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SCIENCE. TECHNOLOGY. ENGINEERING. ARTS. MATH.

WE CONNECT THE DOTS, INC.

BUSINESS PLAN

Inspiring and educating students in Science, Technology, Engineering, Arts, and Math (STEAM) careers, through collaboration with the community, education professionals, the government and the technology industry, WCTD provides awareness and education of 21st century workforce skills, as well as the opportunities available to students embracing STEAM careers.

Impacting students at a local, national and global level, our programs create a hunger for learning that empowers students to find their own paths to success.

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Version 3.5
Prepared on February 26th, 2013

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Laurie Carey, CEO and Founder

We Connect The Dots, Inc, Board of Directors and Executive Officers
Laurie Carey, Chairperson, President & CEO
Michael Carey, Director
Diana Melick, Director & Secretary
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Outline of a Business Plan for We Connect the Dots,Inc.

A Non-Profit Corporation

EXECUTIVE SUMMARY:

We Connect The Dots, Inc. (WCTD) is a New York Not-For-Profit Corporation presently run by volunteers with various backgrounds in STEAM industries including Technologists, Financial Advisors, Legal Advisors, Educators, Marketing and Operations. The common value that ties the organization together is the passion and desire to bring about positive change for our students, teachers and communities. We will accomplish our mission by creating impactful learning experiences that engage students to understand the value of learning and bring awareness to career opportunities in STEAM fields. We will empower our educators with the tools and experience needed to be successful in teaching the 21st century workforce skills.

Through partnerships with technology industry leaders, WCTD will help to feed the industry with the highest class of students. Students will be introduced to a workforce environment where they will hunger for continued knowledge in higher education programs and drive innovation to sustain the workforce of the future. WCTD will teach students and parents what it means to be lifelong learners, reinforcing the value of education in career and life successes.

Our three key goals as an organization are to impact metrics in the following:

- Increase overall number of students moving into continued education in STEAM careers
- Decrease overall number of high risk students dropping out of High School
- Decrease unemployment metrics for students ages 18-25

We will grow the awareness of opportunities for students to engage in STEAM careers. By demonstrating the value of diversity in a creative learning experience, we will teach the competencies students need to be successful.   By providing

the foundation and tools to stay engaged in emerging career opportunities, WCTD will build a network of student peers to support that sustainability.

We will provide necessary teacher development through experiential learning. Industry experts will weave real-world practice and experience expanding the knowledge of teachers. This multifaceted approach will give teachers the knowledge they need to teach in a way that innovates and energizes not only their own development, but also that of the students they teach.

Our platform and programs will provide training, mentoring, coaching, job shadowing and internships with industry technologists who can share both their knowledge and career experience to educate and inspire our youth to STEAM careers. Through these programs and tools, we will give students a greater chance of realizing long-term career success.

Our conference platform and programs for learning will be the foundation of our sustainability plan for our organization. Creating the opportunity for all students regardless of their economic or gender status will be provided the opportunity to attend our experiential learning programs. Building operationally efficient conferences will allow us to scale locally, nationally, and eventually globally to impact students, teachers and communities everywhere.

We will develop learning experiences that stretch from education organizations to community libraries to STEM organizations that align with our mission to impact communities. Our vision encompasses connecting the dots for students and teachers by bridging the many resources that influence STEAM initiatives together in online and offline experiences.

We will engage in grant funding opportunities that provide the right objectives for our mission. Through the grant funds, we will work towards our long term goals of creating Technology Education Experience Centers.

CORPORATION ORGANIZATION:

WCTD is a New York Not-For-Profit Corporation established on August 8, 2013.

On September 10, 2013, at the initial meeting of the Board of Directors of WCTD, the Board established a conflict-of-interest policy. Under the policy, each director, officer and member of a Board-authorized committee must recertify his or her adherence to this policy on an annual basis.

The Board also authorized WCTD to apply for 501(c)(3) status with the Internal Revenue Service. That application was received by the IRS on October 1, 2013 and is pending. WCTD has also applied for registration as a charitable organization with the New York State Attorney General's Office.

As is common during the period when a not-for-profit corporation is awaiting 501(c)(3) approval, WCTD has partnered with Connect to Tech, Inc., an organization with 501(c)(3) status. Under the terms of the agreement between WCTD and Connect to Tech, WCTD may receive certain charitable donations from Connect to Tech to fund its operations.

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CORPORATION DESCRIPTION:

WCTD is a 20-year vision of its founder, Laurie Carey, that is now coming to fruition. The vision is to create a sustainable organization that creates impactful experiential learning programs for students and teachers.

We have a team of industry leaders in technology and engineering organizations that have accomplished programs across the country similar to the CreatingSTEAM conference. We will expand upon our experience and leverage best practices through partnerships in the industry to increase our impact on the technology education environment. Our business plan and execution model is designed to build operational efficiencies through experience and tools to scale and create a growth model that sustains for the future. We will leverage 30 plus years of relationships in the industry to represent (STEAM) science, technology, engineering, arts and math industry in our plans to bring our programs and conference to life. We are confident in our passion and strategy to execute and bring value to communities across the country and enable our students to sustain in careers long term.

The vision of WCTD is to create a sustainable organization that creates impactful learning experiences. As we looked to build the organization, one key component is to develop a platform that will allow for collaboration across teams and create a digital environment where teachers, parents, and industry experts can engage in real world discussions. Our platform of choice must provide a secure trusted environment where the organization and its users decide how data is leveraged and who can see it. After considerable evaluation and assessment of the wide array of industry platforms, Yammer was selected for that purpose. It is a cost effective and efficient solution that allows our organization to scale and to integrate additional value to our members. Our long term goal is to create value to our memberships so that sponsorship is something that is valued and is a part of our financial sustainability plan. Our team of resources encompasses technologists with 20 plus years of experience individually and hundreds of years' experience collectively. Individually, each team member brings strength and breadth of their own experience, knowledge, and leadership. Collectively, we are a powerful aggregated team that will bring amazing experiential learning and impact students, teachers and communities everywhere.

Our target audience is 13-25 year old students. We know that capturing a student at age 13-14 is key to their success through high school and ensures the desire for future learning beyond the high school experience. Bringing diverse students together in both economic and gender differences will build the muscle students need to succeed in careers subsequent to their high school and or college experiences. Teaching students how innovation occurs and the role each diverse entity plays in bringing about innovation is a competency businesses today seek to discover in hiring employees. Teaching students the emotional intelligence skills needed to function in high performing team environments is critical for our future and our ability to innovate and bring products to market.

Our goal is to ensure a win-win offering to everyone engaging with us to fulfill our mission. We will create an organization that delivers impactful learning experiences and exceeds everyone's expectations. We seek to change silo-based learning into new and exciting learning environments that leverages resources in a broader community and weaving technology in positive ways.

There is only one way for the United States to avoid a declining standard of living, and that is through innovation. Advancements in science and engineering have extended life, employed millions and accounted for more than half of

American economic growth since World War II, but those advancements are slowly declining and diminishing. The nation has to enlarge its pool of the best and brightest science and math students and encourage them to pursue careers that will aid in keeping our country competitive.

There are many organizations that have taken an approach to bring awareness to the nations concerns about the need for an increase in STEM careers. WCTD will focus on Science, Technology, Engineering, and Math with the addition of the Arts encompassing STEAM career focus. We will differentiate our organization from others with our focus on how art is an innovating factor in today's 21st century and is key to our success in exciting students to pursue careers in STEAM. In order to innovate in today's world, both technology and creative arts will define our future and bridge the science and engineering innovative solutions for our future generations. Our organization will demonstrate to students how the value of understanding science allows us to innovate for our future. We will illustrate how the foundations of math are critical to calculating all things in science, engineering, technology and in life's balance of economics in business and personal finances. We will demonstrate how technology is weaved in every career throughout STEAM. Without understanding the foundations of how technology is created through coding and hardware integration, we will not solve the problems of our future. Finally, with art as a foundation for innovating for our future, we will further reinforce that without creativity in design and artistic capabilities the beauty of the modern world would not exist in the manufactured products of today and the future. WCTD will bring simulated programs to help students gain insights into what their future career opportunities are and the associated 21st century skills needed to be successful in those careers.

LEADERSHIP TEAM:

Our leadership team encompasses a diverse team who bring years of experience, but most of all, the passion and drive to teach and inspire the students of today and the leaders of tomorrow. Building the right team with the right balance of skills and a common value to move our mission forward are the ingredients that will ensure our success and long term sustainability.

LAURIE CAREY *(CEO and Founder)* leads the WCTD team and is the visionary behind the WCTD concept. Her vision is to bring about change and shift the balance of students attending continued education in STEAM careers as well as reducing the dropout rate for high risk students and the unemployment rates for students 18-25. Laurie brings 30 years of experience in engineering and technology with 20 years of teaching technology to all ages both young and old. Laurie is a trained and certified executive coach and is excited to bring a blend of emotional intelligence training into our programs for the students. *(See Appendix D for more details on Laurie.)*

MICHAEL CAREY *(Director and Chief Technology Officer)* brings 25 plus years as a CEO of a technology business as well as a brilliant engineer and commercial pilot. Michael is passionate about teaching and inspiring students and brings many years of experience in technology, engineering and aviation. Michael has mentored many young technologists over the past 20 plus years teaching technology skills and more recently teaching as an aviation instructor. His leadership and technical background are assets to the organization. *(See Appendix D for more details on Michael.)*

JOSEPH LACAPRA (Treasurer) brings both a legal and financial experience to the organization. Joe's professional background in supporting NFP organizations in a CPA role as well as serving as a Corporate Attorney further enhances our team. He is essential to supporting our legal needs and our finance team. *(See Appendix D for more details on Joe.)*

ANN GORR is a volunteer for our organization and brings over 30 years of experience in the legal technology industry. Ann has held a wide array of roles throughout her timeframe in the technology arena including Business Development and Client Relationship management; Project planning and management; Marketing development and events implementation; Channel partner/vendor relationship management; and Training development and execution. Ann is often requested to serve as a speaker for CLE/CLM programs and to participate as a panelist for legal technology programs designed for professional legal associations. In her role as Organizational Development for the WCTD team, Ann assists us with bringing vision and focus to our program events, developing marketing materials and serving as an evangelist for the organization. *(See Appendix D for more details on Ann.)*

DIANA MELLICK is a volunteer for our organization and brings Over 20 years of award-winning marketing experience with a profound B2B background in technology industries. Career-spanning successes in driving multimillion-dollar revenue by launching innovative product offerings in expanding U.S./international markets. In her role as a Director & Secretary for the WCTD team, Diana assists with program development and organizational administration. *(See Appendix D for more details on Diana.)*

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ISABEL WEEKS is a volunteer for our organization and brings over 20 years of experience in the technology industry. Isabel has worked with large teams in bringing products to market and orchestrating the efforts, both in selecting the team members and the operational needs to ensure the team's success. Isabel comes to the team as our operations director for the overall organization and for the conference programs.

MARK KOFFSKY is a volunteer for our organization and brings over 20 years of legal experience in the technology industry. The core values of our team revolve around the dedication to ensuring the success of our students and Mark supports that role for WCTD in all things legal. Mark brings an extensive background in intellectual property and corporate legal knowledge. As a key team member of our business development and finance team Mark has ensured that our organization is built on a strong foundation.

LARRY BLOOM is a volunteer for our organization and brings over 20 years of financial planning and corporate affairs to the team. Larry leads our business development and planning team as well as supports our financial team for WCTD. As a result of his extensive CFO experiences, Larry understands what is needed to build a sustainable organization and is designing our financial planning strategy to ensure our success and sustainability plan.

ALLISON BLOOM is a volunteer for our organization and leads our conference volunteer efforts which encompasses recruitment, training, and logistics. Allison also supports our organization as an educational consultant. Allison is an instructional technology teacher in public education with 17 years of experience. As an instructional technology teacher Allison knows all too well the challenges that the schools face and the need for our organization to support the schools and the teacher development.

MICHAEL TEAL is a volunteer for our organization and leads the systems operations for WCTD. Michael's background in information technology support and operational efficiencies provides our organization with the day-to-day technology and support needs for WCTD. Michael supports our team with the necessary tools and understanding on how to leverage those tools to effectively run our organization. This is a critical role as we operationalize our organization in a virtual cloud-based work environment.

SHANNON HOESING is a volunteer for our organization and leads our event's sponsorship and marketing initiatives. Shannon is a talented Marketing Director in the technology industry and brings a passion for our mission to inspire students in STEAM careers. Having a strong understanding of today's social marketing and social media practices is critical to our ability to target the audiences for our programs. Shannon brings the leadership skills needed to drive our programs with the right strategy and tools to ensure our success.

