




Tech Fest III

Presented by
 symantec



-It's your Hi-Tech Community-

-Get into IT!-

7:30 - 11:30 am

April 3, 2009

(407) 320 5744

2200 W. 13th St.
Sanford, FL 32771



Tiburon



WORLDGATE RESORT ORLANDO



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LOCKHEED MARTIN



Welcome from the Crooms Academy Business Advisory Council!

Crooms Academy of Information Technology is hosting its 3rd annual TechFest. Our goal as a Business Advisory Committee is to build relationships between Crooms and our business community. TechFest features opportunities for our students to meet our business community, our business community to meet one another, and for our students to showcase their talents and knowledge before our business community.

There will be plenty of activities for our students, business community and guests. We have several outstanding keynote speakers, over 40 presentations on how technology impacts local businesses and our exhibit hall. Our exhibit hall is where our business community, students, faculty and local colleges and universities get to meet and understand how their knowledge and expertise may benefit each other.

Crooms faculty and students have created a legacy of excellence. This year Crooms has attained a Silver

ranking, up from Bronze in 2007, in US News and World Reports America's Best High Schools. The proceeds from TechFest go to fund our scholarship endowment. The scholarship endowment is our way of continuing that excellence for our students beyond Crooms. Although the primary goal of TechFest is to benefit the students, by joining together we all win by building a stronger relationships and a hi-tech workforce for Central Florida's growing technology base.

We thank you for partnering with us during TechFest and making this our most successful event to date.

Welcome to Crooms' TechFest III, "It's your Hi-Tech Community, Get into IT".

Patrick C. Fletcher
Fundraising Chair
Crooms BAC

The Crooms Business Advisory Council (BAC) would like to thank all its members for their continued support, and in particular, the BAC Executive Board for their extensive work in planning Tech Fest III.

Crooms Business Advisory Council: Executive Board

RT Hillery - BAC Chairperson
Francoise Ager - BAC Vice-Chairperson
Tarita Jones - BAC Secretary / Treasurer
Cathy Alper - Business / School Liaison
Joy Blount - Job Shadowing and Internship Chairperson
CeCe Cole - Marketing Chairperson
Patrick Fletcher - Fundraising Chairperson
Mickey Reynolds - Curriculum Chairperson
Angela Salva - Scholarship Chairperson

The BAC would also like to give special recognition to the Crooms' staff members who have devoted countless hours towards making this event a success: Kim York (on-call secretary to the BAC and organizer extraordinaire who handled all student and staff scheduling for the event), Mary Benton (equipment guru and sign expert for whom no detail is overlooked), Steve Gallant (computer image master) and Kyle Hopkinson and Johnny Orr for their bravery in sponsoring LanFest (as well as their coercive skills in getting Brad Barsalou and Clayton Donnan to agree to chaperone this all-night event).

The Crooms' BAC would like to extend Special Thanks to our Sponsors

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Tech Fest III – Presentations

Group A: Keynote Speakers (presenting in Cafetorium)

Positive Thinking/Life After High School: Belinda McSween, a former recording artist and current practitioner of alternative medicine, discusses choosing a career and options for life after high school.

Gaming Industry: Phil Holt, the General Manager of Electronic Arts (EA) in Orlando offers his insights into the constantly changing environment of the entertainment industry. He discusses his path to becoming a leader of a large corporate studio and being successful by producing a highly innovative product in a competitive industry.

Patent Process: Paul Royal, Director of The Patent Guild, will discuss patents and career opportunities in that field. He will also address the role of IT both in transforming the US Patent Office and as a class of inventions which receive patents.

Group B: Guest Presenters (sessions conducted in classrooms)

Virtual Humans Technologies: *Are you Artificial or Intelligent? Maybe You're Both!* Presentation will focus on virtual humans technology that advances the state of the art in computer graphics and animation, artificial intelligence, and natural language processing and generation.

Medical Simulations: *House Meets Halo: Simulations in the Medical Field.* Presentation will give an update on what is new and interesting in the world of medical simulations and will provide information on what future career opportunities will be available in that field.

Simulation Software Development: *Confessions of a Software Developer . . .* Given from the perspective of a software developer, this presentation will provide information on career opportunities for software developers in the simulation industry.

