career advancement, progression and promotion from sponsoring corporations/employers
- Increased technology business acumen and leadership skills
- Respect and prestige of being "certified"
- Publication opportunities in field
- Leadership, management and project management skill development

### Industry Update

The Project Management Professional (PMP)<sup>®</sup> credential examination will be revised this year, based on updates to the professional role of a PMP<sup>®</sup> credential holder recently found by PMI's Role Delineation Study (RDS).

PMI conducts a role delineation study for the PMP credential every five to seven years to ensure the credential reflects contemporary practice, evolves to meet current needs in the profession, and to comply with the PMP's credentials accreditation against the ISO 17024 standard.

### Exam Changes

Project managers pursuing the credential or preparing for the exam in the upcoming year should be aware that approximately 30 percent of the PMP exam will change.

Specifically, the Professional and Social Responsibility content area (Domain 6) will now be tested in *every* domain rather than as a separate domain on the examination.

The new examination is scheduled to be released on August 31<sup>st</sup>, 2011.

***This means that the last day to take the current PMP exam is August 30<sup>th</sup>, 2011.***

Candidates who would like to take the current version of the examination are advised to schedule early, prior to our National BDPA Technology Conference if possible, to better ensure that they are able to obtain a test date before the update.

**Gregory Brown,**

*PMP, MCSE, MCSA, ITIL*

*Mr. Brown is a BDPA Member and an adjunct professor with Auburn University. Corporate Sponsors, BDPA Members, Student Members, and small businesses are encouraged to contact the **BDPA IT Institute Leadership** by phone at 800.727.BDPA (2372) if you have questions or need further assistance on or before August 30<sup>th</sup>, 2011.*

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### SEO from page 6

site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, news search and search engines that are industry-specific verticals (i.e. health, education, transportation.) This provides a website with "web presence."

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience.

Optimizing a website involves editing its content and associated code such as hypertext markup language (HTML) and meta data elements to both increase its relevance to specific keywords and to remove barriers to indexing activities of search engines.

Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic to deploy. **bt**

Sources from Associated Press, Yahoo! Advertising Blog, Getty Images and Wikipedia were used for this article.

## TECHie Camp! | [techcorps.org](http://techcorps.org)

BDPA Chapters and Tech Corps team with local colleges and universities for CS-STEM camps



**Columbus, OH** – TECHie Camp is a full-day, week-long technology experience designed specifically for elementary and middle school students. The goal of TECHie Camp is to engage students in activities that can stimulate a deeper interest in technology; as well as provide opportunities for them to express their imaginations. TECHie Camps are offered at a variety of locations co-located with BDPA Chapters between **June 6, 2011** and **August 26, 2011**.

TECHie Camp curriculum is designed to immerse rising 3rd - 5th and 6th - 8th grade students into a singular topic. Campers engage in age-appropriate, hands-on, interactive activities designed to educate, expose and excite them about technology! TECHie Camp instructors give students the knowledge, tools and confidence to become active designers and creators of technology. Our objective in developing TECHie Camp is to put students in the role of creating and designing with technology--not just using and consuming it. As a result of the TECHie Camp experience students will:

- Increase their understanding and knowledge of how to use technology to expand their own learning;
- Elevate their confidence with STEM-related concepts and skills in a safe and supportive environment;
- Develop valuable 21st century skills such as teamwork, problem-solving and critical thinking;
- Develop positive attitudes and perceptions about the relevance of technology to their educational and professional success;
- Increase their awareness of STEM-related educational and career pathways;
- And, interact with positive role models employed in technology and STEM related occupations.

For 2011, TECHie Camp is offered via partnerships with local colleges and universities, K-12 schools, and nonprofit organizations including participating BDPA Chapters in the following states: Ohio, Pennsylvania, and Texas. **bt**



BDPA members and BDPA student members interested in IT careers in New York or Washington D.C. with SiriusXM Satellite Radio are invited to review current openings online.

