Four Virtues of Virtual Project Management

High Altitude Teamwork and Collaboration for IT
Putting Technology First

By: Paul Moorman

At a Technology First event several months ago, a speaker referred to millennials as “technology savvy”, and that phrase perked up my ears. According to the Cambridge Business English Dictionary, it means “knowing a lot about modern technology, especially computers”. How can our younger generation be that knowledgeable when after forty years in technology I feel I’ve barely scratched the surface, often stating that “the more I know, the more I know I don’t know”?

Sure, these young folks have been pulling out a smartphone for over a decade, can “type” with their thumbs at numbing speed and carry on several “conversations” simultaneously, but I have a computer science degree, written my share of computer code, configured networks and implemented enterprise-wide systems, and yet I’m made to feel these youngsters have passed me by. Using a few apps doesn’t make one a tech genius. So, what does this “technology savvy” phrase really trying to say?

My take is that millennials look first for a technology solution. Need a reservation? There’s an app for that? How far did I run? Buy a device for that. Find a new car? There’s a website for that. This generation realizes that technology connects them to the world at a pace and reach that pure human interaction can’t match and their first choice is a technology solution. They will turn to interacting with people as an unwelcome second choice. It’s not hard to imagine a not-too-distant future when they change from thinking technology first to technology only. Is your business ready for that? Is everything you advertise, sell and service available via multiple technology platforms? If not, you better get there quick.

Recent personal events have made me realize this is more than a generational change. I had to make tax withholding changes and simply went online to change my federal deductions. Moving on to the state withholding, I found out I had to send in a signed form for humans to process, causing my eyes to roll back in my head and my chest to let an exasperated sigh. I expected this wasn’t going to be a smooth experience, and unfortunately it wasn’t. I trusted, rightfully so, that the technology solution would work better than a fellow human being. A few weeks later I was contemplating canceling my satellite radio subscription, only to find out that I couldn’t do it online, I would have to call and talk to one of those humans in charge of changing my mind. How dare they make me? Another emotional outburst ensued as an efficient technology solution wasn’t offered, and then I realized that I’m really no different than the millennial generation, I’m just a bit behind them.

Except the thumbs. There’s no hope for my thumbs.
A Big Thank You to Rosanne Schutzman (CIO, Wright Patt Credit Union) for facilitating problem-solving discussion surrounding IT Talent Attraction and Retention Strategies for Dayton and southwest Ohio amongst IT industry leaders and many community leaders representing the Dayton Development Coalition, Montgomery County and the City of Dayton.

Women 4 Technology

Technology First’s Women 4 Technology group met at the Aileron Campus on September 7th. Thanks to Diana Tullio for securing the Aileron facility and Monique McGlinch for reaching out to her connection Dr. Julia Bowlin to present “From Surviving to Thriving: Banish Burnout! Smash Your To Do List! and Win Back Your Weekends!” Thanks also to Midmark for sponsoring this event!
INTRODUCTION

It is commonly accepted that group focus, sharing talents, and experiencing the energy of common goals cannot be replicated in a virtual world. Many are afraid that cyber meetings will remove much of the synergy people experience when developing and working as a team. Have you resisted the virtual model of project management?

Virtual project management is becoming more prevalent and more necessary as the physical work environment expands in the global village where we live and work. It is no longer possible to gather stakeholders into a room with chairs, tables, coffee and a multi-media projector. They must be gathered from long distance into a “virtual room” with limited audio and restricted visual connections. To many people, this seems like a poor substitute for in-person meetings.

After 25 years of IT experience, and working as a Project Manager dealing with global acquisitions and divestitures of multi-national companies, I’ve grown to love and appreciate the benefits of virtual project management and I believe you will, too. I’ve discovered four advantages of meeting in a virtual environment that go beyond saving travel time and money.