MARKET ANALYSIS & DATA:

Technology is creating shifts in industries across the world. Our education system is being impacted by those shifts in ways that are both significantly positive and potentially negative. Our organization, through the aggregated team and associated career experiences, will help ensure that as the waves and shifts become apparent, we understand the value that is being created and recognize how it can be leveraged and weaved in the educational experience for students and teachers. We believe that through our mission we will demonstrate that social integration is key to achieving the appropriate balance of learning experience for students, teachers and parents. It is our vision that a combination of digital and experiential learning will take our society to new and amazing opportunities in our future. We will be a part of the education shift to ensure that technology empowers our educational experiences and does not become a financial burden that is misunderstood, out dated and preventing education from truly learning. We will accomplish this goal through partnerships with industry leaders in research of technology and science (including neuroscience) and our learning needs and behavior studies to map our education experiential learning with technology. This is a constant movement that requires a keen focus on what is available, what is working, and what is looming on the horizon. Working together in partnership to create exciting experiences for our teachers and students will take us to new levels and introduce us to new opportunities along the way.

Our partnerships include hundreds of technology organizations that are in need of resources today and into the future to sustain their own organization with the right personnel resources. Our innovation partnerships include research organizations that are committed to understanding the innovation that is being created along with forward thinking leadership of tomorrow to ensure continued innovation for the future. The economic development organizations at the local and national levels are supporting WCTD's goals that seek to build and grow our workforce of the future and ensure that we have a sustainability plan for the skills needed today and tomorrow. We will partner at many levels to bring the awareness of careers, to develop the right learning environment of the future, and to ensure the support and guidance needed to nurture and sustain our students in their career development and education and career opportunity awareness.

We will launch our initial WCTD initiative at a local level in New York State in our first year to prove our model and ensure our operational efficiencies are designed to scale and sustain our growth in the future. We will document all aspects of the New York State focus to build a cost accounting environment with success metrics and a clear understanding of scale. We will build the marketing and fund raising program that creates value to everyone participating from the student who attends the conference, to the teacher who both teaches and learns at the conference, to the parent who develops awareness of the career opportunities and the associated skills needed for their child to succeed. Marketing to the businesses that will benefit from the career focused and properly trained workforce to grow their organizations and build economic growth in the rural communities who so desperately need to see their students thrive in the communities that raised them. As we engage in each of these efforts, our operations team will continue to evaluate the tools required to ensure we are empowered to grow and maintain operational efficiency along the way.   Our approach ensures that the business need is addressed and the

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technology is intertwined into the program to address that need rather than having the technology determining the business need.

Once we have a proven operational model in NY State we will broaden our focus through online experiences and begin to grow the conference offering based on the greatest impact of students in the outlying areas. Building in the East Region and expanding west based on support from the areas who see value in our programs and business model. We have already had numerous requests to bring our programs to additional locations and will be building the database of potential locations and the assessment model to ensure a healthy sustainable growth model.

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SERVICES:

- **Teacher Development:** We will integrate Teachers into our conference to provide teacher learning development and engage them with industry experts that can build the knowledge need to excite our teachers into the future. We will not only give them the experience through alignment with experts of real world 21st century workforce skills but provide them the conduit to engage and collaborate real time with experts from around the world. A long term vision is to partner with STEAM organizations to provide teachers with summer shadowing programs that provide additional opportunities for teachers to experience how what they teach in foundation to students is eventually leveraged in their future. These opportunities will allow our organization to create experiential learning sessions that are based on those curriculums and built into case studies for students to learn from.

- **Conferences:** Our service offerings will be focused on experiential learning through our conferences as a key financial sustainability model. Our attendees will come away with a greater understanding of their career opportunities and the skills needed to ensure success in those careers. The students will discover how to take their passion and apply it to a business model and plot a potential path for their future. We will lead students to develop a passion to seek continued learning. Our organization will partner with organizations that can take our students to the next level of education whether that is through a college program or alternative education models. Our students will understand the value of becoming a lifelong learner and we will provide them with the continued support via safe online learning experiences. As students move from the 13-18 year group, we will provide them a growth model of learning and networking that introduces them to career opportunities, job shadowing and internships.

Creating STEAM Conference experience

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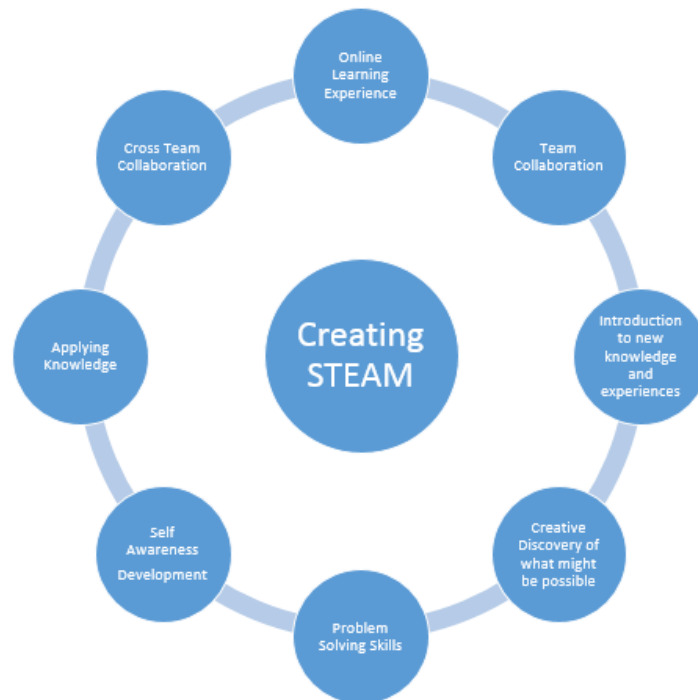
- **Online Learning:**   Our online Yammer community will be the foundation of how we bridge our communities through a network of students, teachers, community leaders, and industry experts. We will provide online learning channels that create the right conversations through a social environment and integrate with key learning partners to promote an understanding of what is available in the vast expanse of the internet. The long term goal is to provide autonomy to our members and a strong value proposition to become a part of our community. The collaborative learning model and networking tool provided via Yammer will result in helping to increase our sustainability model and create valuable benefits for our organization members and working towards different membership models that our community can participate in based on their specific learning needs.

- **Virtual Internships:**   We are developing a methodology to support virtual internships for WCTD. Through these Virtual Internships, students can engage with our organization to learn the skills needed to support our organization as well as acquiring those critical skills that are needed in most careers today and in the future. Key to that methodology will be in creating a program that allows students to experience the real world virtual jobs that exist today and that will continue to be increasing in the future. Our internship program will begin with learning and then apply the knowledge with assessments throughout the experience that ultimately leads to a paid internship within our partner organizations in STEAM career opportunities.

Virtual Internship

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Job Shadowing

Job Shadowing: Students will have the opportunity to be exposed to and experience a wide array of career roles through our membership program in both an in-person and in a virtual experience. The job shadowing experiences will result in creating a greater awareness to the day in the life and the skills necessary to be successful. The job shadowing process will assist in establishing the appropriate environment to ensure that investments in further education are focused in the right direction and avoid the burden of an education without experience and knowledge of the actual day-to-day career requirements and expectations.

Unity 3D Development: This program is a pilot program where the team of resources building this content will meet for 1 hour each week beginning in March and continuing through April. The sessions will take place Tuesday evenings from 7-8 pm. The team consists of two industry experts one focused on coding within Unity and one focused on the digital animation portion of Unity 3D. This combination of experts in the field allow us to develop the program to bridge students interested in the analytical coding aspect with the artistic creativity and design within Unity 3D. There will be approximately 3 teachers and 4 students in the pilot team. Teachers are involved to bring the teaching insight and experience to ensure the content is 13-18 year old appropriate content. The students will be engaged to ensure that the flow, timing and content resonate and the overall result lands well for future students. This mix of experts, teachers, and students will provide the right recipe for the curriculum design and testing of the content delivered. We are building our design model based on this type of learning format pilot.   We have branded our model CreatingSTEAM Design, where STEAM represents – Student, Teacher, Expert, All, Mobile Design. Leveraging this methodology allows students to be a part of the learning experience, teachers learning while shaping the content, Experts giving back to their communities, and all accomplished from wherever they need to be to maintain balance in their evening schedules.

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The end result will be to produce a 10 hour online program as well as 1 and ½ days of content for our conference format executing this summer. Our goal is to be able to provide schools with the content to be delivered in the schools either during the school day or after school with computer science clubs.   We will also provide the content to our Yammer student community where they can choose to work independently or with a group of students and possible mentors. We see this to be valuable to computer science, art clubs, coming together to learn.

Mobility Application Development: Just as the Unity 3D development is being designed leveraging our pilot curriculum design model CreatingSTEAM Design. The mobility application program will provide students an opportunity to learn what is involved in creating mobile applications learning to leverage a suite of application tools that allow students to create applications and port them to any platform. This program is still in development where we have potential candidates for the experts and determining the right talent to ensure its success. We hope to select the final candidates by mid-March to begin this pilot in late March or early April. The teachers are already selected and a portion of the student team is identified.

After School Programs: Our team has been asked to create a number of after school programs that can be supported by teachers. Our thoughts are to provide teachers with the ability to become certified in teaching and delivering our programs and in some cases subsidies their income through this effort. We want to both incent teachers to be a part of this learning and development and also ensure that they are properly compensated when they deliver these programs outside the regular school day. Having teachers gain the experience and connect with experts in the fields of STEAM brings a great deal of long-term value to the teachers, the communities that they teach in and the students who are a part of their classes. The program opportunities for what we can teach the teachers and offer to the students is endless. Bringing 21st century skills to the teachers and into the classrooms.

5 Day Digital Animation Project: In partnership with DAVES School out of Orlando we have created a 5 day introduction to Digital Animation and Visual Effects program. This pilot will take place in Orlando in April of 2014. Ten students and approximately 5 teachers will participate in this program in Orlando. The goal of this joint collaboration is to create a program that is targeted to 13-18 year old students. Introducing students to how digital animation through video game development and major motion picture development can introduce the students to many aspects of science, math, and engineering mixed with technology. Truly encompassing all aspects of STEAM. Building competencies in physics, math critical thinking skills, creativity and innovation and the understanding and examples of why learning these key foundations in school can propel you into amazing opportunities a student might not ever thought possible.

The goal of this program is to create content to be delivered at our conference in 2014, online content to be delivering in our Yammer community, after school program content, and a 5 day program specific to this pilot delivered at schools across the country.

Once the pilot in April is completed we will begin building the infrastructure to deliver these programs in Long Island. The equipment required to deliver this type of program will require an investment to build the necessary software and hardware to deliver. Our goals is to provide this equipment both virtually and in person for training. The Appendix E lists our

inventory list and the funding budget we will seek to accomplish the program as well as more specific details on the course syllabus and the team delivering the program.

Young Women In Technology Program: A very important aspect of developing our programs for both young men and young women is incorporating diversity training into our programs. We want to ensure that each student attending understands how critical the role of diversity plays within innovation. As our female population of students in our internship program and participants to our conference are learning to understand the value and the importance of feeling inclusive. We are developing a program specific to teaching the skills needed for females to sustain in building their education and careers.   With the partnership of external coaches and our one of our female interns we are creating a student network that will engage students with speakers that can share their experiences and mentor students. This network is being built by one of students with coaching from key team members and outside professional coaches. The concept is to demonstrate and support how to create a network for support in career and education development. This type of experience will teach students to create their own networks as they enter college or change schools and move into their careers. Learning to build your own support system and to create a network of relationships where students can support and grow will be key to ensuring our female STEAM students can sustain through college and into productive careers.

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TECHNOLOGY EDUCATION EXPERIENCE CENTERS:

We are creating Technology Education Experience Centers where students will experience real world 21st Century workforce skills. The facilities will provide opportunities to keep our students updated on the latest technology solutions and our teachers involved to bridge their knowledge with industry experts in STEAM fields. We will teach and inspire innovation and creativity to drive our global presence in building the future workforce in STEAM careers. We will provide awareness of opportunities through creative programs that bring the latest of innovation to the forefront of students, parents, teachers, and communities. Teacher development will be a key component of our programs delivered within the TEEC. Empowering and supporting the development of our teachers will result in amazing educational experiences that we weave technology into the learning experience. Our facilities will offer simulated programs to provide students with learning experiences that excite and motivate students to pursue STEAM careers.

