2017 Leadership Awards Nominees

How DMAX Improved Manufacturing Performance
Workforce Collaboration: 2017

By: Marcia Albers, Executive Director

McKenna Golf Tournament Scholarship

Technology First and the Robert V. McKenna Golf Tournament Committee collaborate annually to award scholarships to outstanding IT college students. We are pleased to announce this year’s winners!

The McKenna Memorial Golf Tournament that supports this scholarship is being held on Friday, June 23rd at Yankee Trace Golf Club. For more information, visit http://www.mckennagolf.org/.

Steven Chen
Cedarville University
IT Management
$1,000

Jason Demeter
University of Dayton
Computer Engineering
$1,500

Wallace Huggett
University of Dayton
MIS and Supply Chain Management
$1,000

Siara Wolf
University of Dayton
MIS
$1,000

We are pleased to announce a new addition to our Technology First Board of Directors. Mr. Timothy W. Ewart will join the other members of our board, effective April 27, 2017.

Tim Ewart is a Technical Director for the Air, Space and Cyberspace Directorate, Headquarters Air Force Materiel Command, Wright-Patterson Air Force Base, Ohio. In this capacity, Tim serves as the Chief Technology Officer for Materiel Command by directing cyber resiliency and integration efforts across the Command. He coordinates with various AFMC, Air Force and Department of Defense organizations to develop cybersecurity strategy for traditional information technology systems and weapon systems.

Tim began his Air Force civilian career designing aircraft before moving into positions involved with the assessment of Air Force aircraft combat survivability. Prior to his current position, Tim was responsible for the formation of a cybersecurity protection team for Air Force fighters and bombers aircraft.

We are honored to have Tim join the other distinguished members of our board and look forward to the experience he will bring, along with his contributions in strengthening our Technology First organization. The Technology First board of directors sets the strategic direction for the organization, creating member value as well as promoting the IT industry throughout the region. Critical to our trade association’s success, our board will certainly benefit from Tim’s participation.

Timothy Ewart Joins Board
Five Technology Trends in 2017

By: Bill Kracunas, Principal & Chris Wetmore, Director, Technology Strategy

With the new year upon us, organizations have several opportunities to enhance operations, improve efficiency and ultimately increase profitability through more effective technology planning and utilization. The following are five key trends that your business can monitor and leverage in 2017 to strengthen your organizational processes and support your sustained success.

1. THE MOVE TO DIGITAL

   The concept of digital will continue to be defined but ultimately comes down to four key capabilities: personalization, engagement, prediction and organizational agility. Implementing digital strategies to enable technologies to focus on an organization's three major stakeholders (customers, suppliers and employees) will be paramount in 2017.

   Of the three major stakeholders, expect the customer experience to be a core focus in 2017. Continued advances in customer personalization through customer relationship management (CRM) systems, marketing automation, big data, mobile and the internet of things are critical for businesses of all sizes to provide context based on customer preferences, order history and employee interactions. Businesses are quickly adopting these tools to increase value offered to their customers, and lower the barrier of doing business as a market advantage.

   Customization options in product mix are becoming increasingly important as well, as a way for businesses to differentiate their offerings from the competition.

2. AUTOMATION, AUTOMATION, AUTOMATION

   Process automation is an essential requirement to scale any business. More and more companies have adopted core enterprise resource planning (ERP) systems like NetSuite and Microsoft Dynamics to take full advantage of their information technology (IT) investments. To do this, they are maximizing the use of core, transactional systems, as well as integrating third-party solutions to improve process automation and increase full-time equivalent productivity.

   In addition, new technology entrants to the market are automating back-office processes such as accounts payable, account reconciliation, financial close management, travel and expense, and procurement, representing the next evolution after an ERP implementation. These solutions allow companies to increase accuracy, work smarter and do more with less.

3. MIDDLE MARKET BIG DATA

   Big data has been a buzz term in the IT world for some time now. Aggregated data from a number of different sources can provide visibility into patterns, trends and associations that are not obvious when looking at one set of data alone. This technology will continue to enable predictive analytics for increased insight into customers, employees and financials.