THE FOUR VIRTUES

1) THE VIRTUE OF MUTED SENSORY AWARENESS

You have probably heard that a large percentage of communication is non-verbal. So how can you possibly eliminate all that non-verbal communication and call it a virtue? Think about the objectives of an IT project. Do you want the project to be influenced by nonverbal cues such as style of dress, scent, appearance or body language? The subtle element in nonverbal communication can be much too subjective in its effect on the members of the project team. Objectivity and outcome are best achieved when communication is “channeled” and limited to voice only. The playing field is essentially leveled. “Charm” and “powerful presence” don’t make any points! Rolling eyes and shrugging shoulders can’t influence discussion.

(continued on page 5)
Even when a team is geographically close, the project manager should consider meeting virtually to eliminate the distractions of physical proximity. Clear, concise communication is best achieved voice-to-voice and through the written word on computer monitors for all to read and respond to as a team. An added benefit is that there is a written and/or audio recording of the meeting for later reference and clarification.

2) THE VIRTUE OF EFFICIENT TIME USE

Saving travel time and costs is often the reason virtual projects are considered. What company doesn’t want to save valuable resources? But there are other efficiencies gained by going virtual. How many hour-long on-site project meetings does one attend only to give a 5-minute update, and then sit through the rest of the meeting waiting for an occasional conversation that may be relevant? In a virtual meeting, you can do other work at your desk while participating in the meeting. I know this can be a "scary" thought to a project manager, but it is just a matter of accepting the fact that people want to (and should) use their time productively. Don’t take it personally, but chances are the on-site project team members are doing the same thing in the meeting room on their mobile phones.

3) THE VIRTUE OF THINKING ON YOUR FEET

I am good at thinking on my feet – literally! Some of my most creative thoughts come when I am walking around (pacing, actually) and I can only do this if I am virtual. Being virtual and having a wireless headset allows one to stand up, stretch, get a cup of coffee, all without disturbing anyone. This is hardly possible in a meeting room full of people without being disruptive.

4) THE VIRTUE OF USING YOUR CUSTOMIZED ENVIRONMENT

At my desk, I have everything just the way I want it. All my programs are open and spread across multiple screens. My mouse and keyboard are perfectly positioned to quickly provide important information and record conversations. Even my chair and desk is set up for my best work. Why would I want to hinder myself by moving to a meeting room? At my desk, I can ping someone to answer a question that was asked that would otherwise have to wait until another time. I can quickly access that older spreadsheet that was referenced. I have everything I need at my fingertips. This kind of efficiency isn’t possible in a meeting room of co-workers.

EMBRACING THE VIRTUAL MODEL

You need to consider virtual project management for your organization. Once implemented, I believe you will find it an indispensable methodology for the company toolbox. So, until the "rise of the machines" (which will give us a whole new reason to go virtual), you should consider the virtues of virtual project management.
Choose to See Data Governance Differently  
By: Scot Ganow, Privacy and Data Security Group, Taft Law

I have been working in privacy for about 15 years now. I like to say, “I was in privacy before it was cool.” These days it seems every attorney is specializing in privacy, security, cybersecurity—you name it. In the end, all of this is good. The more eyes we have on the prize, the better off we all will be. Indeed, privacy and security is everyone’s business. When it comes to keeping the increasingly interconnected business ecosystem healthy, it takes all of us working to increase awareness and empower our employees, companies, clients, and yes, even our competitors, to be better stewards of information in the era of the data breach. So, with that in mind, I encourage you to see data governance compliance a little differently than you may have before.

Here are but a few ways doing so can improve your business and that of your clients.

1. **Stop seeing data governance as optional.**
   Too many companies say they will implement a plan to responsibly and compliantly govern their data use when there is free time or room in the budget. Such companies view data governance as a “nice to have” item as opposed to a requirement for doing business today. Data is as essential to your daily business operations as staff, electricity and office space. You would never leave those things out of the budget, so why do so with data? When a company fails to invest time to understand its data and requirements to keep it secure, the company puts its very existence at risk as much as with an employee strike or building fire. Data breaches, lawsuits, enforcement actions, and loss of customer confidence all impact the bottom line. Is your company big enough to take that risk?