Unmanned Vehicles Presentation and Demonstration: *Whose driving that car?* Professors and students from Embry Riddle will give a presentation on unmanned or autonomous ground and air vehicles and will then take students in the field for a demonstration. They will discuss how these vehicles are used in military and civilian areas and what their potential is in future as well as what career opportunities exist in this field.

Challenges of College: *Learn how to move smoothly and successfully into college life!* This presentation will address the challenges of transitioning from high school to college including time management, social life and finances, with a special emphasis on credit cards.

Business Entrepreneurship: *So You Think You Want to Run Your Own Business?* This presentation will give key information to budding, young entrepreneurs, including sharing what kinds of powerful resources are available right here in our Central Florida community,

IT Field Opportunities: *What's in IT for you?* A veteran of the IT industry for almost 20 years will share with students what opportunities exist today in the IT industry and what the future holds. His message is both informative and inspirational.

Zero-G Force: *Feel Like Reducing Your Gravity?* A United Space Alliance professional will conduct simple experiments with gravity and reduced gravity. If you're a space cadette, you won't want to miss this!

Space Shuttle Tiles: *The Tile Dilemma:* This presenter works on the Space Shuttle Program at the Kennedy Space Center and will discuss and demonstrate engineering challenges encountered during the development of the space shuttle.

Future of Digital Media: *Getting Your Digi-Dream Job!* A representative from SCC's digital media Banner Center will discuss the future of the digital media industry and provide insight into what skills students will need to successfully be employed in this industry.

SCC Digital Media: *This Cohort's For You!* An SCC digital media instructor will be on hand to reveal a new cohort program for students wishing to specialize in digital media at SCC. This exciting new program will be offered at SCC's new campus by Heathrow. If you're interested in pursuing digital media, you'll want to hear about this program!

Apple Lab: *Are You Living the I-Life?* Students will be introduced to the software include in Apple's I-Life and will have a little time for some hands-on fun.

Apple Corporation: *How You Can Have Your Apple and Eat It Too:* A veteran member of the Apple team shares what kinds of job opportunities are available with Apple Corporation and how to access those opportunities.

NASA Engineering: *Give Me Some Space!* An experienced NASA engineer talks about his own career as well as career opportunities for students interested in engineering.

Women in Simulation: *Girls Got Game:* A female software developer will be speaking on the role of interoperability in warfighter training, what she does and how she got where she is. She will give a vivid example of the role technology plays in command and control training. As a young, female, and highly competent software developer in the military modeling and simulation industry, she offers the students a unique perspective.

Interviewing Skills: *Making an Impression:* This session is geared towards seniors who are approaching their senior exit interviews and future job interviews. An expert in human resources will provide tips on how to successfully make a positive impression during the interview process.

Financial Literacy: *Don't Break the Bank:* A veteran of the banking industry will give advice to young adults entering fiscally dangerous waters fraught with the temptations of credit cards and student loans. She will give sound advice to students on how to navigate their young adult years with fiscal responsibility.

Group C: Faculty Presentations and Activities (presented in computer labs)

Web Design: Learn about the web design curriculum and get your hands on design software.

Digital Design: Explore the world of print media and learn some basics of In Design!

Digital Video: Discover the digital world of video and get a look at Crooms' new video studio!

Programming: Learn about Crooms' programming curriculum and mess around with some real code.

Networking: Discover the Microsoft world of computer networking.

A+: Get a glimpse into computer hardware and see if you've got the right stuff for A+ certification!

Graphic Arts: Play with Adobe Illustrator and learn how it can be an artist's best friend!

Business and Entrepreneurial Principles: Get introduced to the world of owning your own business.

Business Professionals of America: Explore the opportunities available through BPA competition.