   The next generation of these software solutions is designed and licensed for smaller businesses, having perfected the approach with larger multinational enterprises. Web-based tools such as Microsoft PowerBI and HDInsight enable business leaders to visualize and add dimension to real data, providing the same benefits as offered to large enterprises.

4. INTERNET OF THINGS, VIRTUAL AND AUGMENTED REALITY

   More and more companies are using the internet of things to track behavior, with a focus on business processes, customer behavior and productivity. Expect organizations to further integrate technology into products and services to provide strategic differentiation.

   In addition, the blending of physical and virtual worlds is becoming more ubiquitous and more useful. Over the course of 2016, we saw the focus on the consumer, so it won’t be long before organizations adopt the technology as part of internal processes for design or training and ways to connect with the end consumer.

5. 5G INTERNET FURTHER ACCELERATES CLOUD AND MOBILITY DEMAND

   Wireless will make a giant leap this year with the introduction of next-generation internet delivery methods. Mobile carriers will start testing ultra-high-speed cellular technologies, while internet service providers that typically provide service over ground-based cables, as well as new providers, will start releasing wireless solutions. This improved connectivity and speed will enable users to become even more mobile and more dependent on the cloud.

   Businesses that embrace this shift can expect higher employee retention rates, better productivity, greater access to talent and ultimately a more innovative culture. The always-connected user will demand more cloud services as these are faster and more reliable than the traditional infrastructure and built for the mobile world.
In any organization, you can find many active, involved members. And then there are a few who are easily recognized as being true contributors to the organization's success. David Rotman falls into the latter category. Representing Cedarville University, he has contributed to the success and growth of Technology First. At the end of April, David officially retired from the Technology First Board of Directors. He also will retire from his position at Cedarville University at the end of May.

On behalf of the Technology First organization, we wish to thank David for his unselfish service over the past 6 years. His contributions to Technology First have been greatly appreciated. A note of gratitude needs to also be extended to Cedarville University for allowing David the time to dedicate to our organization. Cedarville University has maintained its membership with Technology First since April 2001.

David served many years on the events committee followed by several years as co-chair of the Ohio Information Security Conference (O-ISC), one of our most successful events, year-after-year. He was also a regular attendee and active participant in the CIO Council.

According to David, “The CIO Council has been an excellent resource for me. The discussions have been stimulating and the friendships have been encouraging. I also appreciate the focus of Technology First on highlighting the positive aspects of IT employment in the Dayton area. Many of Cedarville’s graduates, even those who came from other states, decide to seek jobs in the Dayton area because of the range of technology-based positions available locally and because the Dayton area is a great area for raising a family.”

David taught high school math for eleven years prior to accepting an IT position at Indiana University at South Bend (IUSB). He worked at IUSB for five years prior to coming to Cedarville University. He has been at Cedarville since the fall of 1984. David holds a bachelor’s degree in mathematics from Taylor University, a master’s degree in mathematics from Indiana University, and a Ph.D. in information systems from Nova Southeastern University.

When he retires at the end of May, David plans to spend more time with his grandchildren. David and his wife have lived in the Cedarville area since 1984. They have a daughter in West Chester, Ohio, a son in Westfield, Indiana, and three grandchildren: Ben (age 10), Elliana (age 7), and Preston (age 5 months). David stated, “I hope to maintain some professional activity after retirement, but I am not sure what form that will take.”

We wish David the best in his retirement. He has certainly earned it. His contributions to Technology First will be missed. Thank you for your service and enjoy your retirement David!
Technology First Leadership Awards Nominees

By: Marcia Albers, Executive Director

The Technology First Leadership Awards recognize the contributions of information technology students and professionals ensuring a vibrant Southwest Ohio IT community. Recognizing Individuals and Teams exemplifying Technology First Values: Creating a community to share knowledge, grow business, and build for the future.

Categories:

**Award of Excellence - Student Project**

An IT college student or team that exhibited excellence while delivering a capstone project.

