



Howard University and Morehouse College Bands face off during the *Inaugural AT&T Nation's Football Classic Weekend* –

See **Classics** - Page 8

# bdpatoday

## September 2011

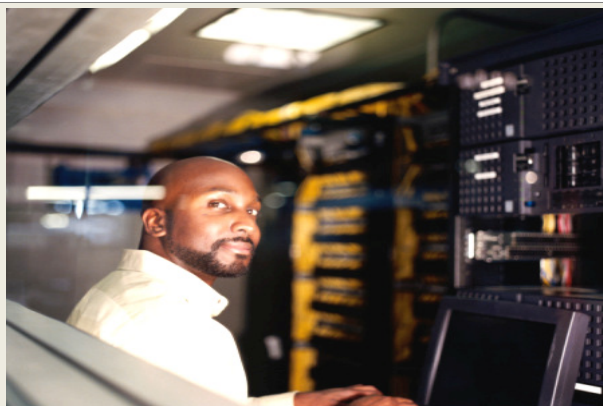
*Annual Legislative Conference Edition*

9.11 | Volume 36



**SPECIAL REPORT: The American Jobs Act—What's in it for IT Workers?** Page 10

**Washington** —This month, President Obama laid out the American Jobs Act (AJA) – a set of ambitious ideas with bipartisan support which could put people back to work or put more money directly in the pockets of working Americans. He urged Congress to pass AJA right away. The White House already has seen reports from economic analysts and statements from CEOs. Their statements underscore the same message: the American Jobs Act will create jobs and is good for the American people. It will grow the economy, help middle class families and strengthen communities across our nation.



If approved by Congress and signed into law, what will be left on the table in the new *American Jobs Act* that benefits IT workers or workers entering **CS-STEM** careers? Page 10

establishment employment by 1.3 million by the end of 2012 and 0.8 million by the end of 2013, relative to the baseline. **bt**

**November 12-18, 2011**



Supercomputing Logo © SC11  
SEE OTHER EVENT DETAILS ON PAGE 7

Economic Forecasting Firm, **Macroeconomic Advisers**, issued a report: "We estimate that the American Jobs Act (AJA), if enacted, would give a significant boost to GDP and employment over the near-term. Various tax cuts aimed at raising workers' after-tax income and encouraging hiring and investing, combined with the spending increases aimed at maintaining both state and local employment with funding for infrastructure modernization, would: Boost the level of GDP by 1.3% by the end of 2012, and by 0.2% by the end of 2013. Raise nonfarm





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BDPA Government Relations | Industry & Regional News

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**Washington, D.C.** — In the wake of recent earthquakes, hurricanes, tornadoes, and flooding, **DisasterAssistance.gov** provides information on how one might be able to get help from the U.S. Government before, during and after natural disasters.

If the President of the United States makes help available to individuals in a community after a disaster, one should visit this site to apply online.

This site helps users to:

- Learn what help you might be able to apply for from 17 government agencies in Spanish and English
- Reduce the number of forms you have to fill out
- Shorten the time it takes to apply for aid
- Check the progress of your applications online
- Continue to receive benefits from government programs even if you have to leave your home
- Apply for help from FEMA online
- Learn about Small Business Administration loans using an online application
- Have your Social Security benefits sent to a new address
- Find federal disaster recovery centers near your current address
- Search a list of housing available for rent
- Get information about your federal student loan
- Get help from the Department of State if you are affected by a disaster while living or traveling outside the U.S.



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**DisasterAssistance.gov** also provides information to help users prepare for, respond to and recover from disasters. Site visitors can:

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- Find information about:
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  - Finding shelter
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  - Getting medical services
  - Locating loved ones
  - Recovering and rebuilding the areas of your life that were affected by the disaster

Locate resources in or near a community that can help move families, businesses, and schools forward.