2. **Start seeing data governance as an opportunity to better understand your business.**
   I like to describe data as water running through a home. Like water, data will go anywhere it can find a path or is allowed to go. And, like water, data can unpleasantly surprise you when you discover where it should not be, such as through a ransomware attack or breach. When I work with clients in developing their governance programs, I always start with the basics, which includes a data inventory, classification, and mapping exercise. While this is designed to set the foundation for any governance program, the effort unfailingly provides unanticipated benefits and numerous “a-ha” moments shared between company stakeholders as they come to understand how their company uses data. These moments spin off discussions not just about the compliance, but the business opportunities in using such data and in new ways to serve clients and beat the competition. Understanding your data means understanding your business.

3. **Start seeing data governance as an opportunity to add value to your client relationships.**
   You don’t have to be a privacy attorney, a CIPP, or a CISSP to provide additional value to your clients in sharing information and increasing awareness of compliance requirements or emerging security risks. (Of course, it definitely helps.) The reality of working in this space is that it is impossible to know everything. Just pick up a paper and you can see the latest “zero day” attack that has taken out another company. Clients are always looking for added value in their relationships. The best way you can do this is by showing them they are not inviting trouble by sharing their data with you. Show them you take privacy and security seriously by walking the walk, and then talking the talk. If you have already implemented your own data governance plan, you have the benefit of real world experience in policy, procedures and implementation. Share that experience. You may be the only one doing so. Why not distinguish your business from the competition by providing such clients that little extra?

And if you don’t buy any of this, then just do it because of money. First, think of the money you will save from more effective systems and lower costs of data administration, lowered risk of law suits and enforcement actions, and from retaining clients when you have a data breach. Or, think of the money you can make because taking the time to understand and manage your data unfailingly leads to exciting new ways to add value to your client relationships and possibly even new products and services. The choice is yours.
**Upcoming Events**

Register today at: www.technologyfirst.org

**CIO Council Luncheon – Invitation only**

**IT Annual Planning / Strategic Planning**  
Facilitated by: John Huelsman, Hobart Service

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

**Thursday, October 12**  
**11:30-1:00pm**  
**Presidential Banquet Center**

**Data Analytics Special Interest Group**

**Text Analytics**  
Facilitated by: Anthony Stricker, a Teradata Consultant

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.

**Friday, October 6th**  
**8:30-10:00am**  
**Business Solutions Center**  
**1435 Cincinnati Street, Suite 300**  
**Dayton, Ohio 45417**

**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.

- xxxxxxxxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Improving Manufacturing Operations with Wireless Technology

By: Jacobi Zakrzewski, Manager, RSM

Wireless technology is one of the fastest-growing platforms in manufacturing, distribution, warehousing, and consumer and industrial products. According to the 2016 RSM Manufacturing Monitor, 38 percent of U.S. manufacturers are planning major wireless technology initiatives; 66 percent have already implemented mobile technologies. A fundamental key to the success of these initiatives is the alignment of the wireless infrastructure with a particular business need.

Using wireless technology for common business processes

A technology solution implemented without properly defined objectives, scope and maintenance responsibilities is a project without a strategy. Before bringing a wireless solution into an organization, management should identify what problems it needs to address and the goals it wants to achieve. Only then can the search for the appropriate technology begin.

Following are some of the areas where wireless technology can be considered and, once implemented, can help improve overall operations, inventory management, information access and other concerns:

Automating manual processes

Many businesses are using robots and other machines to automate manual processes via wireless networks.1 But the setup and configuration of the wireless network involves a significant amount of work. If the robot goes too far out of range or has lost its direction, for example, it can no longer be part of the wireless process. If the wireless has any dead spots or failures, the automation is interrupted and must be remediated. While this solution may be a large upfront expenditure and more expensive than manual labor, the returns on such an investment include a significant reduction in risk due to injury or human error.

Mobile printing

In a wireless environment, mobile printers can reduce walking time to a stationary printer, remove the limitation of having to place a printer in a particular spot and eliminate wiring costs. Industrial-grade, wireless printers are made to be durable, portable and easily maintained. However, even the best mobile printer is of no value without a reliable wireless network to transport the data that tells the printer what to print.