**Washington, D.C.** – SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

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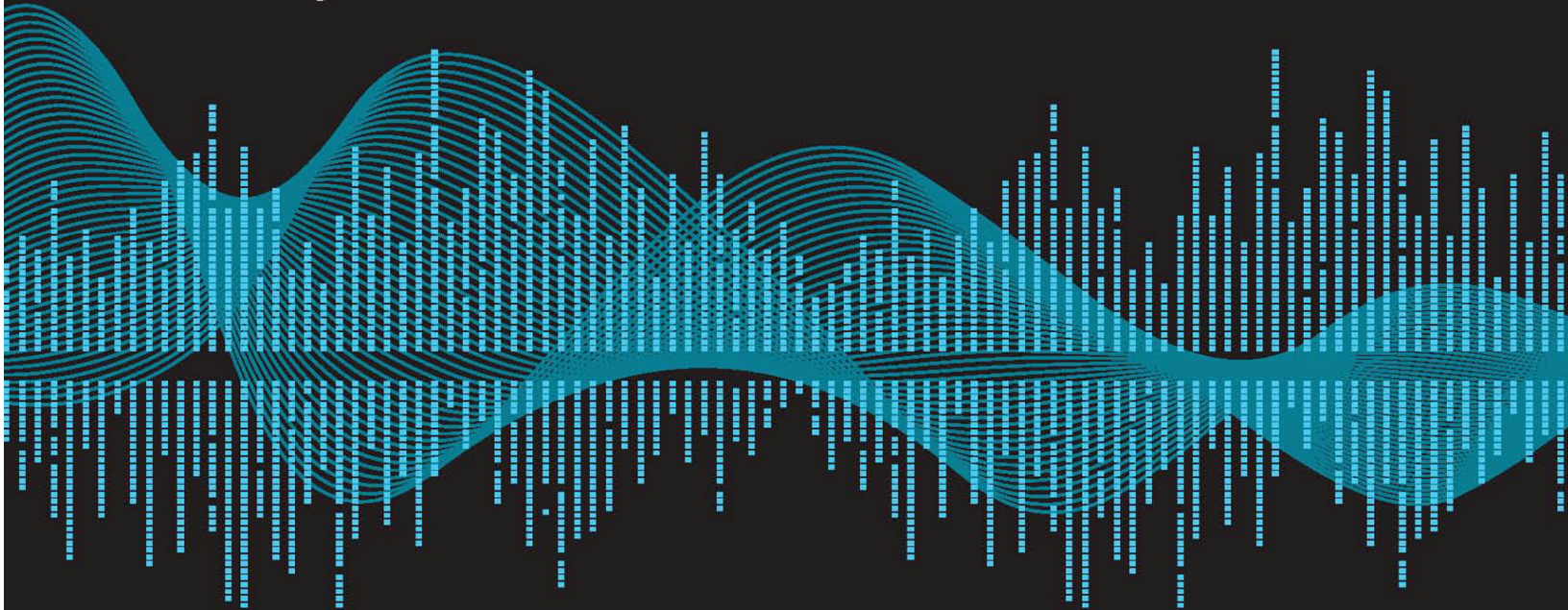
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Immediate I.T. opportunities for BDPA members are available online at [bdpatoday.org](http://bdpatoday.org). Members also may update their resumes with NBDPA at [bdpa.org](http://bdpa.org) in advance of upcoming career fair and open house announcements.

A BDPA Open House and a Career Day invitation with SiriusXM Satellite Radio for New York and Washington, D.C. areas are tentatively planned for this year. **bt**



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# Endgame for the World's Most Wanted?

## Technology vs. 'High-Value' Targets Hiding in Plain Sight

### Special Report

Arlington, VA—The Office of Naval Research (ONR) intends to launch on May 16 a new Internet wargame, recruiting a community of more than 1,000 players to collaborate on solving real-world problems facing the United States Navy.

Scheduled to run for three weeks, the Massive Multiplayer Online Wargame Leveraging the Internet (MMOWGLI) exercise will recruit online players from across the government to suggest ways of combating piracy off the coast of Somalia.

"MMOWGLI is an online game designed to find and collectively grow breakthrough ideas to some of the Navy's most complex problems--those

*One of the world's busiest and most important shipping lanes is the Gulf of Aden linking the Suez Canal and the Red Sea to the Indian Ocean; this vital waterway is crossed by over twenty thousand ships every year and has become the center of the world's fight against piracy. —The X-Journals*



This map shows piracy and armed robbery incidents reported to the IMB Piracy Reporting Centre thus far in 2011. Map courtesy of *International Chamber of Commerce*.