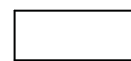
Guide to Exhibition Hall in Gymnasium

	Lockheed Martin	Lockheed Martin	CONVERGYS	BAC	YEARBOOK	K. Thompson	POLYTENIC
	10	11	12	13	14	15	16
9	FLORIDA TECHNICAL COLLEGE						DIGITAL DESIGN 17
8	INTRO TO IT						DIGITAL DESIGN 18
7	ITT		AIR FORCE 33	32	NAVY		BSA 19
6	NET 3 & 4		ENTREPRENEURS 34	31	PROGRAMMING		A+ 20
5	DEVRY		WEB DESIGN 35	30	PC COMPONENTS		HERZING 21
4	CISCO		WEB DESIGN 36	29	GRAPHIC DESIGN		DIGITAL MUSIC 22
3	SCC		CLUB Z 37	28	Apple		FULL SAIL 23
2	WEB (CODE)	PROGRESS ENERGY	38	27	UDT		DIGITAL VIDEO 24
3							3
1	UCF		OMNI 39	26	EA		EMBRY RIDDLE 25

"A"

"B"

SYMANTEC



CHECK-IN

Tech Fest III Schedule of Events

7:10 – 7:25	Student and Presenter Registration
7:30 – 7:55	Kickoff Session
8:00 – 11:00	Exhibit Hall
8:00 – 8:40	Session 1
8:45 – 9:25	Session 2
9:15 - 9:30	Introduction of Special Guests in Cafetorium
9:30 – 10:10	Session 3
10:15 – 10:55	Session 4
11:30 - 12:00	Lunch for Presenters and Sponsors

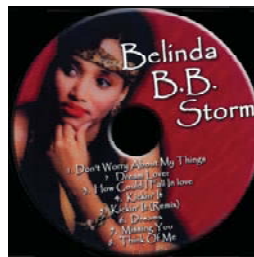


Phil Holt

As general manager of Electronic Arts Tiburon, Philip Holt is responsible for the management of EA's Orlando studio, which is responsible for creating some of the best-selling titles in the industry: Madden NFL Football™, NCAA® Football, Tiger Woods PGA Tour™ and NASCAR®. His responsibilities include overseeing all aspects of design, production, engineering and content creation for top EA SPORTS titles.

Holt was named general manager in July 2007 after serving as EA Tiburon's chief operating officer. Holt joined EA in August 2005.

Keynote Speakers



Belinda McSween

Belinda McSween was born in Brooklyn, NY and was raised in Queens, NY. In the 1980s, she was a recording artist and singer/songwriter. She performed professionally, with studio credits, album credits, shows, and with many acts.

She has worked for college and medical schools from NY, PA, and FL helping many students. She loves helping people and making a difference in a positive and motivational way



Paul Royal

Dr. Paul Royal is the President of "The Patent Guild, Inc.", located in Winter Springs, Florida near the University of Central Florida, where he provides patent services and intellectual property education as a US Patent and Trademark Office (USPTO) Registered Patent Agent. Dr. Royal works with small inventors, start-up companies, technology transfer organizations, universities, law firms, etc. Dr. Royal holds a Bachelor of Science degree in Mechanical Engineering (B.S.M.E.) and a Juris Doctor (J.D.) in Law.

Presenter Information

Victoria Ackerman is a professor of Digital Media at the Seminole Community College Center for Economic Development at Heathrow. Victoria Ackerman's work experience within the field of digital media ranges from academia, having served as an instructor for Seminole Community College for the past eight years, to her years of experience working within the industry of print and graphic design.

Her interest in digital media began in the early 90s when she began to work within the field of photography and design. She continued with her education, receiving her Bachelor of Fine Arts degree in Visual Communication along with an Associate of Science Degree in Digital Media. She is currently pursuing a Master of Fine Arts degree in graphic design from Savannah College of Art and Design.



Victoria Ackerman

Ms. Bandelow is a graduate of the University of Central Florida, class of 2005. Her degree specializes in Education and Behavioral Sciences with a minor in Health Services Administration. She has been with Career Education since the beginning of 2009 and started her career in recruiting specializing in the Investments and Insurance industry.

Her presentation focuses on three realities that college freshmen face: Time Management, Social Life and Financial Literacy. She also have a presentation that talks about their first credit cards and their pros and cons. Her discussion includes the pros and cons of getting credit cards. Additionally, she provides information about the International Academy of Design and Technology and the programs they offer.



Diana Bandelow

Andrea Barr

Andrea Barr has been with Apple, Inc for 10 years. She has worked with Fortune 500 companies such as the History Channel, CNN News, USA Today, Discovery Channel and more.



For the past 5 years Ms. Barr has worked with Central Florida School districts' students, teachers and administrative staffs demonstrating Apple technology. Ms. Barr is excited to share with students the many career opportunities available with Apple. Additionally, she is providing Apple Shuffles as prizes to be raffled off during lunch at Tech Fest III.