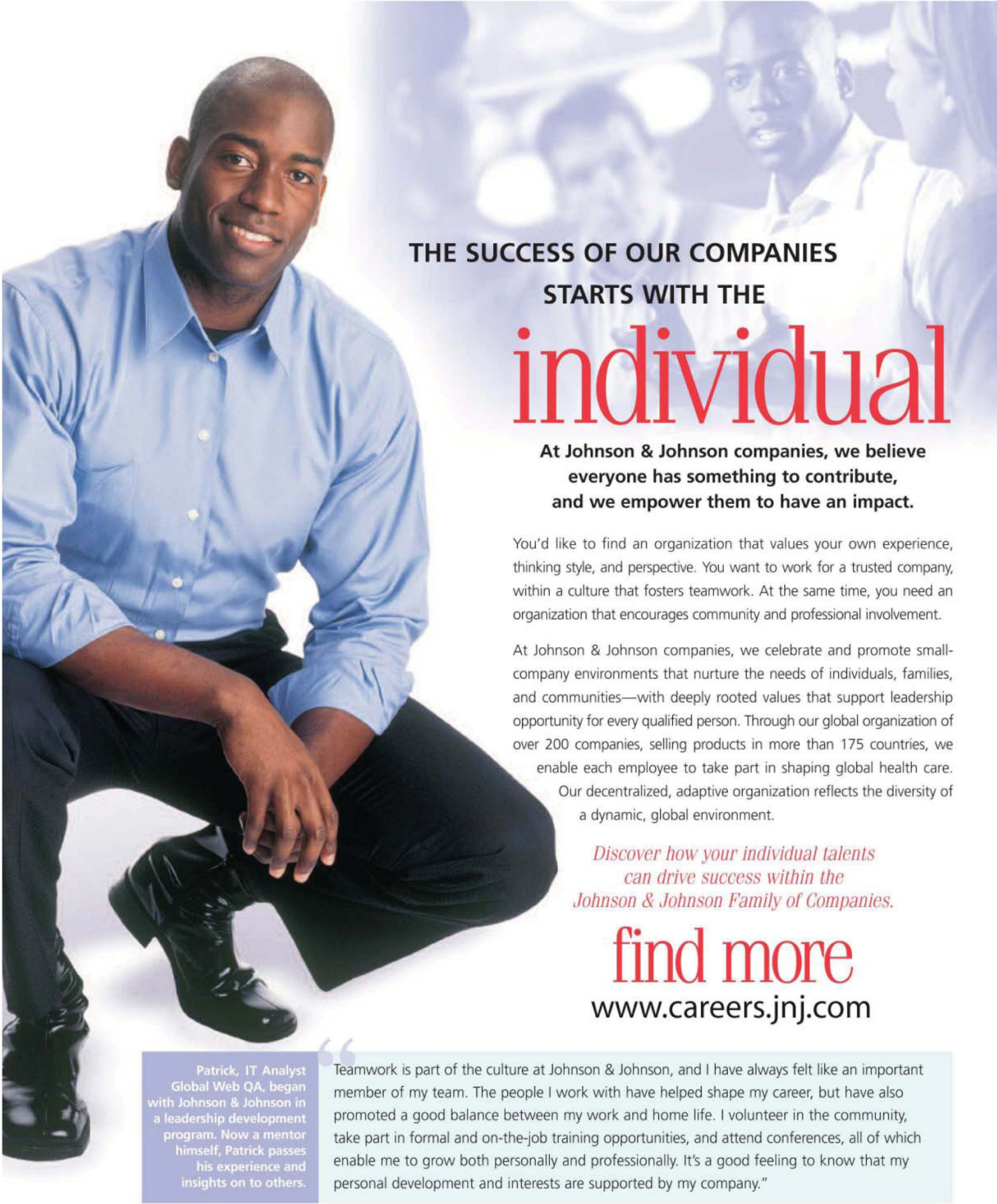
Source: **FEMA.gov** **bt**

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# 2011 NBDPA Conference Review

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# 2011 NBDPA Conference Review

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2011 NBDPA  
Chapter of the Year



Photo © [bdpatoday](#)

(L-R) BDPA New York Chapter members Mr. Alain Leroy, Ms. Danielle Cauthen, and Ms. Renetta English (BDPA New York Chapter President), celebrate their recent achievements with Dr. LaVerne H. Council, Corporate Vice President & CIO, Johnson & Johnson. Dr. Council was this year's National Awards Gala Keynote Speaker and 2011 National BDPA Technology Conference Honorary Chair.

Johnson & Johnson (JNJ: NYSE) is a global holding company with a market capitalization of \$175.6 billion. The company and its subsidiaries are engaged in the research and development (R&D), manufacture and sale of a range of products in the health care field. It has more than 250 operating companies conducting business worldwide and continues to hire qualified IT professionals and interns. Reference links for BDPA members follow:

- **Johnson & Johnson:**  
<http://careers.jnj.com>
- **BDPA New York Chapter:**  
<http://www.bdpa.org/group/NY>
- **2011 NBDPA Chapter of the Year Local Co-Sponsors:**  
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(\*UBS is BDPA New York Chapter's Corporate Sponsor of the Year)

## National BDPA 2011 Championship High School Computer Competition (HSCC) Team



[bdpatoday](#) photo: Eileen Gadsden

Our 2011 National BDPA High School Computer Competition (HSCC) Champions hail from Rochester, Minnesota. They are (L-R): Hassan Hassan, Daniel Sheppard, Zack Garbow (coach), Sharon Singh, Adwait Walimbe and Zakaria Ahmed. Each of these talented students earned a Jesse Bemley Scholarship (partially funded by the Creating IT Futures Foundation) and received new Notebook PCs from HP.