And the Nominees are:

- University of Dayton/Afidence – Employee Feedback Mobile App
- Cedarville University/SIL International – Bible Story Producer App
- University of Dayton/Seeppex Inc - Online Product Manual Website
- Clark State Community College/US Army War College - Hostility Ideology Indicators Team
- University of Dayton/Family and Youth Initiative – Data Migration to Cloud

Past Winners:

- UD MIS/Mikesell's Intranet Project - 2016
- Clark State Community College - 2015
- Hanen Alkhafaji, PQ Systems – 2014

**Best IT Services Company**

An IT company that has increased its investment in the Dayton region through revenue, jobs, or capacity.

And the Nominees are:

- Smart Data Systems
- Lighthouse Technologies
- Sogeti
- Netdemics

Past Winners:

- Afidence - 2016
- Mafazo: Digital Solutions - 2015
- Lighthouse Technologies – 2014

**Emerging Technology Leader (New this year)**

An IT professional that has exhibited excellence and technical leadership within their organization.

And the Nominees are:

- Sam Bergman, Heidelberg Distributing
- James Keating, DataYard
- Nicole Podach, Taylor Communications

**Outstanding/Innovative Technology Team**

An IT department that has impacted the efficiency, productivity, and performance of their company.

And the Nominees are:

- Hobart Service - Business Intelligence Team
- University of Dayton eLearning Team
- SEEPEX IT Team
- Premier Health - Alaris IV Pump Implementation with Epic EMR
- University of Dayton - Enterprise IT - UDit

Past Winners:

- Speedway - Speedy Rewards Agile Project - 2016
- Hobart Service - 2015
- Lion Protects - 2014

**Innovative Tech Team - Past Winners:**

- Midmark Customer Tracking System Project - 2016
- University of Dayton Information Technologies - 2015 Academic
- Midmark - 2015 Enterprise

**IT Executive of the Year**

A senior level professional responsible for influencing progress and developing teams through leadership excellence.

And the Nominees are:

- Jill Campbell, Heidelberg Distributing
- Stacy Deere, Focal Point Solutions
- Andy Lehman, Kettering Health
- Hank Trimble, Greater Dayton Regional Transit Authority
- Tim Wells, Speedway
- Monique McGlinch, Midmark

Past Winners:

- John Huelsman, Director of IT, Hobart Service - 2016
- Mark Human, Booze Allen - 2015
- Steve Hangen, Mikesell's - 2014
- Tim Hull - 2014 Community Advocate

By: John Leger, Afidence IT Consultant

Server 2016 has great enhancements and new features, and you don't have to move to the cloud to have them. I remember when Server 2012 came out. Everyone was talking about how that version of Windows Server was going to push everyone to the cloud. It did not happen. Server 2016 is here, and it is still not happening. Microsoft is developing enhancements and features that are going to make you want to have your on-premise servers virtualized, if they are not already, and easier to manage.

Hyper-V Enhancements

Microsoft is including many enhancements for Hyper-V in Server 2016—too many to list in this brief article—but here are two that I am happy to see included in this latest version of Windows Server.

- **Hot Add of Memory & Network Adapters:**
  No longer will system admins need to shut down the virtual machine (VM) to increase or decrease the assigned memory and network adapters. You will be able to do it on the fly with no impact or downtime to the server or users that are working from data on that server.

- **Nested Virtual Machine:**
  You will be able to use a virtual machine as a Hyper-V host. You can make changes to your Hyper-V infrastructure without worrying about affecting your production network. This feature is great for anyone who likes to tinker and toy with creating a segregated network. Besides, if you need to have a test or development network, but don't have the infrastructure to invest in a new host, you will be able to do so now. You can just nest it.