Simulated Role Scenarios
(Technology Experience Education Centers)

In the Class room Preparation

Simulated Experience

Applied Knowledge
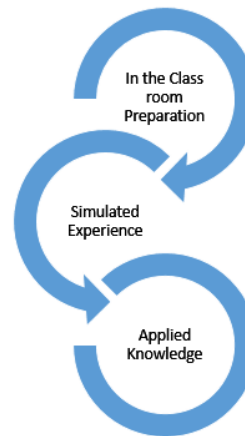
Our long term goal is to provide Technology Education Experiential Centers across the nation by partnering with organizations that align with our STEAM mission and who seek to expand upon their own offerings and view our partnership to help them modernize their facilities and bring greater value to their communities. These centers will be modeled from an operational efficient environment that is based on today's technology and assessed annually to maintain effectiveness and relevance in the workforce and in the industry. Our teams will be focusing on implementing, supporting, and maintaining these environments in partnership with our student education model. This visionary model will result in giving back to the communities and educating our students on the need to obtain valuable, real-time 21st century workforce skills. The potential to raise funds to build new facilities in strategic locations that bring value to many communities will be something we will evaluate over time. Our initial partnership will be with STEAM organizations on Long Island that align with our mission. We are already engaged in those conversations and further refining how to prove this model in our first year.

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OPERATIONS:

In today's virtual world, we operate across technology and do not feel the need to incur costs for a facility initially. We have built a working model that allows our teams to function and work within the cloud and maintain a rhythm of both in person and virtual collaboration. Understanding that initially as our team consists of people from around the world working as volunteers to build a sustainable organization we are looking to determine the business location once we establish our first TEEC. At that point in time, we will look to understand the needs for a facility and the costs associated with what value it brings.

Our operations platform today consist of Microsoft Office 365 as our collaboration platform for our internal We Connect The Dots team. This allows for email, Instant Messaging and Presence, Document sharing and Collaboration as well as Customer Relationship Management. Our social collaboration platform is Yammer which involves our internal teams, our public community, and our secure student environment.

Our operations team supports two websites, one for our organization and one for our conference branding, WWW.WE-CONNECT-THE-DOTS.ORG and WWW.CREATINGSTEAM.ORG . Each of these websites are hosted on SQUARESPACE.COM which is a hosting and website design platform.

Our events and donation management platform is handled through StayClassy.com and allows our team to manage our events and our fund raising efforts. We also are implementing Microsoft CRM to integrate with the donation and event platform to support customer management and funding campaign marketing.

Our resources are managed through an established partnership with a Managed Service organization, I T Systems Group, Inc. ITSG is developing an internship and job shadowing program to support the scale of our operations needs and provide our WCTD students with the 21st century workforce skills. ITSG is designing an operationalized approach to the internship on-boarding so that we can create value to the students and to the ITSG organization.

We have partnered with the Microsoft Stores to provide devices and on-going device support for our educational events that we hold and for our conferences. The partnership with Microsoft brings value to teaching our communities how to utilize the devices that are used within today's business world. Those same resources have and will continue to support training events to teach libraries and other community resources how to integrate technology into a learning environment. Our conference device support with be managed by the Microsoft store teams in partnership with I T Systems Group and other industry support volunteers as well as partnerships with university students.

MARKETING PLAN:

Our marketing plan is designed in multiple stages to build towards our conference registration and create motions that occur throughout the year. The following breaks down the key target marketing efforts:

Marketing Plan

Campaigns to bring awareness to conference → Private Yammer Community for Students → Public Yammer Community for Collaboration → Community Event to demonstrate learning methodology → Campaigns to drive sponsorship → Online events to excite students → Weekly Yammer challenges for Students → Public events to bring awareness to WCTDs → Creating STEAM Conference
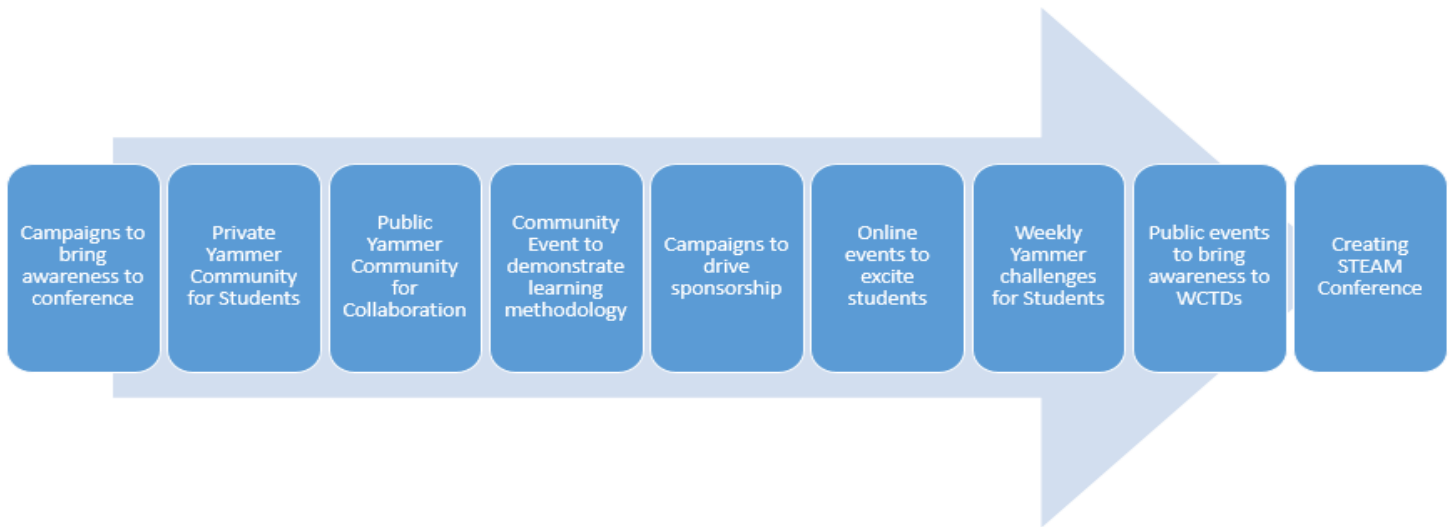
- **Website:** Our website provides for details on the "who", "what", "where" and "when" of WCTD. We will continue to enhance the look and feel of the website and increase our opportunities to engage our customers through SEO and marketing campaigns around our events. We will be focused on driving awareness through FaceBook, LinkedIn, Yammer, Email, Twitter, Blogging and Partnerships with STEAM organizations.

- **Social Media**: Social is a large portion of our campaign and we will increase our efforts in leveraging Yammer to build the strong community needed to sustain. We will need to encourage our participants to step outside their comfort zones in order to succeed in this effort and to get people comfortable in this Yammer environment. We have built training videos and are encouraging community manager involvement by assigning specific resources to manage key groups. Our adult community will be involved in Yammer for cross collaborating and based on their interaction and the value of this platform will increase our community and grow our organization.

Our student Yammer community is designed to be a safe place where students can engage and ask questions from known sources and build their skills and excitement for STEAM careers. This community is also dependent on the volunteers of key experts in software development. Our goal is to "gamify" this environment to create a fun, competitive learning experience that acknowledges student participation and support of other students along with the adult volunteer experts. This environment will provide Teachers with a learning experience and opportunity to network with experts both in the student community and in the public We Connect The Dots community. Our long term plans for the student environment is to promote development within yammer and through yammer connecting students from around the world.

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- **Email:** All of our programs will build on driving awareness through email and other social means. As the industry transforms email will evolve and will not be the primary mechanism to outreach to grow our organization. Yammer will be a greater focus and bring greater long term value to both our organization and those who are a part of driving our mission forward. We will leverage email within our website, and as a way to create new partnerships through introductions.

- **In Person events:** Our marketing and leadership team is developing a yearly strategy to build our calendar of focused in person events that we will participate in. Participation will be divided based on roles within the leadership of We Connect The Dots and we will evaluate how we gain the most value from speaking opportunities, networking opportunities, and learning opportunities. The more we can bring value to events that create learning experiences and share our roadmap the better we will be able to bring awareness to our organization and our mission.

2014 EVENTS:

Community Engagements: We have already begun our event schedule through partnership with Microsoft education and the Microsoft Store. We are teaching teachers and librarians across Long Island NY on how to utilize Windows 8.1 in the classroom, in the library, and with consumers. We are utilizing this venue to bring value to the community and to bring awareness to our organization and our mission. (See Appendix B for details on program.)

Microsoft Collaboration: Discovery Day at Microsoft is a bi- annual Education event in partnership with Microsoft Education, the Microsoft Community Outreach, and Microsoft Research teams to develop an bring surrounding communities in to the NYC Microsoft office. This event brings Long Island public schools into the NYC Microsoft office to experience the Microsoft Technology Center and the office facilities. The goal of this event is to bridge a stronger relationship with Microsoft and the value that the organization can provide in partnership to educate and empower schools. The win for everyone on this event is to educate the teachers, students and school officials on the value of Microsoft technologies in the class room and demonstrate the community alignment that Microsoft can provide. WCTD will leverage the venue to share our mission, focus and partnership value in the industry. We will also present our vision for the future and the development of the TEEC and how it is modeled after what they will see and experience at Microsoft Technology Center. (See Appendix C for details on program)

STEAM Partnerships: We are planning an adult fund raiser where we will demonstrate the experiential learning our organization can provide. We will introduce tablet devices in an amazing way. We will demonstrate through this event the example of how we take an existing environment and introduce a tablet device to enhance the experience and ultimately bring new value to the organization. This is key to our mission to demonstrate technology integration in a learning experience. The adults attending will gain new knowledge in a fun way that will demonstrate learning in the just right state of mind. The event is an example of a "win- win" for everyone and will help bring awareness to our organization our capabilities and the excitement to want their children to be a part of our conferences. We will look for more opportunities to align with the right STEAM organizations and support additional programs that integrate technology in a fun learning experience.

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Student Conference: We have created technology experience conferences for 13-18 year old students. These five-day conferences will include sessions for parents as well as the students. Teachers will be involved in designing and teaching each session or co-teaching with STEAM industry experts. The goal is to bring new and exciting teaching experiences to our schools by helping teachers integrate technology into Common Core learning experiences. The five-day conference will provide experiential learning. Students will come away with competencies in 21st century workforce skills and awareness of current and future STEAM career opportunities. Students will also come away excited, inspired and have real world capabilities demonstrating the value of learning math, science, reading, writing. Competencies that will be integrated into the conferencing experience are Lifelong Learning, Problem Solving, Self-Management, Teamwork, Information Management, Media and Technology Skills, and Life and Career Skills.

WCTD will create an environment that teaches students the value of working with diverse teams to innovate for the future. Students will have the opportunity to learn about the latest technology initiatives in the industry and how those initiatives will craft new career opportunities. Parents will be invited to participate in the final day of the conference. Sessions will be tailored to engage and educate parents on the latest innovation and how it impacts the learning experience in the classroom. We will bring awareness to the opportunities for their children in STEAM careers and how they can engage to learn more. This approach to learning together will ensure students receive parental support and understanding as they engage and finely tune their future career concepts.   (See Appendix A for sample conference program agenda outline and conference student binder, as well as Host School Information Letters for our two schools hosting conferences this summer)

Yammer:

Public Yammer Community: Social is proven through Neuroscience studies to be an effective way to bring about a positive learning experience. The internet and tools like Yammer connect people across geographically diverse communities. We Connect The Dots leverages Yammer to bring together parents, teachers, government, education and community leaders. We invite you to join our Public Yammer community where you can participate to help bring our mission to reality and share and learn from others passionate about changing education and inspiring both teachers and students.

Private Yammer Student Community: Students have the opportunity to engage in a private Yammer community though We Connect The Dots where they can safely interact with experts in different STEAM fields. Students learn from each other and share their learning experiences in a fun Gamified online experience. Students gain confidence, new skills, and new connections that can support them through their discovery of careers and becoming lifelong learners in today's digital world.

Public Yammer Network brings teachers together with Industry Experts.

Example of how Yammer impacts and drives results through social communications.

This example shows a teacher reaching out for help within our Yammer community. The response from the community is amazing and this teacher is now working with our team on a co-developed project to create a program for students on mobile application development. Note the highlighted area representing the conversation that resulted from the post.

Private Student Yammer Network brings students together with Industry Experts.

Example of how Yammer impacts and drives results through social communications.

This example illustrates a student reaching out for help within our Student Yammer community. Students learn how to leverage experts to answer questions and gain confidence in interacting within a digital community. Students create their own groups and drive conversations based on projects and research they are working on. Participating in Yammer teaches students how to empower their own education and become lifelong learners.

BUILDING A FINANCIALLY SUSTAINABLE ORGANIZATION:

Funds Required and Expected Use of Funds:

The funds raised through our conference will provide our ability to support a sustainable organization. Holding conferences that bring value to the attendees as well as those sponsoring and volunteering for the event allow our organization to grow and develop great value year over year. Having a revenue that supports that day to day operations as well as provides an annual revenue for growth and sustainability will ensure our long term success. Our operational budget will leverage approximately 25% of our annual fund drives from the conferences. Based on the cost accounting for each conference and our operational efficiencies we estimate a reserve of $200,000 from each conference. Each year that we prove the value to our sponsors and demonstrate our metrics that create impact to communities we will be able to grow our sponsorship value. Our metrics for success will be measured by reducing overall unemployment rates from students attending our conference as well as metrics of students attending STEAM career degree and certificate programs in continued education.