Product location tracking

Radio-frequency identification (RFID) can provide more accurate location services and tracking than a manual barcode scan, which allows only for a point-in-time reference regarding when the item was scanned. With barcodes, if the item moves, it has to be scanned again for a status update. RFID, on the other hand, is often utilized as a constant, real-time location services platform that removes the manual process.

RFID tags are attached to assets that emit signals to wireless access points placed throughout a defined area. Coupled with a back-end database to correlate the unique RFID tag, management can easily access asset properties such as make, model, quantity, weight and the like in order to track and locate inventory.

Implementing an RFID platform can be a fairly costly upfront expenditure that will pay for itself over time by decreasing manual work, improving data visibility and enhancing production planning. In addition, warehouse operations can access accurate, real-time information and locate products quickly.

Equipment maintenance

The machines that drive production are often complex, with many moving parts, configurations and maintenance routines. Using wired or fiber optic links to devices can be costly and, for equipment that must be moved, it can be challenging to maintain a connection. A wireless solution can help decrease downtime, enhance quality and safety, and provided easier access to enterprise-wide data.

Going paperless

Manual paper processes such as checklists and inventory reports can be transferred to a digital format that can be backed up, secured and centralized. Where appropriate, a small, handheld device with the proper functionality can provide standardized data that can be monitored and quantified for better overall reporting.

Managing expectations

Before purchasing wireless equipment, management needs to make sure all stakeholders are in agreement regarding the equipment and the expectations of performance, cost, security, reliability and management. Each major stakeholder might have a different idea of what the equipment is intended to accomplish, ranging from easy maintenance and process improvements to lower costs and access to data. The key is to begin conversations early in the process regarding these goals and the metrics used to measure progress toward them.

Assessing the site

A number of connectivity considerations need to be assessed before wireless systems can be installed. A site survey should be completed by specialists with heavy networking experience, as well as a business sponsor familiar with the business use case and processes involved in the proposed solution. Such a survey would look into:

- **Radio frequency:** Investigating the proposed area for broadcasting that could interfere with wireless waves.
- **Location and materials:** Because wireless waves can't flow through many materials, walls, beams, ceilings, floors, pipes, rafters, racks and machinery must be examined.
- **Open line of sight:** Unless there are obstacles that wireless waves can pierce, this is critical to keeping a connection wireless.

After establishing the static areas of the proposed wireless network, a site surveyor will also look at any moving pieces of factory equipment that would modify the radio frequency spectrum throughout the day. There may be some processes or shifts that operate machinery or equipment in different areas that should be considered. The wireless solution should be able to adapt to changes in equipment placement and adjust radio signals accordingly.

Frequency range is the silent killer of wireless solutions and can make or break the solution. Missing coverage means devices could lose their connection, but too much coverage causes devices to end up in disarray. Choosing the right frequencies for specific devices, areas and channels is paramount.

(continued on page 9)
Performance
Any wireless solution likely involves a business application such as an enterprise resource planning system, asset inventory platform, warehouse management or production monitoring suite. The performance could be compromised by poor wireless connectivity, however, as some applications can be hypersensitive and will crash if for any reason the connectivity is dropped. Investigating bandwidth requirements on the network, peak application usage, number of devices and latency restrictions should be part of the initial project planning.

Security
The growth in wireless networks means that the number of devices connecting to corporate networks is increasing at a rapid rate, which can expose systems to security breaches and cyberattacks. Simply making the wireless network accessible through a password is not enough: By isolating production devices on a separate network from corporate networks, internet traffic, and phone and surveillance systems, companies can create an “island” approach to networking that limits the movement of traffic and devices between islands. By properly segmenting a network, companies can limit movement between networks to appropriate devices and block the movement of devices that are unnecessary or provide little value.

Choosing the right solution
After a proper system selection process that includes a site survey, stakeholder requirements, proof of concepts, and calculating total costs of ownership, companies can move forward with actual implementation of the solution. Depending on the scope of the project, putting the wireless infrastructure in place is typically a quick operation. Most of the time dedicated to implementation is spent on the line of business process configuration, quality assurance, reconfiguration and integrity testing.