21st-century threats that demand new forms of collaboration and truly outlying ideas," said Dr. Larry Schuette, ONR's director of Innovation, whose office is managing the project.

The piracy scenario was chosen as a means to demonstrate the platform, but MMOWGLI itself can be applied to **any scenario**, officials said.

ONR intends to produce varying results from a diverse group of players drawn from the ranks of academia, defense, and government and nongovernment organizations. The plan is for MMOWGLI to identify solutions to difficult challenges by tapping into the intellectual capital of a broader community.

**See Endgame on page 14**



# Office of Naval Research

At the Office of Naval Research (ONR), science springs to life. Our diverse team of scientists, researchers and engineers turn academic principles into actual technologies that give our military the edge against an ever-changing threat.

ONR takes pride in the spirit of innovation and collaboration that fuels our accomplishments, earning accolades along the way for the quality of our work environment:

- ★ 2007 Best Places to Work (Office of Personnel Management)
- ★ 2008 Most Admired Employer (US Black Engineer and Information Technology Magazine, Hispanic Engineering Magazine, and Women of Color Magazine)
- ★ 2010 Top Supporter of HBCUs

It's the same spirit that has earned the U.S. Navy honors as one of the nation's Best Diversity Companies (Diversity/Careers in Engineering and Information Technology Magazine, 2008) and the Work Life Legacy Award from the Families and Work Institute. And it's also why the U.S. Navy is on par with the top 50 companies to work for in the United States.

*"I am committed to ensuring that we, as a Navy, are going to be one of the best places for a young person to start their career. We must all think and work as an organization to attract, recruit and retain our nation's best and brightest now and in the future."*

-- ADM Gary Roughead, Chief of Naval Operations



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“We hope MMOWGLI will help us to understand what happens when your insights are combined with the observations and actions of another player,” Schuette added. “Will that fusion result in a game-changing idea or solution, or will the MMOWGLI platforms teach us something about our traditional thought processes?”

MMOWGLI will also be a template for aiding future users faced with their own complex problems, said Garth Jensen, director of innovation Naval Surface Warfare Center Carderock division, who is leading the project.

“At this stage, however, MMOWGLI is a simply a pilot/demonstration project,” Jensen said. “Therefore, we are exploring whether doing something like MMOWGLI within Navy is feasible, and if so, what we might learn from the experience.”

Palo Alto, Calif.-based Institute for the Future and the Naval Postgraduate School are partnering with ONR on the MMOWGLI project.

The Department of the Navy's Office of Naval Research (ONR) provides the science and technology necessary to maintain the Navy and Marine Corps' technological advantage. Through its affiliates, ONR is a leader in science and technology with engagement in 50 states, 70 countries, 1,035 institutions of higher learning and 914 industry partners. ONR employs approximately 1,400 people, comprising uniformed, civilian and contract personnel, with additional employees at the Naval Research Lab in Washington, D.C.

Related maritime domain awareness technologies for ONR careers or an ONR contractor include: Navy's SPARTAN Unmanned Surface Vehicles (USVs), Wireless-Over-Water (WOW), and a Floating Area Network (FAN). **bt**

## Technology Helps Bring Down the World's Most Wanted Terrorists




Official White House Photo by Pete Souza

### Secured Communications into The Situation Room

**Washington, D.C.**—Military experts and analysts have reported to various news outlets that as the raid conducted by SEAL Team 6 closed in on Osama bin Laden, SEAL Team 6 likely rehearsed and successfully executed its mission armed with the best technology available to Warfighters anywhere in the world. In-atmosphere satellites such as drones or unmanned aerial vehicles (UAVs) served as ‘eyes in the sky’. Space-based satellites helped convey real-time information to pilots and other supporting elements. Helmet-mounted cameras, which were reportedly worn during this mission, were used to transmit real-time images to the Commander-in-Chief inside his situation room and to other base commanders. In the behind-the-scenes photo (above) released by the White House shortly before press time, this iconic image shows President Barack Obama and Vice President Joe Biden with members of our national security team monitoring the mission. **bt**




# Information Dominance



## Regional BDPA Cyber/STEM Workforce Conference

**June 17 - 18, 2011**



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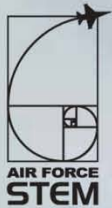
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**Washington Navy Yard - Conference Center**  
Community Awards Luncheon • Technical Presentation