We are beginning to create our partnerships and our grant program research for 2014. Through the grant applications we will invest in the equipment needed to support our programs for animation and mobile development.

Financial Sustainability

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BOARD OF TRUSTEES, MANAGEMENT AND PERSONNEL:

LAURIE CAREY *(CEO and Founder)* leads the WCTD team and is the visionary behind the WCTD concept. Her vision is to bring about change and shift the balance of students attending continued education in STEAM careers as well as reducing the dropout rate for high risk students and the unemployment rates for students 18-25. Laurie brings 30 years of experience in engineering and technology with 20 years of teaching technology to all ages both young and old. Laurie is a trained and certified executive coach and is excited to bring a blend of emotional intelligence training into our programs for the students. *(See Appendix D for more details on Laurie.)*

DIANA MELICK (DIRECTOR & SECRETARY) brings over 20 years of award-winning marketing experience with a profound B2B background in technology industries. Career-spanning successes in driving multimillion-dollar revenue by launching innovative product offerings in expanding U.S./international markets. Diana's role is to support the organization with curriculum and program development as well as partnerships across STEAM industries. (See Appendix D for more details on Diana.)

MICHAEL CAREY *(Director and Chief Technology Officer)* brings 25 plus years as a CEO of a technology business as well as a brilliant engineer and commercial pilot. Michael is passionate about teaching and inspiring students and brings many years of experience in technology, engineering and aviation. Michael mentored many young technologists over the past 20 plus years teaching technology skills and more recently teaching as an aviation instructor. His leadership and technical background are assets to the organization. *(See Appendix D for more details on Michael.)*

JOSEPH LACAPRA (Treasurer) brings both a legal and financial experience to the organization. Joe's professional background in supporting NFP organizations in a CPA role as well as serving as a Corporate Attorney further enhances our team. He is essential to supporting our legal needs and our finance team. *(See Appendix D for more details on Joe.)*

ISABEL WEEKS is a volunteer for our organization and brings over 20 years of experience in the technology industry. Isabel has worked with large teams in bringing products to market and orchestrating the efforts, both in selecting the team members and the operational needs to ensure the team's success. Isabel comes to the team as our operations director for the overall organization and for the conference programs.

MARK KOFFSKY is a volunteer for our organization and brings over 20 years of legal experience in the technology industry. The core values of our team revolve around the dedication to ensuring the success of our students and Mark supports that role for WCTD in all things legal. Mark brings an extensive background in intellectual property and corporate legal knowledge. As a key team member of our business development and finance team Mark has ensured that our organization is built on a strong foundation.

LARRY BLOOM is a volunteer for our organization and brings over 20 years of financial planning and corporate affairs to the team. Larry leads our business development and planning team as well as supports our financial team for WCTD. As a result of his extensive CFO experiences, Larry understands what is needed to build a sustainable organization and is designing our financial planning strategy to ensure our success and sustainability plan.

ALLISON BLOOM is a volunteer for our organization and leads our conference volunteer efforts which encompasses recruitment, training, and logistics. Allison also supports our organization as an educational consultant. Allison is an

instructional technology teacher in public education with 17 years of experience. As an instructional technology teacher Allison knows all too well the challenges that the schools face and the need for our organization to support the schools and the teacher development.

MICHAEL TEAL is a volunteer for our organization and leads the systems operations for WCTD. Michael's background in information technology support and operational efficiencies provides our organization with the day-to-day technology and support needs for WCTD. Michael supports our team with the necessary tools and understanding on how to leverage those tools to effectively run our organization. This is a critical role as we operationalize our organization in a virtual cloud-based work environment.

SHANNON HOESING is a volunteer for our organization and leads our event's sponsorship and marketing initiatives. Shannon is a talented Marketing Director in the technology industry and brings a passion for our mission to inspire students in STEAM careers. Having a strong understanding of today's social marketing and social media practices is critical to our ability to target the audiences for our programs. Shannon brings the leadership skills needed to drive our programs with the right strategy and tools to ensure our success.

DAY TO DAY OPERATION:

Our team members each take on a role responsibility for the organization. We have built the infrastructure and tools that allow our team to function in a productive and automated manor where ever possible. Having a strong background in helping businesses leverage technology to increase their productivity allows our team to leverage that experience in building our own internal operational needs for We Connect The Dots. We leverage a full tool set of online collaboration tools that allow for real time data sharing, conferencing, Team collaboration, and CRM application.

Over the upcoming 12 months, our team will finalize the role definitions for a CEO, CMO, Administrative Assistant, and Grant Writer to scale our organization. We will seek out Directors for our board who have the passion and vision to support our growth and long term sustainability. We will look for individuals who may be interested in working in a volunteer capacity with a goal of providing their commitment to transition into full time position when the organization can financially support that long term goal to scale our organization.

We have a number of unique concepts to create a coaching/leadership program for our organization. The result will provide a bi-annual term for leadership of the organization with financial commitments and learning opportunity for the right candidate. More to follow as that evolves into a more defined program.

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Projected Funds

Four Year Forecast

Legend: ■ Conferences ■ Donations ■ Grants
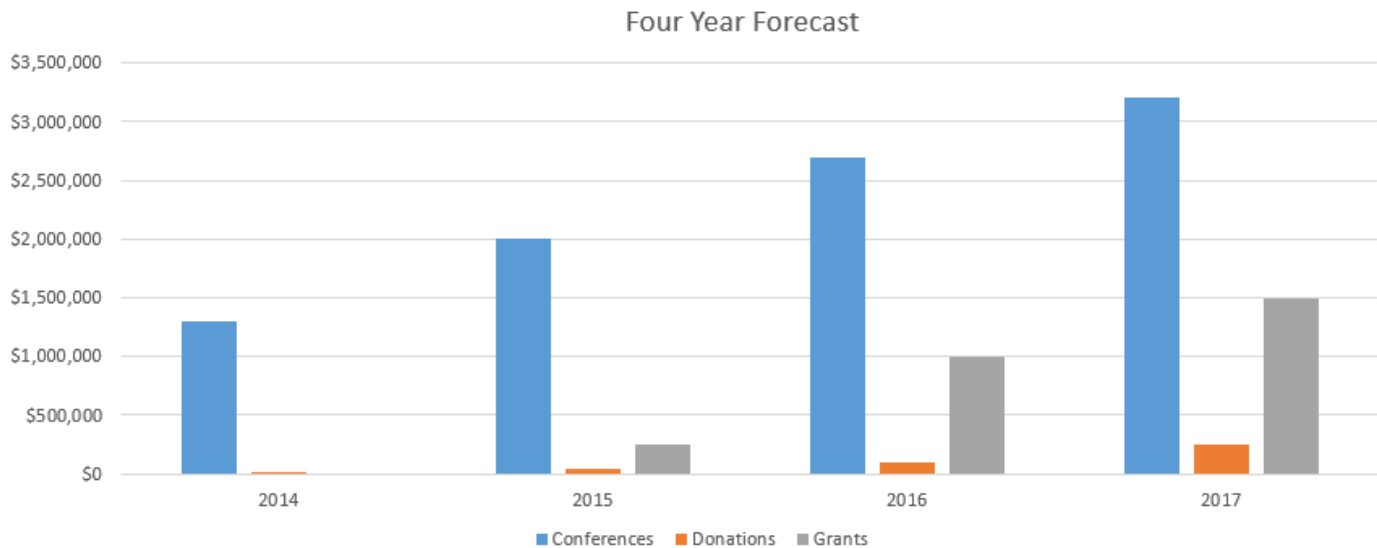
Conference Funding - Sponsorship

Benefits	Platinum	Gold	Silver	Bronze	In-Kind	Expo	Student
Investment	$35,000.00	$20,000.00	$15,000.00	$7,500.00	Services	$5,000.00	00.00/Student
Number Available	1	4	Unlimited	Unlimited	Varies	50	Unlimited
Industry Exclusivity	*						
Keynote Session Presenter	*						
Direct Communication to Students, Teachers, Parents, Sponosrs*	*						
Transportation Ad (Bus Signage)	*	*					
Dedicated Media (PR) Annoucement of Sponsorship	*	*					
Breakout Session Presenter	4	2	1				
Guest Blog Post(s)	4	2	1				
Custom Video Highlighting Your Company's Support of the Event (Includes Use Rights)	*	*	*				
General Mention in Media (PR) Announcement of Event	*	*	*	*			
Social Media Posts (Facebook & Twitter)	*	*	*	*	*		
Hyperlinked Logo in Event Site	*	*	*	*	*		
Recognition in Post-event Attendee Communication	*	*	*	*	*		
Expo Space & Logo/Description Included in Expo Program	*	*	*	*	*	*	
Photography Showing Your Company's Sponsorship Represented at Event (Includes Use Rights)	*	*	*	*	*	*	
Tax Deductable Receipt for Non-Profit Donation	*	*	*	*	*	*	*
General Video & Photography Featuring Sponsored Students (Includes Use Rights)							*

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APPENDICES/EXHIBITS:

Appendix A:

Presents

STUDENT EXPERIENTIAL LEARNING CONFERENCE
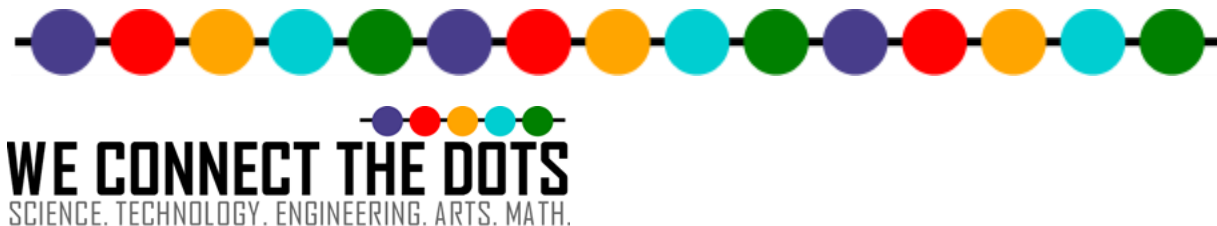
Our mission is to inspire and educate students in Science, Technology, Engineering, Arts, and Math (STEAM) careers. Through a collaboration with the community, education, government and the technology industry, WCTD provides awareness and education of the 21st Century workforce skills, as well as the opportunities available to students embracing STEAM careers. Impacting students at a local, national and global level, our programs create a hunger for learning that empowers students to find their own paths to success.

Creating STEAM Conference

We have created technology experience conferences for 13-18 year old students. These conferences will be a 5 day conference that includes sessions for parents as well as the students. Teachers will be involved in designing and teaching the sessions or co-teaching with STEAM industry experts with a goal to help bring new and exciting teaching experiences to our schools each year.   Helping teachers integrate technology into Common Core learning experiences.

Our goal is to have a balanced ratio of diverse students attending the conference. We will create an environment that teaches students the value and importance of diversity in working in teams to innovate for our future. Students will have the opportunity to learn about the latest technology initiatives in the industry and how those initiatives will create innovation and new career opportunities. Our parents will be involved in the conference on the last day so that we ensure the support and understanding of the opportunities for our students as they engage with their parents around career ideas.

Students will participate in a 5 day conference that provides experiential learning. They will come away with competencies in 21st century workforce skills and awareness of STEAM career opportunities for today and in the future. Students will also come away excited, inspired and have real experiences to demonstrate the value of learning math, science, reading, writing and the common core. Competencies that will be integrated into the 5 day experience will be, Lifelong learning, Problem solving, Self-management, Teamwork, Learning and innovation skills, Information, media and technology skills, Life and career skills, Participating and contributing.

All proceeds will be utilized to build the organization to expand our ability to deliver programs for students, teachers, and parents that bring a greater awareness to STEAM careers and the 21st century workforce skills. The host school will earn points that will create an annual funding stream to support STEAM initiatives. Each activity including parent and community involvement will earn the host school points that can be leveraged to purchase programs and technology that support the mission to integrate technology and incorporate the 21st Century competencies into the classroom. Teacher, students and

parents will experience information and communication technologies and how to utilize those tools for communication and lifelong learning.

Discovery Day at Microsoft

We Connect The Dots presents Discovery Day at Microsoft. Our Bi-Annual program offered to school districts surrounding the NYC area. Students, Teachers and Curriculum Superintendents visit the Microsoft Office in NYC to see hear and touch the latest technology innovation and how that innovation is leveraged in education and in industry STEAM careers. Bringing awareness to our teachers and students of how technology and science coming together in learning and innovation can change lives and our future.

Our Program Results

Through partnerships with the technology industry leaders we will help to feed the industry with the highest class of students into the workforce where they hunger for continued knowledge in higher education programs and drive innovation to sustain our workforce of the future. Teaching students and parents what it means to be a lifelong learner and demonstrating the value in career and life success.