Mr. Zachary Garbow, founder of 2 start-up companies and a former IBM software engineer, has been training our BDPA Southern Minnesota chapter HSCC teams for the past decade. His teams have now won six out of seven National HSCC championships including an unprecedented five consecutive National HSCC titles year to date. His students have matriculated with over \$50,000 in Jesse Bemley Scholarships to educational institutions like *Howard University, Johns Hopkins University, Marist College, Rice University, University of Minnesota and Washington University* in St. Louis. Mr. Garbow is truly a remarkable BDPA volunteer who has made a difference in the lives of dozens of our student members and HSCC participants. His courseware and training syllabi are available online to participating BDPA Chapters and 2012 HSCC Teams now forming. Our next National HSCC Championship and scholarship rounds will be hosted by NBDPA's Baltimore Chapter, from August 1<sup>st</sup> – 4<sup>th</sup>, 2012.

- **2011 HSCC Champion Local Chapter Co-Sponsors:**  
**IBM and Mayo Clinic**
- **BDPA Southern Minnesota Chapter:**  
<http://www.bdpa.org/group/SM>



# BDPA Chapter News

BDPA Community Relations | NBDPA, BETF, and Local Chapters



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 now available 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.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty.

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SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic® service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets. Immediate IT 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 an IT Career Invitational with SiriusXM Satellite Radio featuring Washington, D.C. area IT positions was held earlier this summer. A similar outreach event with NBDPA's new *Chapter of the Year*, BDPA New York, is being planned. **bt**

## HBCU Football Classics | *Power Networking*

**Washington, D.C.**—Two of the nation's preeminent Historically Black Colleges, Howard University and Morehouse College, kickoff the inaugural **AT&T Nation's Football Classic™** with a number of related activities and events this month. The Howard vs. Morehouse football game was set for RFK Stadium on Saturday, September 10, marking their first match up in 14 years. Related events included the UNCF Empower Me Tour, the Nation's Football Classic™ Kickoff Rally, an HBCU Alumni Networking Reception and the Nation's Football Classic™ Fan Festival. A Presidential Symposium, a Student Debate and an HBCU College Showcase and Recruitment Fair was co-hosted by Howard and Morehouse.

Most **Classic Weekend** events are free to the general public (except for the football game). Students, alumni, HBCU football fans and all other interested sponsors are encouraged to attend and participate in the various discussions, networking opportunities and educational experiences. Other HBCU Football Classics and events for local BDPA Chapters to support and follow this season are listed by [HBCUConnect.com](http://HBCUConnect.com). **bt**

### Chapter Announcements and Events



#### NBDPA & BDPA Washington (DC)

**Saturday, September 10<sup>th</sup> 2011**

**Inaugural AT&T Nation's Football Classic™** | Morehouse vs. Howard

#### NBDPA & BDPA New York (NY)

**Sunday, September 11<sup>th</sup> 2011**

**Remembering 9-11**

#### NBDPA CIO (All Chapters) & Industry (Open to the Public)

**Monday, September 12<sup>th</sup> 2011**

**JOB SEEKERS Forum: *Conference Call* format and venue**

#### BDPA New York (OH)

**Tuesday, September 16<sup>th</sup> 2011**

**Program Meeting – *Primer*: Medical Informatics and Health IT**

#### BDPA Cincinnati (OH)

**Saturday, September 17<sup>th</sup> 2011**

**16<sup>th</sup> Annual BDPA Cincinnati Chapter Awards Banquet**

#### BDPA Philadelphia (PA)

**Wednesday, September 21<sup>st</sup> 2011**

**Program Meeting | Hospital RFID for Asset Management & Patient Flow**

#### NBDPA & BDPA Washington (DC)

**September 21<sup>st</sup> to 24<sup>th</sup>, 2011**

**Congressional Black Caucus Foundation (CBCF)**

**Annual Legislative Conference (ALC) | Washington Convention Center**

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

**October 2011 | *Cyber Security Awareness* and *Hispanic Heritage* Month**

**Advertising Deadline & *Closing Date***

**- Tuesday, September 20<sup>th</sup> 2011**

Advertising, Events, and Local BDPA Chapter community news for **October 2011**.

Visit [bdpa.org](http://bdpa.org) to renew your membership or view updated details.