Picking the actual wireless equipment to use involves many variables. The technology staff may want to put in familiar equipment that may not meet all the requirements for environmental conditions, radio frequency (RF) range, security or other capabilities. Picking the right solution for the job needs to be seriously considered: If the information technology staff is not comfortable with the solution, then training and education with the vendor should be negotiated.

“Future proofing” the solution is difficult to do, but implementing a wireless infrastructure that becomes obsolete within a year would be a short-sighted strategy. Investigating potential future bandwidth requirements, floor space expansion, multisite deployments and acquisitions should be considered.

Maintenance
Once the wireless infrastructure has been implemented, tested and verified to be working, the maintenance phase of a platform begins. Monitoring RF interference and dropped devices; reviewing access and security reports; updating software as needed; and staying up to date on plant logistics and modifications are just a few of the responsibilities inherent in maintaining a wireless network. The infrastructure must be built and maintained to keep production fluid and not inhibit people, processes or systems.

Every Company Has Setbacks

Since 1993, after taking the reigns of the company from his father, Dave has been Owner and President of Ramco Electric Motors, Inc.

Ramco Electric Motors is a sub-contract manufacturer of electric motors and other components used in industrial, military, and aerospace applications. You can find parts manufactured by Ramco on anything from a hybrid bus to a Boeing 787 Dreamliner.

With years of success behind him, in 2014, Dave’s self-doubts were beginning to weigh on him.

“The self-doubt and the fear came from my background—not having the training or experience required to lead a company. My father started the company 5 years before I came on-board, and I joined the company as an engineer. When I took over, I had to act as if I knew what I was doing. I had to acquire financing, grow sales, and had to lead a very small organization of people—something I hadn’t done before,” he says. But I felt like I had to act like I knew, while I figured it out.

Looking back, Dave says it was during those years, that despite growth, the company had lost focus. “As the company grew and my responsibilities did too, I was the President. I was also the HR manager, the operations manager, and the sales manager. I was not working on my business, I was working in the business,” shares Dave. “I was really unaware that I wasn’t really being the President. Nobody was filling that role. Even if I would have had time, I didn’t know what was required, or even how to do that job.”

The lack of clarity for Dave and the company could no longer be ignored when the company lost money for the first time in 2014. “My direct reports were pressing me to have me let them help me,” he says, “and I had never done that before. Financial statements and other things, I kept to myself, and to the accountant. The pressure of not having anybody else know what was going on, including my family, was just overwhelming at that time,” he says.

Redirect Your Energy

That’s when Dave made the conscious decision to embrace his fear and to redirect the energy into something that could be positive for the company. The process started with one simple step: admitting the truth to himself.

Next, Dave said he knew he needed to share his struggles, doubts and fears with his leadership team. “The process of letting go, and letting them know how we were doing for the first time, and then admitting that I didn’t know what I was doing—was truly liberating. I didn’t know that everybody already knew that I didn’t know what I was doing;” he says. “That admission, allowing them to become more involved, was the first step that drove me to Aileron, and the eventual turnaround of the company.”

“I then created an executive team that is currently doing our strategic planning. By implementing professional management, we revisit that strategic plan every year, and once a year and we share it with the entire company,” he says. Recently the executive team came up with its first, 20-year plan and vision.

After putting time into strategic planning and developing his people, the company quickly rebounded. In 2015, Ramco had its best year to date. In 2016, the company continues to grow and provide greater value for its customers.

Improve Yourself & Improve Your Organization

Sharing self-doubts with your leadership team may not seem like a way to make your business stronger, but for Dave Dunaway, it helped him turnaround his company and create a great company culture in the process.

The mindset of employees has shifted and they are able to envision the future of the company. “I was dumbfounded to learn that people here actually thought that one day I might retire and leave. I had my head in the sand about that, that they might ever think that—and now they’re relieved that there’s a plan.”

Employees know where the company is headed, and they see more opportunity than ever before. “There’s a satisfaction you can tell from [the executive team and employees] that we’re asking them to improve their jobs and improve their experience here. We’ve made a commitment to grow organically and as we’ve grown, opportunities keep popping up. We’re putting in succession planning. We’re talking to people and asking, ‘What do you want to do? Where do you want to go within our organization?’