We will increase the ratio of young women engaging in STEAM careers by demonstrating the value of diversity through creative learning experiences.   Providing the foundation and tools to stay engaged into career opportunities and how to build the networks of peers to support that sustainability.

We will introduce the workforce skills of today and tomorrow to students, parents, and teachers. Creating a more informed community on the career opportunities to sustain their student's long term.

We will provide the much needed teacher development through experiential learning and the integration of industry experts that can weave the real-world experience into the knowledge of the teachers. Giving the teachers the experience they need to describe and teach and tell stories that excite not only their own development but the students they teach.

Our platform and programs will provide training, mentoring, coaching, job shadowing and internships in partnership with industry technologists who can share both their knowledge and career experience to educate and inspire our youth to STEAM careers. Through these programs and tools we will give students a greater chance of long term career success.

www.we-connect-the-dots.org
www.creatingSTEAM.org

Public Yammer Community

Social is proven through Neuroscience studies to be an effective way to bring about a positive learning experience. The internet and tools like Yammer connect people across geographically diverse

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communities. We Connect The Dots leverages Yammer to bring together parents, teachers, government, education and community leaders. We invite you to join our Public Yammer community where you can participate to help bring our mission to reality and share and learn from others passionate about changing education and inspiring both teachers and students.

 Private Yammer Student Community

Students have the opportunity to engage in a private Yammer community though We Connect The Dots where they can safely interact with experts in different STEAM fields. Students learn from each other and share their learning experiences in a fun Gamified online experience. Students gain confidence, new skills, and new connections that can support them through their discovery of careers and becoming lifelong learners in today's digital world.

For Your Information

You will need to check in every day at the registration table by 8:30am and pick up any necessary materials. Lunch will be provided each day..

Daily schedule:

Monday – 8:00 – 5:00 PM

Tuesday – 8:00 – 5:00 PM

Wednesday – 8:00 – 5:00 PM

Thursday – 8:00 – 5:00 PM

Friday – 8:00 – 6:00 PM

Emergency Contact Information

Events@We-connect-the-dots.org

Host School Phone Number: XXX-XXX-XXXX

Worldwide web: http://CreatingSTEAM.org

Yammer Network: http://Yammer.com/weconnectthedots for real-time communications and updates

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Daily Schedule

Monday August 4, 2014

Time	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD
8:00	Arrival and Registration				
8:30	Opening Ceremonies in Main Theater, Wang Center				
8:45	Keynote – TBD – Yammer "Social" integrated Learning				
9:30	Break – Split into groups; move to sessions				
	Room TBD	Room TBD	Room TBD	Room TBD	Room TBD
9:45	Getting to know Windows 8.1				
10:45	Team Dynamics – Understanding diversity				
11:45	Move to Lunch				
12:00	Lunch – with Activity				
1:00	Mind Mapping – Learning to leverage visual tools for note taking and increasing knowledge retention				
1:45	Break – Split into groups; move to sessions				
	Room TBD	Room TBD	Room TBD	Room TBD	Room TBD
2:00	Review Team Project				
3:30	Using OneNote to Manage your time/Homework and leveraging as a Research Tool				
4:30	Move to Auditorium				
4:45	Evaluations and question review				
5:00	Students Depart - Parent Pick-up				

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Daily Schedule

Tuesday August 5, 2014

Time	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD
8:00	Arrival and Registration				
8:30	Opening Ceremonies in Main Auditorium				
8:45	Keynote - TBD				
9:30	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
9:45	Developer – Basic to Advanced coding				
10:45	Critical Thinking Research & Debate Part I				
11:45	Move to Lunch Area				
12:00	Lunch – with Activity				
1:00	Main Auditorium – TBD – Topic Gaming Industry				
1:45	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
2:00	Unity 3D – Understanding how to develop with Unity Part I				
3:30	Critical Thinking Research & Debate Part II				
4:30	Move to Auditorium				
4:45	Evaluations and question review				
5:00	Students Depart - Parent Pick-up				

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Daily Schedule

Wednesday August 6, 2014

Time	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD
8:00	Arrival and Registration				
8:30	Opening Ceremonies in Main Auditorium				
8:45	Keynote - TBD				
9:30	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
9:45	Unity 3D – Understanding how to develop with Unity Part II				
10:45	Digital Animation Part I				
11:45	Move to Lunch Area				
12:00	Lunch – with Activity				
1:00	Main Auditorium – TBD – Topic - Self Awareness – Neuroscience and our Brains				
1:45	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
2:00	Developer Tools				
3:30	Critical Thinking Research & Debate Part III				
4:30	Move to Auditorium				
4:45	Evaluations and question review				
5:00	Students Depart - Parent Pick-up				

Daily Schedule

Thursday August 7, 2014

Time	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD
8:00	Arrival and Registration				
8:30	Opening Ceremonies in Main Auditorium				
8:45	Keynote - TBD				
9:30	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
9:45	Mobility How it is changed the work experience				
10:45	Networking 101				
11:45	Move to Lunch Area				
12:00	Lunch – with Activity				
1:00	Main Auditorium – TBD – Topic ??				
1:45	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
2:00	TBD				
3:30	Critical Thinking Research & Debate Part IV				
4:30	Move to Auditorium				
4:45	Evaluations and question review				
5:00	Students Depart - Parent Pick-up				

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Daily Schedule

Friday August 8, 2014

Time	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD	TEAM TBD
8:00	Arrival and Registration				
8:30	Opening Ceremonies in Main Auditorium				
8:45	Keynote - TBD				
9:30	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
9:45	Engineering and Technology Innovation				
10:45	Fun with 3D Printing				
11:45	Move to Lunch Area				
12:00	Lunch – with Activity				
1:00	Main Auditorium – TBD – Topic ??				
1:45	Break – Split into groups; move to sessions				
		CS2129	CS2126	Engineering 112	Engineering 231
2:00	TBD				
3:30	Critical Thinking Research & Debate Part IV				
4:30	Move to Auditorium				
4:45	Evaluations and question review -				
5:00	Closing Ceremonies				

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Conference information Packet for: _Levittown High School_____

Date of Conference: __August 4th – 8th , 2014

Setup – Dress Rehearsal Date: ___Friday August 1st, 2014_____

Time Schedule: Arriving each day at 7:30 am for the Staff Team, Students arrive at 8:30 am with an event start time each day at 9 am.

Students depart each day at 5:00 pm and Staff Team depart by 5:30 pm each day.

Dress Rehearsal Date – 8:00 am – 5:00 pm

Our Mission: Our mission is to inspire and educate students in Science, Technology, Engineering, Arts, and Math (STEAM) careers. Through a collaboration with the community, education professionals, the government and the technology industry, WCTD provides awareness and education of 21st Century workforce skills, as well as the opportunities available to students embracing STEAM careers. Impacting students at a local, national and global level, our programs create a hunger for learning that empowers students to find their own paths to success.   Our Conference: Our technology experience conference is targeted for 13-18 year old students. The five-day conference will include sessions for parents as well as the students. Teachers will be involved in designing and teaching each session or co-teaching with STEAM industry experts. The goal is to help bring new and exciting teaching experiences to your school by helping teachers integrate technology into Common Core learning experiences.

The five-day conference will provide experiential learning. Students will come away with competencies in 21st century workforce skills and awareness of current and future STEAM career opportunities. Students will also come away excited, inspired and have real world capabilities demonstrating the value of learning math, science, reading, writing. Competencies

that will be integrated into the conferencing experience will be Lifelong Learning, Problem Solving, Self-Management, Teamwork, Information Management, Media and Technology Skills, and Life and Career Skills.

WCTD will create an environment that teaches students the value of working with diverse teams to innovate for the future. Students will have the opportunity to learn about the latest technology initiatives in the industry and how those initiatives will craft new career opportunities. Parents will be invited to participate in the final day of the conference. Sessions will be tailored to engage and educate parents on the latest innovation and how it impacts the learning experience in the classroom. We will bring awareness to the opportunities for their children in STEAM careers and how they can engage to learn more. This approach to learning together will ensure students receive parental support and understanding as they engage and finely tune their future career concepts.

Our Results: Through partnerships with the technology industry leaders, WCTD will help to feed those industries with the highest class of students. Students will be introduced to a workforce environment where they will hunger for continued knowledge in higher education programs and drive innovation to sustain the workforce of the future. WCTD will teach students and parents what it means to be lifelong learners, reinforcing the value of education in career and life successes.

We will grow the awareness of opportunities for students to engaging in STEAM careers. By demonstrating the value of diversity in a creative learning experience we will teach the competencies students need to be successful.   By providing the foundation and tools to stay engaged in emerging career opportunities, WCTD will build a network of student peers to support that sustainability.

We will provide necessary teacher development through experiential learning. Industry experts will weave real-world practice and experience into the expanding knowledge of the teachers. This multifaceted approach will give teachers the knowledge they need to teach in a way that excites not only their own development but also that of the students they teach.   Our platform and programs will provide training, mentoring, coaching, job shadowing and internships with industry technologists who can share both their knowledge and career experience to educate and inspire our youth to STEAM careers. Through these programs and tools we will give students a greater chance of realizing long-term career success.

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Individually Strong, Collectively Powerful

We Connect Students, Teachers, Parents and Industry Experts to Create Impactful Learning Experiences

Funds Raised

The funds we raise will help to create powerful learning experiences designed by experts in collaboration with teachers and students. We will help our host schools to raise funds for their own STEAM initiatives and all remaining funds will go towards our goal to build Technology Education Experience Centers across Long island and eventually across the US.

Our Facilities: We are creating Technology Education Experience Centers where students will experience real world 21st Century workforce skills. The facilities will provide opportunities to keep our students updated on the latest technology solutions and our teachers involved to bridge their knowledge with industry experts in STEAM fields. We will teach and inspire innovation and creativity to drive our global presence in building the future workforce in STEAM careers. We will provide awareness of opportunities through creative programs that bring the latest of innovation to the forefront of students, parents, teachers, and communities. Teacher development will be a key component of our programs delivered within the TEEC. Empowering and supporting the development of our teachers will result in amazing educational experiences that we weave technology into the learning experience. Our facilities will offer simulated programs that provide students the learning experience that excites and motivates students into STEAM careers.

Funding for program:

Proceeds from the conference will be utilized to build the organization and expand our ability to deliver programs for students, teachers, and parents that bring a greater awareness to STEAM careers and the 21st century workforce skills. The host school will earn points that will create an annual funding stream to support STEAM initiatives. Each activity including parent and community involvement will earn the host school points that can be leveraged to purchase programs and technology that support the mission to integrate technology and incorporate the 21st Century competencies into the classroom.

Cost to Students: $595 per student for the conference attendance.

Students can register for the conference and will be provided an option to bring their own Windows 8.1 Tablet Device, Obtain a Loaner Device, or Purchase a Device at a discount.

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Students who qualify for free lunch program are already recognized as students in financial need and can attend the conference at no cost. Each student will receive a Windows 8.1 Tablet Device as a part of their sponsorship.

Host School Point System:

Teachers Volunteer – 10 points per hour during conference week

Community Members Volunteer – 5 points per hour during conference week

Host School – 5000 Points

Points will be distributed through our points system and each volunteer must track their points in the tool. Our volunteer coordinator will verify each volunteers hours based on their attendance during the conference.

Points will be tallied and verified for final distribution to the host school 30 days post the conference. This close date will be defined as the final close date for the conference funding calculations. Host schools must consume the points within 6 months of the conference close date.

The host school must include a final reporting document outlining how the school will utilize the merchandise selected with the points earned and WCTDs has final approval of release of the funds based on the supporting documentation. All merchandise distributed must be utilized for classroom STEAM projects and cannot be consumed for school administrative needs.

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Conference information Packet for: _Guilderland High School_____

Date of Conference: __August 25th – 29th , 2014

Setup – Dress Rehearsal Date: ___Friday August 22nd, 2014_____

Time Schedule: Arriving each day at 7:30 am for the Staff Team, Students arrive at 8:30 am with an event start time each day at 9 am.

Students depart each day at 5:00 pm and Staff Team depart by 5:30 pm each day.

Dress Rehearsal Date – 8:00 am – 5:00 pm

Our Mission: Our mission is to inspire and educate students in Science, Technology, Engineering, Arts, and Math (STEAM) careers. Through a collaboration with the community, education professionals, the government and the technology industry, WCTD provides awareness and education of 21st Century workforce skills, as well as the opportunities available to students embracing STEAM careers. Impacting students at a local, national and global level, our programs create a hunger for learning that empowers students to find their own paths to success.   Our Conference: Our technology experience conference is targeted for 13-18 year old students. The five-day conference will include sessions for parents as well as the students. Teachers will be involved in designing and teaching each session or co-teaching with STEAM industry experts. The goal is to help bring new and exciting teaching experiences to your school by helping teachers integrate technology into Common Core learning experiences.