# BDPA Chapter News

BDPA Community Relations | NBDPA, BETF, and Local Chapters

## Detroit's HSCC Team Is Runner-Up @ Nationals

Rebuilding America: *From the Classroom to the Boardroom*



Photo © NBDPA

**Detroit, MI**—National BDPA HSCC Chief Judge, **Mr. Ronald Bell** (above L-R) of *Compuware* poses with Detroit's National HSCC Team (**Austin Little**, **Daniel Rothchild**, and **Wayne Askew**), Detroit BDPA Chapter HSCC Coordinator, **Ms. Tonji Zimmerman**, and BDPA Education and Technology Foundation (BETF) Executive Director, **Mr. Wayne Hicks**. Each of these talented students earned Jesse Bemley Scholarship awards from BETF to attend the college or university of their choice.

Our team from the Motor City is the 2011 National HSCC Runner-Up. In 2012, the Detroit Chapter of BDPA seeks to establish stronger Public-Private partnerships with Academia to expand its community outreach and STEM programs to local underserved communities with area community colleges, universities, and small business incubators.

Beset by a lagging economy and local unemployment encroaching 13%, BDPA's Detroit Chapter is committed to assertively seek new corporate social responsibility (CSR) engagements for its HSCC students and current members. Area youth and IT workers may require additional training and certificates to support America's "Big Three" auto-makers, automotive industry suppliers, and Department of Defense (DoD) agencies such as the U.S. Army's Tank-automotive and Armaments Command Life Cycle Management Command (TACOM LCMC), Tank-Automotive Research, Development, and Engineering Center (TARDEC), and their contractors.

With a \$270 million Convention Center Expansion underway, BDPA's Detroit Chapter currently is exploring co-hosting events such as a regional **Automotive IT Showcase** for area youth, a **Smart Transportation Technology Showcase** and reception for industry, or hosting HSCC fundraisers during the **North American International Auto Show** (NAIAS) timeframe, January 14-22, 2012, with sponsors. For planning and sponsorships, update local membership profiles or contact **BDPA Detroit**: <http://www.bdpa.org/group/DE> **ht**

## BDPA Supports Pennsylvania MESA's Ribbon-Cutting Ceremony with Temple and U.S. Navy



Photo courtesy BDPA Philadelphia

**Philadelphia, PA**—Further broadening its outreach in science, technology, engineering and math (STEM) education, Temple University launched the Pennsylvania Math Engineering Science Achievement (MESA) initiative during a ceremony at the Philadelphia Navy Yard on August 27. Sixty middle and high school students from the Philadelphia School District, along with their parents, joined university and community leaders, top Navy commanders — including U.S. Chief of Naval Operations (CNO) Admiral Gary Roughead — and Philadelphia Mayor Michael Nutter in the ribbon cutting, which celebrated Temple receiving the license to bring the national award-winning MESA program to Pennsylvania. Among the community leaders and BDPA stakeholders were BDPA Philadelphia Executive Committee Members **Ms. Eileen Gadsden** (above left), Chapter President-elect and **Mr. Charles Ireland** (right), Chapter Vice President, Strategy and Planning, with Special Assistant to the CNO for Diversity **CAPT. Cynthia Macri**.

This summer, Temple University launched three MESA summer academies in partnership with the U.S. Navy, through funding from the Office of Naval Research (ONR) and support from engineers from the Naval Ship Systems Engineering Station, the Urban Youth Racing School, and the Mayor's Office of Community Services. Following the ribbon cutting, these students showcased their summer academy projects. The MESA initiative is designed to increase the number of scientists, technologists, engineers and related professionals who are able to graduate from a two- or four-year institution; and to diversify American students who achieve advanced degrees leading to research and development to create new products and to support the nation's defense. Temple's College of Engineering is leading the **Pennsylvania MESA** initiative through financial and administrative support, with **Dr. Jamie Bracey**, Director of STEM Education, Outreach and Research in the College of Engineering, coordinating Temple's MESA efforts.

—**Temple University**/BDPA Philadelphia



# BDPA Industry News

BDPA Corporate Relations | NBDPA, BETF, Local Chapters, and Affiliates

## Virtualization: Consolidation to Solid Cloud Foundations

**GCN**—Though server virtualization is by far the preferred method for dealing with the data center need for high-density server processing power, another based on small, very low-power, single-processor servers has been gaining attention.

The biggest splash came back in April 2011 when Gio Coglitore, director of Facebook Labs, told his audience at an *Intel* press briefing that the fast-growing social media company would likely eschew server virtualization and opt to use inexpensive microservers to support its needs.

The main reason was nervousness about committing to virtual servers that nevertheless are contained within physical machines. If just one of those machines went down, it could seriously degrade Facebook's performance, something the company wouldn't want given the more than 750 million active users Facebook claimed.

Facebook instead wants to be able to balance its load more evenly and, preferably, not degrade the user experience if a server does go down.

"As you start to virtualize, the importance of that individual server is greatly enhanced," Coglitore said. "And when you have that at scale, it becomes very difficult."