Nano Server

I don't know about you, but I like to put my servers under as little strain as possible. On the topic of the Nano Server installation option with Server 2016, Microsoft confirms, “Nano Server is a remotely administered server operating system optimized for private clouds and datacenters. It is similar to Windows Server in Server Core mode, but significantly smaller, has no local logon capability, and only supports 64-bit applications, tools, and agents. It takes up far less disk space, sets up significantly faster, and requires far fewer updates and restarts than Windows Server. When it does restart, it restarts much faster” (“Getting Started with Nano Server,” 2016). So what does this mean? What are you going to do to put less strain on your server? According to Microsoft, the “Nano Server is ideal for a number of scenarios” listed below:

- As a “compute” host for Hyper-V virtual machines, either in clusters or not
- As a storage host for Scale-Out File Server, either in clusters or not
- As a DNS server
- As a web server running Internet Information Services (IIS)
- As a host for applications that are developed using cloud application patterns and run in a container or virtual machine guest operating system

These attributes allow improved efficiency and process orientation while eliminating much overhead in terms of disk space and memory usage. I am hoping that Microsoft adds more roles to the Nano Server functionality.

On-Premise Servers Still Play A Role…For Now

Microsoft is definitely encouraging the cloud with their mantra “mobile first, cloud first,” and no one can deny that is the direction the industry is headed. But for now, on-premise servers still play a role. Microsoft is improving their operating systems and giving system admins a few new and enhanced features that are going to improve productivity and efficiency.

What are you looking forward to in Server 2016? What feature is going to make your life as a system admin easier?

References

Upcoming Events

Register today at: www.technologyfirst.org

2017 Technology First Leadership Awards
Recognize the contributions of IT students and professionals ensuring a vibrant SW OH IT Community. Open to All business professionals.

Thursday, May 4th
4:00-6:00pm
UD Flight Deck

CIO Council Luncheon – Invitation only
Comprised of the company’s highest level IT executives to collaborate and share challenges and experiences within their organizations to ensure Dayton and SW Ohio are on the cutting edge of technology. If interested in attending, contact Marcia Albers at malbers@technologyfirst.org.

Waterfall vs. Agile method as it relates to Project Management & DevOps.
– Facilitated by: Pat Garland & CareSource Team
Thursday, May 18
11:30-1:00pm
Presidential Banquet Center

Data Analytics Special Interest Group
Open to professionals working in predictive/prescriptive analytics, business intelligence and database management for their company. The sessions offer a facilitated, collaborative discussion on a topic of interest to the group.

How the Internet of Things (IoT) will impact the customer experience, operational costs and new business models
– Presented by: Navaid Khan, CTO & Chief Architect supporting the Telecom Analytics vertical, Hitachi Insight Group
Friday, May 19th
8:30-10:00am
IO Data Center, 3366 S Tech Blvd, Miamisburg, OH 45342

Infrastructure Special Interest Group
Vendor-free forum and facilitated discussion where fellow IT managers and staff can share their experiences, questions, concerns, and resolutions to common business and technical situations within information technology.

How the Internet of Things (IoT) will impact the customer experience, operational costs and new business models
– Presented by: Navaid Khan, CTO & Chief Architect supporting the Telecom Analytics vertical, Hitachi Insight Group
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Women 4 Technology
In collaboration with PNC Women Connect Dayton and Lexis Nexis Women Connected, we are proud to announce our first partnership to unite women professionals for an incredibly inspirational presentation & networking event!

Building Inclusive and Collaborative Cultures
Wednesday, June 7th
2:00-5:00pm
Lexis Nexis Auditorium – Bldg. 4 | 9443 N Springboro Pike, Miamisburg, OH 45342

We’re Proud to Support Technology First
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Three Reasons to Consider Cloud-based Disaster Recovery Now

Contributed by Peak 10

IT directors know disaster recovery (DR) is important. They are aware of the costly issues of downtime and the damage disruption can cause to businesses. So why are there so many companies without a solid DR plan already in place?

The reasons vary, but among the most prevalent answers is that many organizations consider the chance of a disaster occurring to be minimal, and the process of developing, implementing and testing a DR plan to be costly and time-consuming. The reality is that disasters can and do happen — whether as a result of a natural disaster or human error. And, DR planning doesn’t have to be time- or cost-prohibitive, especially if you make cloud-based DR part of your overall plan.

Here are three reasons to include a cloud-based DR solution in your DR plan — and a specific cloud-based DR solution to consider.