The five-day conference will provide experiential learning. Students will come away with competencies in 21st century workforce skills and awareness of current and future STEAM career opportunities. Students will also come away excited, inspired and have real world capabilities demonstrating the value of learning math, science, reading, writing. Competencies

that will be integrated into the conferencing experience will be Lifelong Learning, Problem Solving, Self-Management, Teamwork, Information Management, Media and Technology Skills, and Life and Career Skills.

WCTD will create an environment that teaches students the value of working with diverse teams to innovate for the future. Students will have the opportunity to learn about the latest technology initiatives in the industry and how those initiatives will craft new career opportunities. Parents will be invited to participate in the final day of the conference. Sessions will be tailored to engage and educate parents on the latest innovation and how it impacts the learning experience in the classroom. We will bring awareness to the opportunities for their children in STEAM careers and how they can engage to learn more. This approach to learning together will ensure students receive parental support and understanding as they engage and finely tune their future career concepts.

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We will grow the awareness of opportunities for students to engaging in STEAM careers. By demonstrating the value of diversity in a creative learning experience we will teach the competencies students need to be successful.   By providing the foundation and tools to stay engaged in emerging career opportunities, WCTD will build a network of student peers to support that sustainability.

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Individually Strong, Collectively Powerful

We Connect Students, Teachers, Parents and Industry Experts to Create Impactful Learning Experiences

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Funding for program:

Proceeds from the conference will be utilized to build the organization and expand our ability to deliver programs for students, teachers, and parents that bring a greater awareness to STEAM careers and the 21st century workforce skills. The host school will earn points that will create an annual funding stream to support STEAM initiatives. Each activity including parent and community involvement will earn the host school points that can be leveraged to purchase programs and technology that support the mission to integrate technology and incorporate the 21st Century competencies into the classroom.

Cost to Students: $375 per student for the conference attendance.

Students can register for the conference and will be provided an option to bring their own Windows 8.1 Tablet Device, Obtain a Loaner Device, or Purchase a Device at a discount.

Students who qualify for free lunch program are already recognized as students in financial need and can attend the conference at no cost. Each student will receive a Windows 8.1 Tablet Device as a part of their sponsorship.

Host School Point System:

Teachers Volunteer – 10 points per hour during conference week

Community Members Volunteer – 5 points per hour during conference week

Host School – 3,500 Points

Points will be distributed through our points system and each volunteer must track their points in the tool. Our volunteer coordinator will verify each volunteers hours based on their attendance during the conference.

Points will be tallied and verified for final distribution to the host school 30 days post the conference. This close date will be defined as the final close date for the conference funding calculations. Host schools must consume the points within 6 months of the conference close date.

The host school must include a final reporting document outlining how the school will utilize the merchandise selected with the points earned and WCTDs has final approval of release of the funds based on the supporting documentation. All merchandise distributed must be utilized for classroom STEAM projects and cannot be consumed for school administrative needs.

Appendix B

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Presents

Microsoft Windows 8

Training Workshop

Discover Microsoft Windows 8.1 and how to integrate into Libraries

Visit our website to learn more about us. http://we-connect-the-dots.org

Date:

Input Date

Registration Link:

Insert Link

Location:

Library Location

Who Should Attend?

Join us for this FREE Workshop

Discover how to utilize Windows 8 in an instructional environment and be confident in your skills to apply in a learning experience for both teachers and students and consumers. This workshop will help attendees to better understand how to use Windows 8 and bring awareness to the new features and how to apply them in education. The day will cover not only the use of Windows 8, but the new security features as well as how to manage the new devices in the Library. Attendees will learn about Windows to Go and what

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devices are on the market today that can help bring the workforce skills of the future into the class room

Directors, Librarians, Program Planners, Computer Support

Agenda

8:30am	Welcome Registration & Breakfast – Visit OEM Device Area
9:00am	Introduction
9:15am	Intel – Choosing the right device – Things to consider
9:45am	**Break -** Visit OEM Device Area
10:00am	Windows 8 Hands on – Discovery Workshop
12:30pm	Working Lunch –Windows 8 – Learning continued
1:30pm	Windows To Go
2:30pm	Close – Q& A

Presented to you by:

Laurie Carey & Melissa Marmol – We Connect The Dots, Inc.

Visit our website to learn more about us. http://we-connect-the-dots.org

Learn about our Student Technology Conference http://CreatingSTEAM.org

Government Customers. WCTD intends that use of the training services offered as part of this promotion comply with applicable federal, state, and local government gift and ethics rules. If you are a government employee (including an employee of a public education institution), the training services may be used for evaluation purposes only, solely for the benefit of your agency/institution, and not for the personal use or benefit of any individual government employee. You should consult with your agency/institution counsel or ethics officer prior to participating in the training services.

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Appendix C

We Connect The Dots Presents

Discovery Day at Microsoft

Microsoft

Your school is invited to join us for this daylong event.

We have an exciting and energizing day planned...

Meet Microsoft research team, Education team, and Community team leads to hear firsthand the programs available and scientific research that takes place at Microsoft.

Visit the brand new state of the art Microsoft Technology Center to experience the latest technology devices and touch experience. Participate in presentations regarding exciting programs offered by Microsoft and We Connect The Dots.

Students will come away energized by the high tech experience and what might be possible for their career future leveraging Microsoft Technology Solutions.

Each school is invited to bring 25 students plus 3 chaperones. We have two days set aside one for students in grades 6-8 and one day for students in 9-12.

If you are interested in participating in this free event, please respond by March 3rd to reserve your spot. Attendance will be on a first come first serve basis. Once registered you will be provided with additional details regarding the days schedule and the requirements for access to our facilities.

Curriculum Round Table Discussion:

As a part of the schedule we invite the Superintendents of Curriculum to join us for an informative discussion. Learn how your schools can engage with Microsoft and learn about free offerings to support your curriculum development. Our goal is to enable your schools to empower students with the 21st century workforce skills. We will hold a roundtable open discussion where you will be able to engage

Tuesday, March 18, 2014
9:00 am – 2:30 pm
Students grades 6-8

REGISTER

Wednesday, March 19, 2014
9:00 am – 2:30 pm
Students grades 9-12

REGISTER

Microsoft Office New York, NY
11 Time Square, 6th Floor

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with key Microsoft staff to better understand how to leverage our programs. This session will be held on both days to accommodate your schedules.

Program Agenda

Time	Activity
9:00 – 9:30 am	Registration
9:30 – 10:00 pm	Kick off – Key Note
10:00 –11:00 am	Digital Animation - Gaming Industry – Expose the possibilities
10:00 –11:30 am	**Curriculum Round Table**
11:00 –12:00 pm	Arts of the future – Technology integration and the evolving digital world
12:00 -12:30 pm	Lunch Break – Lunch will be provided and students will have an opportunity to see some upcoming innovation from Microsoft
12:30 –1:30 pm	Coding – Beginners to Advanced – Where do I start and what tools are available free from Microsoft for students
1:30 - 2:30 pm	Technology in Science – Learn how technology is advancing our knowledge in science and how can students get involved to solve big problems.

Appendix D

Laurie Carey

Professional Profile

- 9 year Microsoft veteran with a strong track record of delivering great business results and exceeding expectations.
- Proven ability to drive cross group integration to achieve desired outcomes.
- Optimization Insider leader FY08, FY09, FY10
- Strong customer relationship skills with ability to quickly increase CSAT
- CPE award winner for FY08
- FY07,FY08,FY09, FY11 Circle of Excellence Top Subsidiary Award
- Circle of Excellence Gold Club FY09
- Top Gun Award winner FY10
- US Device Champ FY11, FY12, FY13, FY14

PROFESSIONAL EXPERIENCE

MICROSOFT CORPORATION – **March 2005- through Present**

Partner Technology Strategist (Microsoft SMS&P New York District) – January 2011- Present

As a Partner Technology Advisor at Microsoft I am responsible for the technical relationship of a subset of High performing Partners in the New York Metro area. Working with Partners to improve the customer/partner experience by developing partner technical and sales capacity. Business development and capacity planning to help partners evolve their business through change and disruptive technology shifts is a core responsibility and expertise. Developing the Partner community to assist customers in growing their businesses by leveraging their technology investments.

US Chapter Lead - Sales, Marketing, and Services Group (SMSG) Women in Technology

As the current Lead for SMSG Women In Technology responsible for creating strong programs to help women at Microsoft succeed in developing their careers. The SMSG Women in Technology Program seeks to increase our technical female representation in SMSG worldwide through community-building and driving opportunities that attract, develop, and retain our talent. Leading a community of 5000 women across the US Chapter creating best practices leveraged globally. Lead program development of speakers bureau, career coaching, leadership conference, job shadowing.

Account Technology Strategist (Microsoft SLG New York District) March 2005-January 2011

As an ATS, I have a proven track record to quickly turnaround an account and increasing revenue.   My responsibilities include setting and executing growth strategy for New York State and New York City Government accounts.

Focused Business Strategist:

Growing services and product revenue in my accounts year over year with a proven ability to go deeper and wider in accounts. Building the trusted advisor role with key decision makers within the Information Technology and Budgeting divisions.

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Accomplished Turnaround Artist:

Delivered strong financial results - FY08 (Circle of Excellence Gold Club), FY09; (Member of Industry Circle of Excellence team in 2007, 2008, 2009, 2011).

Strong well respected leader and coach:

Orchestration of virtual team of Product Specialists, Architects, Consulting Services to uncover, compete, win and deliver opportunities thereby providing value to our customers through executive engagements, business alliances and cohesive cross team collaboration.

Recognized customer advocate:

Gained trusted advisor status by articulating and delivering solid business value proposition at all levels of the customer agency within NYS and NYC government.

Demonstrated a strong understanding of my specific customer(s) business (es), identified opportunity for optimizing (business areas) through implementation of technology solutions.

Impressive and effective communication and persuasion skills*:*

Managed creation and delivered oral presentation of persuasive, winning proposals in response to RFP's for product and professional services producing consistent and favorable results.

<u>We Connect The Dots, Inc.</u>   *July 2013 - Present*

CEO and Founder

Our mission is to inspire and educate students in Science, Technology, Engineering, Arts, Math (STEAM) careers. Our goal is to impact students at a local, national and global level, to create a hunger for learning whereby students are empowering their own future to succeed. Through the integration of community, education, government and the technology industry we will bring awareness and education of the workforce skills needed and the opportunities available for students embracing STEAM careers.

<u>I T Systems Group, Inc.</u>   *September 1998 – May 2005*

President

As the president I was responsible for a range of roles from Account Manager/Pre Sales Engineer/Systems Consultant/Project Manager. Direct reports ranged from 15 - 20 engineers, four sales executives and administrative staff of two. Key business revenue consisted of high level global IT services and IT project planning for outsourced IT needs. Developed web based internal tool to manage pipeline and accountability for sales and engineer staff. Grew services revenue to 5 million within the first two years in business.

<u>Information Decisions – (Dyntek)</u>April 1996 – September 1998

Sr. Systems Consultant

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**PROFESSIONAL
EXPERIENCE**

(continued)

Responsible for working with Sales staff as a presales engineer and billable consultant. Implemented large Novell Infrastructure environments and Integration with Microsoft Solutions across the globe. Project Manager for larger scale global deployments.

Novell, Inc.   **_May 1995 – April 1996_**

Account Manager

Responsible for a Territory of NYS and Western Massachusetts. The role also involved support and sales training of over 100 Novell Partners. Consistently exceeded revenue goals each quarter.

Executive Systems Planning   **_September 1993 – May 1995_**

Sr. Systems Consultant

Responsible for working with Sales staff as a presales engineer and billable consultant. Designing and implementing large Enterprise Infrastructure environments and training for administration support.

NYS Unified Court Systems, Rensselaer NY   **_September 1992 – September 1993_**

Sr. Systems Analyst

Responsible for the design and day to day management of the Statewide Unified Court Systems Network and Application environment. Training, Implementation, Project Management, Network Team Manager.

Board of Cooperative Education Services – Northeast   **_August 1988 – September 1992_**

Data Communication Analyst

Responsible for the design and day to day management of Burnt Hills Balston Lake Central School District Network. Training, Implementation, Project Management, HelpDesk Support. Weekly split role to support Northeast District Help Desk as Help Desk Manager at the Data Center.

Empire Blue Cross and Blue Shield, Albany NY   **_August 1984 – September 1988_**

Data Communication Engineer

Responsible for the day to day management of the Data Communications and Network Infrastructure. Mainframe and Desktop support, Training, Implementation, Project Management, HelpDesk Support.