***With virtualization comes a simple, automated infrastructure that leads to a dynamic, efficient enterprise.***

— *CIO Magazine*, Custom Solutions Group White Paper

Using microservers in data centers gets around that problem. They are circuit boards that carry a low-watt processor such as an Intel Atom chip, along with some RAM, a little storage and networking interconnects. Each of these boards represents one software-based virtual server.

Visit the *Government Computing News* portal, [GCN.com](http://GCN.com), to review virtualization White Papers and other related topics. Visit [bdpa.org](http://bdpa.org) for information and calls for technical papers on these and other topics to be presented for during the 2012 National BDPA Technology Conference in Baltimore, Maryland, August 1-4, 2012. **bt**



**bdpatoday** photo courtesy WhiteHouse.gov

### **The American Jobs Act, what's in it for IT Workers?**

**Washington**—The proposed American Jobs Act (AJA) is designed to get people across all industry sectors back to work and to put more revenues directly into their households. Though President Obama's newly introduced job creation plan primarily is focused upon construction workers and teachers, Meredith Levinson, a contributor to *CIO.com*, states IT workers—especially those who've been unemployed for several months—could directly benefit from AJA if it successfully navigates its way through Congress and signed into law.

- AJA seeks to eliminate red tape for start-up tech firms in order to raise capital, file an IPO, and hire technical workers, software engineers, and application developers.
- AJA calls for reducing time-to-market by streamlining the U.S. patent process for entrepreneurs
- Veteran IT workers could benefit from AJA, which proposes a \$5,600 tax credit for companies that hire unemployed veterans or a \$9,600 tax credit for firms who hire and train workers who are veterans with a service-related disability
- AJA provides employers a \$4,000 tax credit for hiring workers who have been unemployed for more than six months
- AJA proposes cutting in half the taxes paid by businesses on their first \$5 million in payroll, which could indirectly help small and mid-sized businesses (SMBs) increase salaries of technical workers and/or hire new IT workers.

The new plan also calls for "Internet-ready" classroom modernization and expanding access to high-speed wireless as part of a plan for freeing up the nation's spectrum. **bt**



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- ★ 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.

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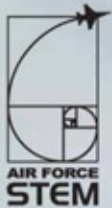
-- ADM Gary Roughead, Chief of Naval Operations



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A full-page photograph of a young Black man in a United States Marine dress uniform. He is wearing a white dress cap with a gold band and a Marine Corps emblem. His uniform is black with gold buttons and a black leather belt with a large gold buckle. He has several medals and ribbons on his left chest. He is standing in front of a white house with dark shutters and a brick foundation. The house number '713' is visible on the door. There are trees with autumn-colored leaves in the background.

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# How Many Mobile Apps are Produced by African Americans?

by Kai Dupé | Cross-posted from the *Atlanta Post* via *BETF's Blog*

There are over 425,000 mobile apps available on Apple's App Store for the iPhone. The Android Marketplace now has well over 30,000 apps for their devices. According to the website *TechCrunch*, there has been more than 1 Billion downloads from the App Store as of April 2009. Here is a question? How many of these apps are produced by African Americans?



I would venture to guess we are producing very little. Mobile phones are the most ubiquitous way people communicate and interact with information. With more than 5 billion users communicating and interacting on these devices, the lack of African Americans producing mobile apps has to change.

Further, suppose you want to support Black-owned mobile businesses? How would you go about doing that? We need more African Americans creating products in the mobile space, but in order for that to happen we must support those who are doing just that. How do we find them? I am happy to report things are changing.

In the August issue of *Black Enterprise*, there is a feature about African Americans who are shaking things up in Silicon Valley called **Rule Breakers, Risk Takers: The New Faces of Silicon Valley**. This is a very inspiring read and I highly recommend the article. Also, not only is there now an online market for applications for the undiscovered and undeveloped, Inky-Apps, but brothers and sisters are also fully engaged in developing applications for the mobile platform.

Inky-Apps is one of Americas first web stores dedicated to the promotion, advertisement, and development of mobile applications for the undeveloped and undiscovered mobile markets. The site was founded by Richard Fields. Fields is a long time Silicon Valley veteran with over 20 years of information technology experience in computer networking for the enterprise. He has worked for such companies as Xerox, MCI, LSI Logic, MFS DataNet, Tandem Computers, Compaq Computers and Hewlett Packard.

I have also learned of several apps that have been developed for mobile devices that were developed by African Americans. The first to come to my attention is an application called **Multiple Madness**, which is a math game that tests how well you know math multiples.

The application was developed by Veda Rogers. When I spoke with Veda a few months ago, she revealed that she made the decision early in the development process to keep the app simple.

It only took her three months to develop the application working part-time in the evenings and on weekends.