Joseph Brennan

Mr. Brennan currently works for the U.S. Army RDECOM Simulation and Training Technology Center (STTC) in Orlando, Florida where he is the Chief Engineer for the Institute for Creative Technologies (ICT) Contract. The ICT is a Department of Defense (DoD) University Affiliated Research Center (UARC) focused on advanced modeling and simulation which involves advancing the state of the art of immersive virtual environments and technologies to create the next generation of virtual reality systems. Mr. Brennan has a breadth of modeling and simulation experience that spans more than 15 years in the Department of Defense. Prior to working at the RDECOM STTC, Mr. Brennan worked at U.S. Army Program Executive Office Simulation, Training, and Instrumentation (PEO STRI). Mr. Brennan has earned a Master's of Science degree in Industrial Engineering from Texas A&M University, and a Bachelor's in Mechanical Engineering from University of Central Florida.



Presenter Information



Michelle “Missy” Chaves with National City, now part of PNC Bank, is a branch manager and specializes in business development. Missy has been inbank 18 years working with personal and business customers with up to \$10 million in sales in Volusia & Seminole Counties.

Ms. Chavez’s interest in financial literacy expands beyond the banking industry into a civic interest in advising students on how to be financially savvy. Additionally, Ms. Chavez has helped Tech Fest III “go green” by providing 300 reusable green bags to conference attendees and presenters.



Michelle Chavez

Matt Eggert works for Seminole County Public Schools at the ESC in the Information Services Department as a Technology Implementation Specialist. He is responsible for all of the Apple and Mac computer systems and servers in the county.

Prior to working at the ESC, Mr. Eggert was the Kennedy Space Center Specialist at Goldsboro Elementary and has over 8 years of teaching experience. He is currently earning his Masters Degree from Full Sail University in Education and Media Design with Technology. While teaching middle school science in Orange County, Mr.

Eggert worked part time as a video game tester at EA Sports in Maitland. He tested for the 2003 Madden football game.



Matt Eggert

Keith Engh

Mr. Engh possesses a Bachelor of Science in Accounting, a Master of Business Administration, a Master of Science in Accounting and is a Certified Public Accountant. Keith is employed by the Office of Research and Commercialization at the University of Central Florida. His responsibilities include business development, innovation, entrepreneurship, research, instruction and consulting.



Keith has an extensive background in technology, software, accounting, economics and finance which makes him uniquely qualified to lead and provide instruction and guidance surrounding innovation, entrepreneurship and commercialization.

Gerry Helenthal

Luke Helenthal is a Process Analyst and certified Lean Six Sigma Green Belt with United Space Alliance (USA), and works on the Space Shuttle Program at Kennedy Space Center, Florida.



Luke has an Associates of Arts Degree from Seminole Community College and a Bachelors of Science Degree in Industrial Engineering from the University of Central Florida. Currently, Luke is currently enrolled in Regis University’s Master of Education Degree in Space Studies. Luke also was selected in 2008 as a participant in the Florida Microgravity Research Program.

Presenter Information

Judson French, Jr. is a digital media and business development executive, technology/business strategist and international speaker with over 20 years experience focused on the effective introduction and implementation of leading edge technologies for new applications and markets. Having founded his first corporation in high school, Jud has gone on to executive positions in organizations ranging from Fortune 500 defense and technology firms (Westinghouse, Northrop-Grumman and Harris Corporation) to strategy and training consultancies, creative media and broadcasting organizations, and non-profit associations.

Jud serves on the Board of Directors for Film Florida and IT Florida, and is Vice President of the Florida Alliance of Media & Entertainment. He also served on Gov. Jeb Bush's IT Florida and 21st Century DTV & Education Task Forces.

Jud French



Mr. Mahmood has been in the IT industry for almost 20 years. He started his career as a Junior Unix System Administrator with a bank in New York (Sanwa Securities) and then moved on and worked with companies such as Nortel Networks and Goldman Sachs. Mr. Mahmood also worked as Solaris Admin and IT manager during that time period. During his employment with Goldman Sachs on Wall Street in New York City, he participated in many community events. He had opportunity to address and discuss technology and IT's future in New York Public Schools. He enjoyed sharing his experience and background with students.