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EDUCATION	**Harvard Business School, Boston MA**

Executive MBA, May 2013

Neuroscience Leadership Group

Certificate of Coaching – Executive Coach (Results ACC)

Boston University, Boston MA

Information Technology Program

Boston University – Corporate Education Center

Certified Novell Instructor Training

Long Island Yoga School

Certified Yoga Instructor

Grumman Flight Club

Student Pilot

BUSINESS TRAINING
- Solution Selling Training – 1996 and 2005
- Solution Selling Trainer - 1998

PERSONAL INTERESTS

Yogi, Skiing, kayaking, bicycling, running, (Triathlete, Marathon runner), rock climbing, Cub Scout Leader, Lego Robotics Coach, Career Coaching and Mentoring

CERTIFICATIONS
- Results Certified Coach ACC
- Microsoft Certified Master in Directory
- Microsoft Certified Trainer
- Microsoft Certified Professional
- Microsoft Certified Engineer
- Microsoft Certified Professional – Security
- Novell Certified Directory Engineer
- Novell Certified Engineer
- Novell Master CNE
- Novell Certified Instructor
- Novell Master Certified Instructor
- Certified 200 hour Yoga Instructor

Personal Accomplishments/

Novell CNE of the year 2000
http://www.novell.com/connectionmagazine/2000/05/educ50i.final.pdf

Novell Service Excellence 2002
http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/08-05-2002/0001777350&EDATE=

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Awards - Articles:

Founder and President of Capital District Network Users Group – 1994-1997

Regional Representative/Board Member Network Users International (NUI) 1997-2001

Novell Platinum Council Member – 2001-2003

President Long Island Network Computer Users (LINCUP) 2000-2002

http://www.novell.com/news/leadstories/2001/sep19/

Co-President NY/NJ Executive Board Women@Microsoft – 2006- 2008

US Chapter Lead SMSG Women – 2008- 2013

Chair – Microsoft Technologies in Government Special Interest Group.
http://www.listnet.org/subcommitee_profile.cfm?SubComID=76&CommiteeName=Microsoft%20Technologies%20in%20Government

CPE Champion- City of Camden NJ
Public Sector:

LI Center for Business & Professional Women 2007 Achievers Award Honoree for Community Service
http://www.licenter.org/2007-Achievers.htm

Developed first DigiGirlz Camp program off Microsoft Campus in Long Island NY

http://www.gbalearning.com/pdfs/DigiGirlz%20Camp%202007%20-%20Newsday%20Article%20-%20072507.pdf

http://blogs.msdn.com/msdnmagazine/archive/2007/07/30/4131877.aspx

http://www.cewit.org/news/070803.pdf

http://www.milieuli.com/2014/02/laurie-carey/

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Diana Melick

Over 20 years of award-winning marketing experience with a profound B2B background in technology industries. Career-spanning successes in driving multimillion-dollar revenue by launching innovative product offerings in expanding U.S./international markets.

Career Highlights

✓ *Added 12% year-on-year growth across a 42 country region by orchestrating key product launches in EMEA (Europe, Middle East, Africa)*
✓ *Directed development and on-time launch of company's first tri-radio product, realizing fastest sales ramp-up in 30-year history and generating +$230M in accretive revenue in <2.5 years*
✓ *Award winning marketing competencies validated by earning Employee of the Year in a $300 Million business unit and Product of the Year (GRAND PRIZE) within the $1Billion division*

CORE SKILLS AND KEY COMPETENCIES

- Software (SaaS) Marketing
- Technology Roadmaps
- Product Management
- Strategic Planning

- SEO, CRM, SFDC Execution
- Channel & Vertical Marketing
- Voice of the Customer Sales
- Distributor & Business Development

- MRD and PRD Development
- Accomplished Spokesperson
- Project Management, PMP
- Competitive Intelligence

PROFESSIONAL EXPERIENCE

ETLI, LLC. - Melville, New York   **2011 to present**

B-2-B Training Consultant

HONEYWELL INTERNATIONAL – Melville, New York   **2009 to 2011**

Director, Commercial Software and Hardware Products

➤ Led market development, product launch, and business growth for $94M business security product portfolio within US, Canadian and Latin American markets.
➤ Applied dealer and vertical marketing strategies to build partner and dealer relationships and establish/grow market shares in saturated markets
➤ Drove and released new software and hardware products on schedule/on specification in North/South America by effectively managing multiple turnaround projects worth $14 million in complex regulatory environment

MOTOROLA, INC. - Holtsville, New York   **1999 to 2009**

Director, EMEA Theatre (2007 to 2009).

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- ➢ Fueled 12% year-on-year growth by executing key product launches in 42 country region
- ➢ Led market development, product launch, and territory growth for $450M mobile computing product portfolio within European, Middle Eastern, and African (EMEA) markets.
- ➢ Applied channel and vertical marketing strategies to build partner and reseller relationships and establish/grow market shares.
- ➢ Architected communication project plans and product development strategies

MOTOROLA, INC. *(CONTINUED)*

Senior Product Manager (2002 to 2007)

- ➢ Directed development and on-target launch of company's first ever tri-radio product, realizing fastest sales ramp-up in 30-year history → generating +$230M in accretive revenue; awarded Product of the Year in 2007 **(GRAND PRIZE)** within $1 Billion division
- ➢ Captured $90M in sustained revenue by revitalizing established / mature product lines
- ➢ Achieved 50% inventory reduction through strategic balancing of existing / emergent products

Product Manager (1999 to 2002)

- ➢ Team leader for wearable computer and Bluetooth initiatives; executed prototype development and market launch strategies as cutting edge implementer of these nascent technologies
- ➢ Composed marketing requirement documents and technical project plans
- ➢ Generated $20M in additional revenue in 30-month span by applying cutting-edge marketing strategies to wearable computing solutions lines
- ➢ Evocative spokesperson for wearable computing on Dutch MTV in 2001 and CNN TV in 2000 and the Tech-U-Wear conference in 2001

Education and Credentials

Master of Business Administration (MBA) - School of Management, Simmons College — Boston, MA
Dual Bachelor of Arts in Chemistry (ACS) & German - Rutgers College - New Brunswick, NJ

Languages
German&American-Bilingual native * French-Fluent * Swedish-Professional * Spanish-Intermediate * Mandarin-Beginner

Professional Development
- ➢ Innovative Product Development and Negotiation: Executive Management (Harvard)
- ➢ Finance & Marketing: A Strategic Framework: Executive Management (Wharton)
- ➢ Project Management, PMP certificate (Stony Brook University)
- ➢ Through the Looking Glass (Center for Creative Leadership)
- ➢ Miller-Heinmann Value Selling Training (Motorola)
- ➢ Public Media and Presentation Training (Motorola)
- ➢ Voice of the Customer Training (Honeywell)

www.linkedin.com/in/dianamelick

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Joseph G. LaCapra

Joseph G. LaCapra, CPA, ESQ. started with the firm of Soba & Soba CPA as a junior accountant in 1978. He would eventually become a partner in the successor firm, Golub, LaCapra, Wilson & DeTiberiis LLP located in Port Jefferson Station, New York. Mr. LaCapra received his Bachelor of Science Degree Cum Laude from C. W. Post Center, a division of Long Island University located in Greenvale, New York. He went onto receive his Masters of Business Administration from Adelphi University, located in Garden City, New York. He is a Certified Public Accountant licensed in the State of New York

Mr. LaCapra attended Touro Law Center, located in Central Islip, New York where he received his Degree of Juris Doctor. He is admitted to practice law in the States of New York and Connecticut. He also is admitted to the United States Tax Court and the United States District Court, Eastern District.

Mr. LaCapra concentrates his accounting practice with small to medium size businesses. His services include tax compliance reporting, financial reporting, financial planning and estate planning.

In addition to his partnership duties in the accounting firm, Mr. LaCapra is a partner in the law firm of LaCapra, Salz & Kowalski LLP located in Central Islip, New York. He concentrates his law practice in various fields of law including commercial transactions, litigation, real estate, wills, trusts and estates, family law, criminal law and personal injury.

Mr. LaCapra is a member in the American Institute of Certified Public Accountants, New York State Society of Certified Public Accountants, American Bar Association, New York State Bar Association, Connecticut Bar Association, American Association of Justice (formerly the Association of Trial Lawyers of America) and the Suffolk County Bar Association, New York. He also served as President of the Estate Planning Council of Suffolk County, Inc. in 1999-2000.

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Michael Carey

Professional Profile
- 28 years of experience owning an I T business with a strong track record of delivering great business results for my customers and strong customer satisfaction record.
- Proven ability to transition business focus as technology shifts have occurred over the past 28 years
- Airline Transport Pilot
- Certified Flight Instructor
- Single & Multi Engine, Instrument Airplane
- 2,172 Total Time
- 2,052 Pilot –in-Command
- 1,700 Cross Country
- 1,093 Complex
- 288 Night
- 121 Actual Instrument
- 214 Multi Engine
-

PROFESSIONAL EXPERIENCE

I T Systems Group **– July 1985- through Present**

President /CEO Farmingdale, NY

As a President/CEO of I T Systems Group I am responsible for the profitability and business direction of my company. Building a staff of sales/marketing/HR/and Technical delivery/management to provide Information Technology solutions to a customer base in the Mid-Market and Small Business area throughout the East Region of the United States. Customer portfolio over the 28 years have included global deployments of technology solutions and supporting staff of 30 plus technology resources. A key part of my role is building partnerships within the Technology Industry to align with my business to develop solutions that allow our customers to grow revenue and reduce costs for management of I T.

The following references are for pilot experience that I have accomplished over the past 20 plus years. As I developed opportunities to increase my skills as a pilot these are some of those efforts outlined below.

Pilot Experience

<u>United Express –</u> **September 2013 – Present**

Second in Command aviation pilot

<u>**Sundance Aviation -**</u> May 2010- September 2013

<u>Support Pilot</u> **Republic Airport, Farmingdale, NY**

In cases where there was an opportunity for me to fly empty leg flights I was pilot in command. When passengers were present I participated in a pilot observation mode only. The plane types that were involved in these instances where Baron B58 and Gulfstream Turbo Commander twin engine.

Private Airways, LLC **May – 1990 –September 1993**
<u>Support Pilot</u> Long Island Mac Arthur Airport, NY

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Pilot Experience

(continued)

In cases where there was an opportunity for me to fly empty leg flights I was pilot in command. When passengers were present I participated in a pilot observation mode only. The plane types that were involved in this instance was a Cessna 340A twin Engine pressurized.

Freelance Flight Instructor **December -2011 – Present**
Long Island Aviators, Academy of Aviation, and Empire Flight Academy at Farmingdale. Gace Flying Club at Long Island Mac Arthur Airport, NY

Over the past year I have been training both single engine and multiengine students. A majority of my instruction has been with instrument training. Classes taught include Instrument Group School, preparing students to take Instrument Airplane Knowledge Test.

Medical Class I

Airline Transport Pilot, Multi-Engine Land

Pilot Credentials

CFI – Single & Multi Engine, Instrument Airplane

Certified Group Instructor, Advanced & Instrument

EDUCATION

Master of Science, Electrical Engineering

SUNY Stony Brook

Stony Brook, NY

Bachelor of Engineering, Electrical Engineering & Computer Science

SUNY Stony Brook

Stony Brook, NY

TRAINING

Completed Cirrus Transition Courses

SR20/SR22Turbo/VFR/IFR/Avidyne/Perspective

PERSONAL

INTERESTS

Flying, Music, Golf

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Ann Gorr:

Ann Gorr is recognized on a national and regional level as trusted adviser and legal technology subject matter expert. With over 25 years as a consulting professional, her expertise is derived from her focused interaction with law firms ranging from the sole practitioner to some the largest law firms on both the national and international level. Another area of expertise includes working with Corporate Legal Departments to help them develop a technology roadmap that satisfies their unique requirements within their Fortune 500 business arenas. During her professional career, Ann has served in a wide variety of roles including Business Development and Client Solutions Executive, Business Solutions Analyst, Continuing Legal Education Speaker/Presenter/Author, Project Manager, Sales Support Engineer, Marketing Development and Delivery Coordinator, E-Filing Subject Matter Expert, Applications Support Specialist, Applications Trainer, and Documentation Specialist.

Ann's forte is in identifying and designing innovative business solutions addressing the technology needs of law firm and corporate legal clients. She interacts with in-house personnel ranging from the CEO/CTO/CIO, Senior Partner/General Counsel to Administrative Assistants and IT Departments and helps them identify areas for streamlining and improving internal business flows and implementing technology solutions. As a Business Analyst, Ann is called upon to assist with the collection of key client data and processes necessary to defining the organization's legal technology roadmap. With her extensive knowledge of law firm and corporate legal department processes combined with her professional experiences as a Business Analyst, Ann oversees the business requirements phase of projects by meeting with stakeholders, gathering pertinent information relating to current internal processes and documenting the results in a professionally prepared business requirements document which clearly outlines the project definition, scope, and implementation plans. A key strength that Ann possesses is her innate ability to bring focus, collaboration and adoption of new technology strategies and implementations throughout an entire organization. Her unique interpersonal and problem-solving skills assist in ensuring an environment of success and achievement for her client's projects.