Then there is Celly. Celly can be used on any cell phone. I am currently evaluating it on my iPhone 3Gs (I am awaiting the release of the iPhone 5). Celly creates mini social networks called cells that connect you with people and topics that matter most to you. A cell can contain anybody with a cell phone, people from your existing social networks, or any web feed.

The app lets you define filters based on hashtags, location, time, and user identity so you can eliminate noise and get alerted only when relevant messages occur. The potential for this application is huge for schools. The beauty of Celly is that you do not need a Smartphone. Any phone that allows text messaging will work fine.

Finally, there is the Sankofa Solar app, which is more informational in nature. The ability to access information on the go, particularly information that is relevant to the African American community is certainly important and at the present time very unique.

Sankofa Solar provides solar technology innovations from the Black community and the solar industry. This is a free app and you can learn more about it and install the application by visiting the Android MarketPlace and searching on "Sankofa Solar".

There is simply too much opportunity here and we as African Americans need to make sure that we get our share of this mobile app pie. I received my blessing from Apple this week to provision my creations to the App Store. I intend to do just that. I have two ideas that I will submit before the end of the year. What are you going to do?

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*Kai Dupé is a doctoral student at Pepperdine University where he is conducting research on Why African American Males Are Underrepresented in Computing. Kai (BDPA Dallas) can be reached by email at [kai.dupe@kaidupe.com](mailto:kai.dupe@kaidupe.com), by visiting his website at [www.WhereAreBlacksInTechnology.com](http://www.WhereAreBlacksInTechnology.com) or by following him on Twitter @KaiDupe.*



October is **Hispanic Heritage Month** and **Cyber Security Awareness Month**. **bdpatoday** also will feature the U.S. Navy who owns and defends one of the world's largest IT enterprises. Articles and advertising materials are due **September 20, 2011**. Visit [www.bdpatoday.org](http://www.bdpatoday.org)



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## 2011 National Centers of Academic Excellence Designees Announced



**Fort Meade, MD**—The National Security Agency (NSA) and the Department of Homeland Security (DHS) have jointly announced the designation of 12 institutions as National Centers of Academic Excellence in Information Assurance Education (CAE/IAE) for the years 2011 through 2016, and the designation of three institutions as National Centers of Academic Excellence in Information Assurance Research (CAE-R).

NSA and DHS also announced the completion of the second year of the National Centers of Academic Excellence in Information Assurance 2-year Education (CAE2Y) Program. This effort recognizes institutions that serve as models for two-year schools by providing innovative, comprehensive, and multidisciplinary education and training in the information assurance/cybersecurity field. Seven community colleges received this designation for the years 2011 through 2016.

The centers – which span 40 states, the District of Columbia, and the Commonwealth of Puerto Rico – are recognized leaders in information assurance and cybersecurity. Graduates of the programs often develop into cyber experts who help to protect national-security information systems, commercial networks, and critical information infrastructure in both the private and public sectors – meeting the increasingly urgent needs of the U.S. government, industry, and academia.

The 2011 announcement brings the number of participating institutions to 118 CAE/IAEs; 50 in the research category; and 13 in the two-year program. (Thirty-six institutions are designated as both CAE/IAE and CAE-R.) The complete list of 145 centers, details about their efforts, and the 2011 designees are listed on [NSA.gov](http://NSA.gov).

See NSA on page 19



## SC11 Communities Program Bolsters Global Fellowships and Broader Engagement

**Seattle, WA** – Sponsored by ACM (Association for Computing Machinery) and IEEE Computer Society, this year's SC conference series offers a complete technical education program and exhibition showcasing **High Performance Computing** (HPC), networking, storage and analysis and advances in scientific discovery, research, education and industry. Hosted annually, SC is a premier international conference and technical program featuring workshops, tutorials, a world class exhibit area, demonstrations and opportunities for hands-on learning.

BDPA student members, educators, emerging and experienced practitioners interested in discovering the vast opportunities within HPC are encouraged to explore the range of programs offered in conjunction with the SC11 conference taking place November 12-18 at Seattle's Washington State Convention and Trade Center.

Extended grants and sponsorships will be provided by the Communities Program, including travel and housing, as well as discounted technical program registrations for participants within the **Broader Engagement** (BE), Education and Student Volunteer Programs.

"The SC Communities Program champions leadership and creates lifelong collaborations that are the cornerstone to our community's longevity and success," says Communities Program Chair, Satoshi Matsuoka. "Our initiatives nurture the individual through programs that are aligned with the critical interactions, education, expertise and skills needed within the HPC community now and into the future."

Designed to connect a diverse pool of talent with the SC community and enrich the educational experience, the BE Program will host a **Mentor/Protégé** program, the Student Job Fair and offer a limited number of sponsored tutorial registrations. The International Ambassadors program will help new attendees, from all over the world, become immersed in the conference and community activities. The Student Volunteer Program will host 200 students this year who will provide hands-on support for various conference elements and take part in the technical program.