Currently, he is working for Convergys and is looking forward to continuing his civic work with public schools by sharing his knowledge with Crooms students.



Tariq Mahmood

Dell Rhue

Dell has worked with computers for 18 years as a CAD Tech. After a number of years of work experience, he went back to school at SCC and earned an AS Degree in Computer Networking Technology.



While at SCC, he completed the dual track for Microsoft and Novell. Dell became a member of the National Honor Society and graduated with Honors. Dell owned his own computer business for over 15 years, and is currently working as the Information Technology Specialist for the Architectural firm Burke Hogue Mills, Inc.

Angela Salva



Angela M. Salva has extensive experience in a wide range of disciplines (engineering, design and production, business development, sales, marketing and management), enabling her to see things from a variety of perspectives, allowing her to offer clients creative, innovative and practical solutions.

Angela began her career as an engineer after she graduated from Emory University with a B.S. in Mathematics and Computer Science. She then pursued and completed a Master of Science degree in Computer Engineering from the University of Central Florida while working professionally in the Modeling and Simulation industry. Angela completed the Defense Systems Management College Advanced Program Manager's Course to parallel over 14 years of experience in the Simulation and Training Industry. Angela has held positions as Software Engineer, Simulation Engineer, Project/Program Manager, Proposal Manager, and Vice President of Operations during her 12 year career.

Presenter Information

Dr. Towhidnejad is professor and chair of Computer and Software Engineering Dept. at Embry-Riddle's Daytona Beach, Fla., campus. He teaches machine intelligence, knowledge acquisition, Software Quality Assurance, and Software Testing. He has been involved in research activities in the areas of software engineering, software quality assurance and testing, artificial intelligence, and unmanned autonomous systems.

Previously, Dr. Towhidnejad served as faculty fellow at NASA Goddard Space Flight Center working with the researchers in the Software Testing and Assurance Center (SATC), conducting research in software quality assurance. As a research associate at the Federal Aviation Administration's Air Traffic Control System Command Center, he studied "The Feasibility of Automatic Knowledge Acquisition to Support Traffic Flow Management Operation."



Massood Towhidnejad

Miss Tuttle is a Consultant for Accenture National Security Services. She is proficient in a number of programming languages, with significant experience in Java, C++, and C. She has worked on software development projects in a variety of fields including: information technology, computer science and mathematics research, human computer interactions research, and modeling and simulations, with nearly four years of experience in Department of Defense software development. She is currently a software project lead for the Air Force Modeling and Simulation Training Toolkit (AFMSTT).

Miss Tuttle grew up and attended public school in south Florida before moving to the Orlando area for college. She is a Summa Cum Laude graduate of Rollins College, holding an honors B.A. in Computer Science, as well as concentrations in Physics and Creative Writing.



Alexandra Tuttle

Mercedes Whitaker

Mercedes is the Office Manager for the Sanford Chamber of Commerce. Before joining the Sanford Chamber, Mercedes worked in Human Resources for 8 years serving in many different capacities. Recruiting provided her an opportunity to really learn about people.



At UCF, Mercedes studied HR philosophies and expanded her communication and writing skills. She graduated from UCF with a Liberal Arts degree and a Minor in Sociology. Mercedes held several HR positions mostly at the ground level. She enrolled in Webster University's Masters Program and in 2004 graduated with a Dual Masters in Human Resources Management and Development. Armed with a great education, Mercedes was a successful recruiter in the staffing industry, but left that industry to work at the Sanford Chamber. She is currently very active in Crooms' Business Advisory Council, assisting students in the development of workplace skills.

Crooms' Faculty

A special "Thank You" goes to the following Crooms' faculty who are teaching workshops to freshmen and sophomore students in their areas of specialization.

Jose Diaz - A+ certification; hardware & networking

Clayton Donnan - Digital video

Becky Fry - Digital Publishing

Donna Gattis - Computer Programming

Johnny Orr - Microsoft Networking

Debra Pollock - Business Entrepreneurship

Rebekah Rosario - Web Design

Kevin Wells - Graphic Design

Charles Williams - Business Professionals of America



LAN Fest

Crooms' 1st All-Night
Gaming Party



It's your Gaming Community
Get into IT!

5:00 pm - 7:00 am

Registration
\$15

April 3-4, 2009

2200 W. 13th St.
Sanford, FL 32771



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