Unlike traditional DR solutions, a cloud-based DR solution doesn’t require you to build a new physical site or to repair an existing solution. Instead, production systems and data are continuously replicated in the cloud with only minor or no adjustments to your existing environment. There are significant savings right there.

In addition, the location of a disaster becomes immaterial with cloud-based DR because the cloud is everywhere. Even if a disaster covers a large geographic region, most cloud services providers’ data centers — which provide the foundation for their cloud-based DR solutions — are spread out enough to be beyond reach.

You’ll want to seek out a cloud-based DR solution from a cloud services provider who can supply replication bandwidth of 5 Mbps or better. This will ensure that you continue to enjoy optimum computing performance as well as peace of mind. Your cloud services provider will work with you to provision enough cloud resources to replicate, test and fail over your entire production environment, typically within minutes of an identified incident.

Expertise at Your Service

Numerous studies and polls have noted lack of skills, time and money as deterrents for many companies when it comes to creating, implementing and testing DR plans. It’s not a reflection on these organizations’ IT staffs. Companies intentionally hire people to help support and grow their businesses rather than to become experts in DR.

Cloud services providers who specialize in DR do have DR experts on staff. If they can’t deliver on that expertise, they won’t stay in business. Their DR specialists are trained in all aspects of DR design, preparation, testing and execution. And, they are available 24/7/365 to run middle-of-the-night failover tests and to efficiently respond to any actual incident.

Look for a cloud services provider who also offers automated site monitoring and traffic redirection of all resources needed to switch to the recovery site during a crisis. The provider should also provide dependable follow-through on all details of the recovery plan, such as DNS updates and system configuration adjustments.

Yet another area with DR expertise comes into play is testing. Designing a test plan, then conducting the tests until they are satisfactory, is not a job for the inexperienced. However, cloud services providers who offer cloud-based DR solutions are well versed in the testing processes and can both collaborate on the test plan and execute the bulk of the testing. The fact that the DR solution is

(continued on page 9)
cloud-based makes the test that much more realistic and less intrusive. Your cloud services provider doesn’t have to access your in-house resources, which could be unavailable in an actual disaster.

**Compliance**

It seems that many organizations are increasingly subject to regulations that require DR plans, documentation, incident reporting and even compliance audits. If your organization is among them, only consider cloud services providers who have built their cloud-based recovery solutions on infrastructure that has been assessed for compliance with a number of regulatory requirements and industry standards. While your company is ultimately responsible for meeting its own compliance requirements, you can often leverage many of the technical and security controls built into a cloud services provider’s infrastructure to help ease your burden. Some cloud services providers may also be willing to provide audit assistance and supply necessary documentation.

**The Recovery Cloud Option**

There are numerous cloud-based DR options on the market. The Peak 10 Recovery Cloud is one you should consider for a number of reasons, including the three considerations cited in this blog.

The Peak 10 Recovery Cloud provides a cost-effective, highly flexible Disaster Recovery as a Service (DRaaS) solution that ensures rapid recovery of mission-critical applications and data. It features continuous data protection (CDP) style replication to minimize data loss should a disaster occur.

Built on leading-edge technologies and combined with Peak 10’s expertise in cloud-based disaster recovery, the Peak 10 Recovery Cloud enables you to take advantage of the reduced costs associated with multi-tenancy while accessing the cloud resources to restore services in the event of an application or entire site failure quickly, securely and regardless of where your production environment is housed.

**Among the benefits:**

- Continuous data protection (CDP) versus scheduled replication happening a few times a day, resulting in less data loss in the event of a failure
- Rapid recovery times and industry-leading RPO/RTO to meet strict business requirements
- Flexibility to fit most virtual environments without requiring re-architecture
- HIPAA and PCI compliant (and Peak 10’s on-staff compliance officer can provide additional compliance expertise and assistance)
- An experienced team of disaster recovery services specialists available 24/7/365 to monitor data replication or to execute testing and actual recovery processes

There’s also the fact that Peak 10 was listed in Gartner’s 2015 Disaster Recovery as a Service (DRaaS) Magic Quadrant, North America, which presents the competitive positioning of service providers in specific high-growth technology markets — in this case, DRaaS. Peak 10 was also the first provider in the Americas to achieve the Cisco Powered Disaster Recovery as a Service (DRaaS) designation under the Cisco Cloud and Managed Services Advanced Certification. This certification recognizes Peak 10 as a provider with the capability to sell and deliver cloud and managed services for companies needing to accelerate time to market and time to revenue.