Geared primarily toward undergraduate and secondary-level educators, this year's Education Program and curriculum will provide introductory workshops on HPC and **Computational and Data Enabled Science and Engineering** (CDESE) techniques and technologies including hands-on system time through the "LittleFe project," SC's first ever multiple node mini-cluster whose primary focus is on turnkey classroom demonstrations and exercises.



Experts across a broad spectrum of disciplines will be on-hand to support these activities and to provide their own insights around the many opportunities available throughout this diverse ecosystem. Student Volunteers and BE program information is available by visiting: <http://sc11.supercomputing.org/?pg=communities.html>

According to SC11 Chair, Scott Lathrop, this remains one of the few conferences to maintain continuous growth while drawing an extensive and diverse audience that is all focused on expanding knowledge, sharing ideas, resources, techniques and building upon the human network. "The SC Communities Program focuses on engaging everyone, whether they are new to conference or the larger community, with the goal of helping them become long-term contributors to SC and fields within HPC, networking, storage and analysis."

bt



# Industry Outlook

BDPA Corporate Relations | **ICT** and **Green** Industry Sectors

## PTTV Program to Promote Industry with BDPA

**Washington, DC**—With the 2012 and 2013 National BDPA Technology Conferences arriving in **Baltimore, MD** and **Washington, D.C.** respectively, industry executives are invited to participate with local BDPA chapters in presenting CS-STEM, IT, and Cyber oriented documentaries, program content, and conducting technical interviews with the public through the lens of BDPA chapter communities on the air with *Popular Technology TV* (PTTV).

PTTV is produced by **bdpatoday** for executives to share their experiences, challenges, and emerging technical requirements with their community across all vertical market sectors.

The PTTV pilot episode, featuring National BDPA Co-Founder and CompTIA IT Hall of Fame 2011 Inductee, Earl A. Pace, Jr., is airing this fall via the Internet, and participating local cable outlets. **bt**

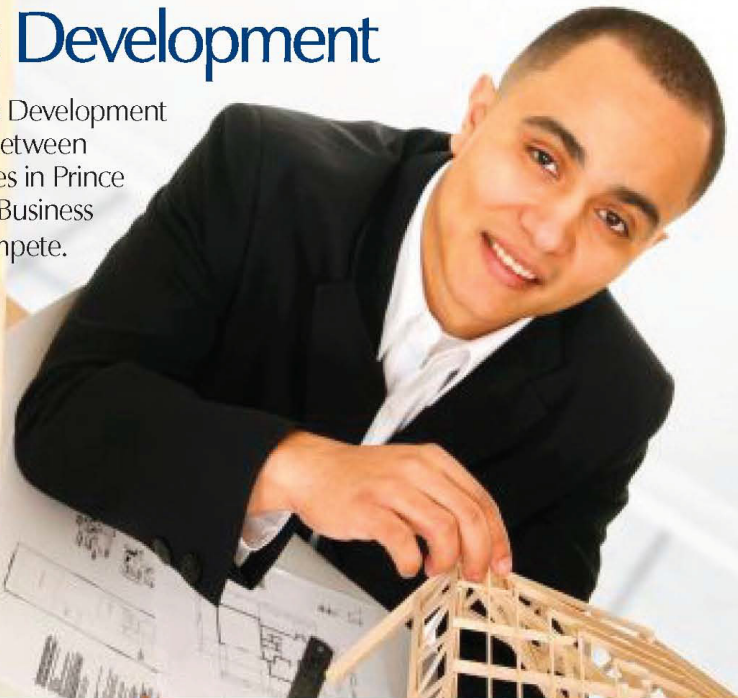


## We're Charting a NEW COURSE in Minority Business Development

The goal of the Center for Minority Business Development (CMBD) is to narrow the participation gap between minority and non-minority owned businesses in Prince George's County by helping Local Minority Business Enterprises (LMBE) build the capacity to compete.

### Our innovative approach includes:

- LMBE Accelerator Program
- Entrepreneurial Development Program
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All of the designations are valid for five academic years, after which the college or university must successfully re-apply. The NSA-DHS partnership was formed in 2004 in response to the 2003 National Strategy to Secure Cyberspace.

The CAE-R program was added in 2007 to encourage universities and students to pursue research, development, and innovation in information assurance and cybersecurity. Colleges and universities designated as CAE/IAEs and CAE-Rs are eligible to apply for scholarships and grants through both the federal and Department of Defense Information Assurance Scholarship Programs.