**Washington, D.C. - Corporate Career Receptions**

**Pre-Register by Friday, May 20<sup>th</sup>, 2011**

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# IGNITE, INSPIRE & EMPOWER: The GPS of Future Technologists



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33rd National Technology Conference and Career Fair

August 3-6, 2011 • Hilton Chicago • Chicago, IL

# Industry Outlook

BDPA Corporate Relations | ICT and Green Industry Sectors

Source: DoE and CrunchBase

## Federal Data Center Consolidation Initiative (FDCCI)

**Washington, D.C.**—The Federal CIO Council launched a government-wide Data Center Consolidation Task Force to consolidate and increase efficiencies and to help meet the overall Federal target of a minimum of 800 data center closures by 2015. The Task Force comprises data center program managers, facilities managers, and sustainability officers from 24 agencies that work together to share progress toward individual agency goals. This dataset reflects information provided by the agencies. All questions or inquiries should be directed to the specific agencies. Calendar year 2010 (CY2010) and CY2011 datasets provide lists of planned or closed data centers by agency and by city/state location since the FDCCI started in February 2010.

The Data Center Consolidation Task Force meets monthly to review the progress of each consolidation project and ensure government-wide alignment among agency efforts, where appropriate. As its work evolves, the Task Force will serve as a "community of practice" for agency CIOs and data center program managers to share best practices and enhance consolidation effectiveness.

For additional collateral information and other FAQs, visit:

<http://www.cio.gov/pages.cfm/page/FDCCI>

## Search This...

**Orlando, FL**—*PC World* reports Research In Motion (RIM) recently introduced an unexpected guest speaker at BlackBerry World—none other than Microsoft's CEO Steve Ballmer. Ballmer unveiled the new partnership between RIM and Microsoft which will have Microsoft's Bing replacing Google as the default search provider on BlackBerry mobile devices. Although industry analysts feel Microsoft stands to gain from the alliance, many find it hard to see the value proposition for RIM. Moreover, Microsoft appears to be tackling explosive mobile markets through a combination of attack vectors with internal solutions for Smartphones such as Windows Phone 7, and leveraging Windows 8 for new tablets. For additional information, visit: [www.pcworld.com](http://www.pcworld.com)

## Solar Industry Collaborates to Make Better Panels

**Washington, D.C.**—The U.S. solar industry is banding together to fend off an onslaught of global competition, and to lower the cost of manufacturing solar technology domestically. To make it happen, the newly formed U.S. Photovoltaic Manufacturing Consortium (PVMC) secured a \$57.5 million federal grant from the **Department of Energy Sunshot Initiative**, along with financial commitments totaling \$400 million from various state and corporate entities. The following already have 'skin in the game.'



[energy.gov](http://energy.gov)

### Location:

Washington, District of Columbia, United States

### BDPA Chapter(s):

Careers, Internships, speakers

Washington, Northern Virginia

### Investments:

Metabolix, Varian Semiconductor Equipment Associates, Veeco Solar Equipment, 1366 Technologies, Strategic Polymer Sciences, Giner Electrochemical Systems, KSE, Ocean Renewable Power Company, and more



[miasole.com](http://miasole.com)

### Location:

Santa Clara, California, United States

### BDPA Chapter(s):

Careers, Internships, speakers

Bay Area

### Funding:

\$411M

MiaSolé is a pioneer in the development of Copper Indium Gallium Selenide (CIGS) thin film photovoltaic products. Their goal is to enable grid parity solar energy by 2012 through high volume manufacturing of low cost solar modules.



[elementpartners.com](http://elementpartners.com)

### Location:

Radnor, Pennsylvania, United States

### BDPA Chapter(s):

Careers, Internships, speakers

Philadelphia, Northern Delaware

### Investments:

EdeniQ, Biofuelbox, TPI Composites, Turbine Air Systems, Electro-Petroleum, Quench, EcoSMART Technologies, Wasatch Wind, and more

Element Partners invests exclusively in established high growth companies in the energy and clean technology markets. They specifically focus on companies with innovative solutions to global energy, resource, and environmental problems.

**bt**



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Michael Weiner, President & Founder, NRG



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**VentureBeat**

David Adewumi, contributing writer, Venturebeat

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Photo credit: Fermi National Accelerator Laboratory ([fnal.gov](http://fnal.gov))

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