Another primary role that she plays is in building and maintaining relationships within the legal community as well as with business partners/vendors who can provide assistance with legal-specific business and technology solutions. Ann's in-depth understanding of the needs of the legal community as well as her keen ability to help clients strategize and then develop and translate rollout plans makes her a great asset to both technology partners and clients.

Additionally, Ann is often requested by legal professional associations to serve as a presenter on wide variety of technology topics pertinent to the legal industry and frequently authors articles for publication in professional trade journals. She regularly interacts and connects with the Association of Legal Administration Chapters in New Jersey, Philadelphia and on a Regional and National level as well as with the NJCCA and NJSBA and supports their various programs and endeavors.

Ann Gorr LLC is a professional services consulting firm based out of Central New Jersey. As an independent consultant and trusted advisor, Ann continues to focus her time on serving and building relationships with clients and business partners throughout the Northeast and Mid-Atlantic regions.

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Appendix E

Presents

AP101 – Intro to Animation Production

Course Syllabus

Revision Date: 01/20/2014

Course Title:

Intro to Animation Production

Course Number:

AP101

Instructors: William Vaughan and Dave School Instructors

William Vaughan is an award-winning artist, writer, director, and is currently the Academic Director at the Digital Animation and Visual Effects School at Universal Studios in Florida. He has created thousands of original computer-generated characters, including Tofu the Vegan Zombie. William has trained thousands of cg artists throughout the world and authored more than 300 tutorials and instructional videos. He has been published by every major cg magazine, contributed to 18 books, has written and directed several award-winning films, and has created digital art for many top studios, including Nickelodeon and Pixar Animation Studios.

Roger Borelli has over 25 years' experience in the Motion Picture Industry. He started in Makeup Effects in 1987 and worked with Stan Winston and Rick Baker, and while at Rick's he worked on 2 films that won the Academy Award for Best Makeup (The Nutty Professor and Men in Black). Roger left Makeup Effects went into the CG/Digital Sculpting world. Roger has experience from many top studios doing CG for films, CG Movies, CG TV Series, Commercials, and Games, that include Disney, DreamWorks, Warner Bros, Cartoon Network, Digital Domain, and Microsoft.

Matt Killian is an award winning artist and director boasting 15 years of diverse experience in live action, visual effects, and feature animation. An animator by trade, Matt has traversed the professional landscape at such world renowned studios as Sony Pictures Imageworks, and Digital Domain. Currently the animation instructor at the Digital Animation and Visual Effect School at Universal Orlando, Matt also remains a working professional in the industry, providing his students with a unique and invaluable perspective.

Daniel L Smith is an award winning teacher and vfx supervisor with over 20 years of experience. Daniel was one of the very first compositors to be trained by Digital Domain for NUKE when it was first sold as a commercial product in 2004. His compositing film credits include Harry Potter, Judge Dredd, and SpyKids 3D. He is also an expert on stereography and an award winning director for his short films. He has also been involved with stereoscopic filmmaking for over a decade. Daniel has designed all aspects of the stereoscopic experience for many special venue films and worked on several ground breaking projects for Busch Gardens and Radio City Music Hall. With his attention towards education he is also a visual effects instructor and NUKE expert for the Digital Animation and Effects School in Orlando, FL. An

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enthusiastic teacher that pushes for strong, but effective strategies that brings shots to completion. Daniel has personally trained hundreds of students that now have successful careers in the industry.

Tom Bremer started his artistic career more than 10 years ago as a hobby, and quickly realized his potential. After moving to Los Angeles in 2007, he has worked with many studios including Rhythm and Hues, Disney, Motion Theory, and Zoic Studios, where, for his work on CSI: Crime Scene Investigation, won a prime time Emmy award for outstanding visual effects. He has also won multiple Telly awards for his work throughout the years.

Angel Gonzalez is currently the Dean of the video game program at the Digital Animation and Visual Effects School at Universal Studios in Florida. Angel has over 10 years' experience creating video games. Angel has had the pleasure of working with great intellectual properties such as Ghostbusters, The Walking Dead, Spy Hunter and Aeon Flux. He has worked with several of the top publishers like Microsoft, Activision and Atari. He has lead teams of animators and character artist all of whom have moved onto great careers in the industry with companies such as Naughty Dog, Blizzard, Bungie and Robot Entertainment to name a few.

Dave West has been a 3D artist for more than 22 years. He started his career in Hawaii and Oregon freelancing for ad agencies before moving to Los Angeles to work as a Character Animator at Foundation Imaging. While there he became the studio's Motion Capture Supervisor where he worked on feature films, music videos, video games and numerous animated television series. In 2000 Dave left for Florida to accept a teaching position at the Digital Animation and Visual Effects School. Since then he has instructed the modeling, animation and compositing courses. Always a lover of technology, Dave is currently the Program Director of 3D Printing.

Joshua Opel is a veteran game industry artist of 9 years and is currently a Game Instructor at the Digital Animation and Visual Effects School at Universal Studios in Florida. He's worked on many titles including Team Fortress 2 and Ghostbusters: The video game. His experience in the game industry has included creating environment art/vehicles and creating simulation models for dynamic destruction in video games.

Associate Instructor **Anthony Solitario** has worked on a variety of projects ranging from military simulation to building projection, as well as creating assets for movies. Originally from Massachusetts, he moved to Florida in 2009 to pursue a career in visual effects and 3d modeling. He is proficient in 3d modeling and sculpting in a variety of programs and is experienced with 3d printing.

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Contact Information:

Email: williamvaughan@daveschool.com

Phone: 407.224.3283

Class Hours: 8:00 am to 1:00 pm, Monday to Friday

Lab Hours: 2:00 pm to 7:00 pm, Monday to Friday

Course Dates: 04/14/14 through 04/18/14

Course Description:

Professional animation production is the virtualization of the same process used to create live-action films. After scripts are ready and designs are complete, an army of skilled artists are assembled and the project goes into production. In animation production the major steps are:

Modeling

Because nothing exists until we make it, artists must create every character, set, prop, vehicle, and effect.

Animation

Models are positioned before a virtual camera as planned by storyboard artists. The model's movements are programmed to create compelling performances.

Rendering

These performances are further enhanced by the addition of story appropriate colors, textures, and lighting as the final images are created. This phase of

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production can have many steps and many names, but we use "rendering" as a blanket term for the entire finishing process.

This introduction to animation production will provide a practical overview of the entire production process on a simplified scale. Students will build models, animate scenes, and render shots that become sequences.

Prerequisites:

None

Co-requisites:

None

Instructional Contact Hours:

25 Clock hours

Learning Objectives:

In this week long course introducing digital animation, our intention is to provide students with a brief but significant experience in each of the major disciplines in animation production. This way they will understand how each discipline works together in an animation production.

1. Students will learn to construct simple production-ready 3D models and to understand the importance of good polygon flow and polygon count.

2. Students will learn to create texture maps that give their models a professional polished look.

3. Students will animate 3d assets.

4. Students will light and render assets for final rendering.

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Instructional Materials and References:

Students will be provided a computer with current versions of animation production software. This includes modeling, texturing, and animation programs. It should be noted that the brand of software is immaterial and subject to change as different software become more or less popular in the industry. It is our intention to teach you the current version of the software packages most widely used by employers. At this point in time (February 2014) those programs are:

Maya Published by Auto Desk

Modo Published by The Foundry

Photoshop Published by Adobe

ZBrush Published by Pixologic

Textbooks:

- [digital] Modeling, by William Vaughan, New Riders Publishing (2012)

Instructional Methods:

Each class meets for 5 hours a day, Monday- Friday. Students will sit at their own lab computer.

For an average of 2 of the 5 hours, the instructor provides lectures that explain the concepts needed to understand and perform the lab assignments made in class each day.

The remaining 3 of the 5 hours are spent working on the lab assignment. During that time the instructors and their staff of teaching assistants work individually with the students, providing additional explanations or encouragement. It is expected that students will need additional time to work on their assignments. That work may be taken home or done on school equipment.

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Topical Outline:

Day 1   Program Orientation

Computer Policy and Log In

Introduction to Animation Production

Introduction to Computer Modeling Lecture

Project: Construct a digital model

Objective: By the end of the day, students will have been introduced to animation production and will generate their first 3D mesh.

Day 2   Day 01 Project deadline and review

Intermediate Computer Modeling Lecture

Project: Create an intermediate digital model

Objective: By the end of the day, you will have created an intermediate 3D mesh.

Day 3   Day 02 Project deadline and review

Introduction to the 12 Principles of Animation

Project: Animate a 3D Bouncing Ball.

Objective: By the end of the day, you will have a fully animated 3d ball.

Day 4   Day 03 Project deadline and review

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Introduction to Character Animation

Project: Using a pre-rigged character, you will animate a character delivering a line of dialog.

Objective: By the end of the day, you will have a completed character animation.

Day 5   Day 04 Project deadline and review

Lighting, Texturing and Rendering Lecture

Introduction to Animation Production Wrap-up Lecture

Project: Light, Texture and Render a provided scene.

Objective: By the end of the Day, your first scene will be finalized and rendered.

The instructor reserves the right to modify the curriculum and/or policies to meet technical needs or accommodate unforeseen events.

Required Materials:

Students are required to bring a notebook, and we would strongly recommend that each student have a digital audio recorder and a portable storage device to make backups of their work and to exchange files.

Textbooks:

The provided textbooks for this course are:

- [digital] Modeling, by William Vaughan, New Riders Publishing (2012)

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Grading:

There are daily assignments throughout the week that make up your final grade. These assignments are graded on a scale based upon a percentage of 100 points.

The following scale is how the course applies to a 100 point assignment:

100-90 = A   (Mastery of tools/techniques and close adherence to reference)

89-80 = B   (Solid Understanding of tools/techniques, attempt to match ref.)

79-70 = C   (Basic understanding of tools/techniques)

69-0   = F   (Unacceptable level of understanding of tools/techniques)

Each assignment will be graded for: Technical Execution, Artistic Execution, Following Instruction, How Closely the Student Model Matches the Reference Material, Etc.

Assignments that are turned in late will be awarded a grade of ZERO. In this industry there is no grace given when a deadline is missed. You can lose your job in the industry if you miss a deadline, so this class reflects that policy.

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Equipment inventory for Animation Program:

Orientation: Inverted

Custom Color: Custom Paint

Remote Controlled Multi-Colored LED

Corsair Air Series High Performance Fans - Red

ASUS Rampage IV Extreme Black Edition

ORIGIN FROSTBYTE 360 Sealed Liquid Cooling Systems

Overclocked Intel Extreme Core i7 4960X Hex-Core (4.4GHz - 4.8GHz)

1.3 Kilowatt EVGA Supernova 1300 G2

Quad 6GB NVIDIA GTX Titan Black

ORIGIN Professional Graphics Card Overclocking

64GB ORIGIN PC powered by HyperX 1866Mhz (8x8GB)

Genuine MS Windows 8.1 64-Bit Edition

LSI MegaRaid 9260-4i RAID Controller (Not compatible for boot drives over 2TB)

RAID 0: For better speed and performance (2 Identical OS Drives Required)

1TB SATA 6.0Gb/s, 7200RPM, 32MB Cache

1TB SATA 6.0Gb/s, 7200RPM, 32MB Cache

RAID 0: For better speed and performance (2 or more identical drives needed)

1TB SATA 6.0Gb/s, 7200RPM, 32MB Cache

1TB SATA 6.0Gb/s, 7200RPM, 32MB Cache

1TB Western Digital Velociraptor SATA 6.0Gb/s, 10,000RPM, 64MB Cache

1TB SATA 6.0Gb/s, 7200RPM, 32MB Cache

5 Bay Hot-Swap Cage

ASUS 24X CD/DVD Burner

ASUS 24X CD/DVD Burner

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Hard Drive Mounts

40-in-1 Media Card Reader

ASUS Xonar Essence STX

Onboard Network Port

Avermedia Live Gamer Portable

ORIGIN Wooden Crate Armor

1 Year Part Replacement and 45 Day Free Shipping Warranty with Lifetime Labor/24-7 Support

ORIGIN Recovery USB3.0 Flash Drive

No Part Upgrade Service

ORIGIN PC G8 T-Shirt XL

ORIGIN PC BlackWidow Ultimate

Razer Ourobourus

ORIGIN PC Goliathus Medium Speed

Acer 23" T232HL bmidz TouchScreen Monitor (Windows 8 Compatible)

Acer 23" T232HL bmidz TouchScreen Monitor (Windows 8 Compatible)

NVIDIA 3D Vision 2 Glasses Kit with IR Emitter

Astro A40 Audio System w/MixAmp

Microsoft Internet Explorer

Google Chrome

Mozilla Firefox

Cost per unit $13,000

Quantity 5 Units Total - $65,000

Software requirements for site license approximately $5,000

Qualtrics assessment tool $10,000