### NBDPA Chapters & Partner Schools

Participating NBDPA Chapters will continue to nurture relationships with partner schools in FY12 by co-hosting NBDPA SITES program modules (HSCC and IT Showcase) in direct support of CNCI IA/IT/Cyber training and talent acquisition initiatives and CS-STEM workforce development goals.

- BDPA Atlanta
  - Clark Atlanta University (CAE) and NROTC via Morehouse
- BDPA Baltimore/Central Maryland CIG\*
  - University of Maryland, Baltimore County [UMBC] (CAE/CAE-R)
- BDPA Charlotte
  - North Carolina A&T State University (CAE)
- BDPA Hampton Roads\*
  - Hampton University (CAE)
  - Norfolk State University (CAE) and NROTC
- BDPA Triangle/RTP (Raleigh/Durham)
  - North Carolina A&T State University (CAE) in Greensboro, NC
- BDPA Washington, D.C.\*/BDPA NoVA\*
  - Bowie State University (CAE) and Regional HSCC/ITSC for FY12 SITES
  - George Washington University (CAE/CAE-R) and NROTC
  - Howard University (CAE)
  - Prince George's Community College (CAE2Y)

\*Members may need DoD/IC clearances

## Labor Day: "Gangsta! Marketing" Fuels Social Media Nets

College Park, MD – BDPA's National Technology Conference convenes in Baltimore, Maryland in less than a year from now from August 1<sup>st</sup> - 4<sup>th</sup>, 2012. Minutes away from the National Security Agency (NSA), Defense Information Systems Agency (DISA), and U.S. Cyber Command, Baltimore,



**Cameron Chism [#22]**—Maryland's senior defensive back (DB) is shown above wearing a different version of the school's new "Maryland Pride" uniform. "Chis" put an exclamation point atop the season opener with his winning touchdown interception as the clock was winding down in the 4<sup>th</sup> quarter.

Maryland also is home to Under Armour's world headquarters where recent design innovations with new fabric technologies continue to spark tweets and spawn new marketing videos to recession-weary television audiences and social media wonks. Led by Kevin Plank, founder, CEO, University of Maryland graduate, and former football player, Under Armour (UA:NYSE) enjoys mutually beneficial relationships with Maryland.

### Connecting More Dots With Technology

At press time, social media networks continue to explode with new content featuring Under Armour's brand along with their new product placements shown live on national television. Moreover, Under Armour's **Fabric Lab** is riding the forefront of performance apparel by engineering the latest textile innovations and introducing new technologies that continue to improve product lines while engaged in an extremely competitive marketplace.

Prior to kick-off, the Maryland Terrapins (a.k.a. *Terps*) returned to their home field wearing a **different** uniform scheme after pre-game warm-ups. A new "Maryland Pride" uniform displayed school colors, the state's flag, and sparked *schizophrenic* controversies with commentary from viewers and fans. Under Armour's guerilla marketing strategy went viral almost immediately. Guerrilla marketing's objective is to create an engaging jaw-dropping concept that generates an industrial "buzz" which subsequently goes "viral." The Terps' brash "Maryland Pride" themed concept uniquely accomplished this objective.

### STEM Powered by "Gangsta! Marketing": Uptick in Textile & Industrial Engineering

Although Maryland's new look currently has at least 32 unique combinations, guerilla marketing tactics with "gangsta" sub-genres could yield endless new possibilities for the billion-dollar sports and entertainment industry. Towards this end, gamers, designers, developers, and [ethical] hackers may now have immediate opportunities to upgrade or help launch new SCM and CRM applications for the cloud, redesign avatars, and deploy 3-D mobile point-of-sale apps for next gen tablet OEMs. For demand generation, expect textile engineering and industrial engineering innovations to integrate **steganography** or **nanotechnology** into new product lines of interactive sports apparel.

### Guerilla marketing subplots continue to thicken across multiple dimensions

- Nike vs. Under Armour
- Phil Knight vs. Kevin Plank
- Men & \$ports vs. Women & \$tyle
- Ol' School vs. Gangsta!
- "AS-IS" vs. "TO-BE"

Photos courtesy of Under Armour



Nonetheless, money could never buy the amount of Labor Day "advertising" recently captured and free publicity by the University of Maryland and Under Armour as they ignited the blogosphere and social media nets. Each was able to siphon off *Sports*, *Style*, and network news discretionary air times with commentary discussing the unveiling of "Maryland Pride" and Terrapin football's new 'XFL-gladiator' look. Perhaps Patrick Riche, a *Forbes Magazine* contributor, said it best by stating the unveiling was "A marketing touchdown sure to produce millions in value to both entities." **bt**



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**VentureBeat**

David Adewumi, contributing writer, Venturebeat

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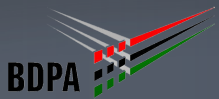


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