If you’ve been holding off on putting a DR plan in place, now is the time to take action. Including a cloud-based DR solution can make it easier on your budget and on your staff — and making that solution the Peak 10 Recovery Cloud can offer you even more benefits.
How DMAX Improved Manufacturing Performance and Reliability

DMAX was experiencing performance and reliability issues with its Oracle RAC environment running under the Windows operating system. One of our Technology First Annual Partners, CommitDBA recommended and installed Oracle Unbreakable Linux 7 in a 2 node RAC cluster for DMAX. EMC Extreme I/O is being used for the storage, coupled with, Oracle ASM. Oracle 12c Enterprise was the chosen RDBMS.

DMAX migrated from a Windows-based platform to Linux. A total of 1.5TB of data was migrated using export data pump into the new hardware and the Oracle RDBMS environment. During the export and import, the parallel feature was utilized. In addition, CommitDBA parallelized the sftp of the data pump output files to the new Linux servers. This allowed for minimal downtime.

There are a number of different applications that connect into this database. To prevent touching each application server or client confirmation, CommitDBA updated DNS aliases to point to the new RAC scan name. Testing proved successful and performance was significantly improved over the previous solution that was being used. The next step is to stand-up a new Oracle Data Guard/standby environment over the next few weeks.

According to Dwayne Hopkins, DMAX IT Director, “We look forward to the improved performance and reliability of our Oracle/Linux IT environment. It will allow DMAX to meet the increasing demand of production for our Duramax Diesel engines.”

DMAX is a manufacturer of diesel engines for trucks. DMAX, originally announced in December 1998, is a joint venture between and operated by General Motors and Isuzu. The company’s Duramax V8 engine has been extremely successful for General Motors.

CommitDBA is a business unit of Ross Group Inc, dedicated to providing enterprise database services and industry best practices to data centric organizations. CommitDBA helps to manage and support over 500 Terabytes of data for clients throughout North America, Canada and Europe. Specializing in Oracle, SQL Server and MySQL technology stacks, CommitDBA meets the ever-evolving and increasingly complex industry environments with a number of diverse solutions tailored to meet all database service requests.
Women 4 Technology in collaboration with PNC Women Connect Dayton and Lexis Nexis Women Connect are proud to announce our first partnership to unite women professionals for an incredibly inspirational presentation and networking event!

Wednesday, June 7th
2:00-5:00pm
Lexis Nexis Auditorium – Bldg. 4
9443 N Springboro Pike, Miamisburg, OH 45342

Ben Callahan is President of Sparkbox, Founder of the Build Right workshop series, and an author and speaker with a focus on building more flexible teams capable of building a more flexible web.

Building Inclusive and Collaborative Cultures
Presented by: Ben Callahan

Tech Forum: Digital Transformation Strategies by AT&T and Microsoft

Thanks to Treg Gilstorf, Senior Director IT, Yaskawa Motoman Robotics, for facilitating this very informative exchange with Hugh Arif, Director Strategy & Innovation, AT&T Global Business–Enterprise Solutions and Geoff Pearson, Solutions Specialist, Dynamics 365 at Microsoft on April 20th.
The foundation of a strong, emotional connection stems from being able to relate to a certain subject. This same principle can be used for making an emotional connection with users on a website. To create a more personal user experience, web designers can use specific design components to engage emotional connections. These components should be refined specifically to the type of brand and their target audience. These components typically consist of imagery, colors, and tone of voice.

**Imagery**

During an initial first glance, users will quickly decide if a website is visually appealing. Websites with large photo banners can quickly engage a user. In order to ensure that this first encounter is a positive one, brands need to use images that are relatable to their users. People feel more empathic during face-to-face interactions and this applies to photos as well. Users are drawn to faces and connect more when they are able to recognize themselves within a photo, creating an emotional connection.

**Colors**

Colors play into emotions psychologically and play an important role in setting the tone for a website. Picking the appropriate colors for a website can help elicit a desired response from users. For instance, colors like red and yellow can make users feel anxious or in a hurry and they wouldn’t be suitable colors for a site whose target is to draw users to read content. Blues and greens seem to be a safe bet when appealing to users globally, but even shades of these colors has specific notions tied to them. For example, light and dark blue are considered calming, but dark blue is also a good color to showcase strength and security. Keeping in mind the specific emotional connections users have with colors will help you design a site that better connects more with your target users.

**Tone of voice**

Words deliver a message, but tone of voice dictates how that message is received. The simple wording of a header title can form the personality of a website. What tone of voice should a brand’s website communicate to users—professional, empathetic, comedic? The answer should be directly related to what the users are coming to the site for.

**Emotional Web Design in Action**

Recently, the design team at Segue Technologies has been working on a new project for a company called [https://www.caringvillage.com/](https://www.caringvillage.com/), which is a new, wholly owned subsidiary of [http://www.seguetech.com/](http://www.seguetech.com/). The Caring Village brand aims to make it easier for caregivers to communicate, collaborate, and coordinate care for their loved one. The website is a collection of resources (including articles and product reviews), while the app is a communication tool that connects family members and friends caring for a loved one. In building the Caring Village website from the ground up, we started with colors and branding, which flowed into the design of the website and apps. Knowing that this is already an emotional subject, our goal as a team has been to put a lot of effort into gaining user connections and maintaining user’s trust by focusing on the website’s imagery, colors, and tone of voice. Here’s how these elements came into play for Caring Village.

(continued on page 13)
Imagery
Throughout caringvillage.com, we use large photo banners with people who emulate our users. This is especially important for the article pages because we want users to value and trust the information we are giving them. By showcasing photos that are relatable, we hope to grasp user’s empathy and personally connect with them. We want the imagery to show that we understand, we care, and we are here to help.

Color
The colors chosen for Caring Village are green, blue, and purple.
• Green: symbolizes health, new beginnings, and wealth. Green is the easiest on the eyes and should be used to relax and create balance in a design. It is a great color to use if a company wants to depict growth and security, or to inspire possibility.
• Blue: evokes feelings of calmness and spirituality as well as security and trust. Seeing the color blue causes the body to create chemicals that are calming. Light blues give a more relaxing, friendly feel.
• Purple: associated with creativity, royalty, and wealth. Purple is often used to soothe or calm a viewer.

Tone of Voice
We wanted Caring Village’s tone to sound empathetic, knowledgeable, encouraging, and innovative. Some of the information on the Caring Village site discusses subjects that can be very sensitive to people who are caring for a sick loved one. In writing our content, we try hard to maintain a tone of voice that expresses to our users that we understand and value their needs.
At the end of the day our main goal is to make a connection between the user and the website. When taking into consideration images, colors, and tone of voice on a website, always put the users first.
Technology First would like to thank and recognize its Board of Directors. They provide input into the strategic direction of the organization and actively lead working committees that drive our programs and services.
Technology First | May 2017

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Sinclair Cyber Technology Center at Austin Landing
10100 Innovation Dr., Suite 310

workforce.sinclair.edu

GIGALYTE
TOP 5 WAYS to Improve Website Effectiveness!

1. **Content Relevance**
   Directly address the pain points of your target prospects by communicating the value you can bring to provide relief.

2. **User Experience**
   Complete usability testing to reveal less than user-friendly functionality – when visitors cannot find the information they seek, they look elsewhere.

3. **Mobile Friendly**
   Maintain accessibility regardless of the device used or the location of the visitor.

4. **Ease of Conversion**
   Provide a clear path to the next steps in reaching your business to deliver promised information and encourage personal contact.

5. **Get Results**
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