The executive team enjoys the process of creating and sharing their personal visions with one another. “We share our personal visions with each other—whether or not that includes being with the company and how long we see that happening. That was something I never would have done before, but it now fits into our succession planning,” shares Dave.

Keep Learning, Growing & Leading

One of the biggest lessons Dave learned was the power in confronting and sharing self-doubts. “Admitting my lack of knowledge forced me to do something about it. It was very liberating, and it forced me to grow,” he says.

“That growth has brought me joy and allowed me to succeed in my business as well as my relationships with other people,” he says. Dave believes these are the fundamentals of getting what you want out of yourself, your business, and your life in general: “If you’re not growing, you’re dying. This not only applies to our businesses, but ourselves. That sure makes me want to keep growing,” he says.

“Over time, I started applying these principles at home with my family. [Previously], I had not been planning there either, but great families don’t happen by accident,” he says. “There were parallels between my work and my home, and it became really apparent to me.”

The path for being successful requires a vision, a mission and a plan. “This thread applies not only to our businesses, but to our families, too. And it applies to each of us as individuals. You have to have a personal vision, too.”

Aileron is a non-profit organization with the goal of helping private-business owners find greater success. Learn more about unleashing the potential of your business at www.aileron.org
Girl Scouts Will Soon Earn Badges In Cybersecurity

Cookie sales may take a back seat to fighting identity theft and other computer crime now that Girl Scouts as young as 5 are to be offered the chance to earn their first-ever cybersecurity badges.

Armed with a needle and thread, U.S. Girl Scouts who master the required skills can attach to their uniform’s sash the first of 18 cyber security badges that will be rolled out in September 2018, Girl Scouts of the USA said in a press release.

The education program, which aims to reach as many as 1.8 million Girl Scouts in kindergarten through sixth grade, is being developed in a partnership between the Girl Scouts and Palo Alto Networks, a security company.

The goal is to prevent cyber attacks and restore trust in digital operations by training “tomorrow’s diverse and innovative team of problem solvers equipped to counter emerging cyber threats,” Mark McLaughlin, chief executive officer of Palo Alto Networks, said in the release.

The move to instill “a valuable 21st century skill set” in girls best known for cookie sales is also aimed at eliminating barriers to cyber security employment, such as gender and geography, said Sylvia Acevedo, the CEO of the Girl Scouts of the USA.

Women remain vastly underrepresented in the cyber security industry, holding just 11 percent of jobs globally, according to a recent study by (ISC)2, an international nonprofit focused on cyber security.

“In our increasingly tech-driven world, future generations must possess the skills to navigate the complexities and inherent challenges of the cyber realm,” Acevedo said in the release.

“From arming older girls with the tools to address this reality to helping younger girls protect their identities via internet safety, the launch of our national cyber security badge initiative represents our advocacy of cyber preparedness,” she said.
Wednesday, November 15, 2017
Sinclair College Ponitz Center

- Our LARGEST conference and trade show of the year!
- 300+ Attendees | 45+ Exhibitors
- 20+ Educational sessions with Industry experts!

Registration NOW OPEN at www.technologyfirst.org

Featuring Breakfast Keynote:
David Hart, Skydiver, Author, Veteran US Army Ranger and Pathfinder

Featuring Lunch Keynote:
Barry Besecker, Co-founder and CTO of Marxent

Contact Kaitlin Regan at kregan@technologyfirst.org for sponsorship and exhibit opportunities
High Altitude Teamwork and Collaboration for IT

David Hart is a Skydiver, Author, Veteran US Army Ranger and Pathfinder. He served three years in an Elite US Army Ranger unit and an additional five in a Pathfinder unit. David has accumulated 6,000 parachute jumps from large cargo airplanes, out of helicopters, hot air balloons and even off bridges. He has competed at the US Nationals of Skydiving and has facilitated over a thousand first jump experiences. David is a founding member of the most active commercial skydiving team in the world. Founded in 2002, Team Fastrax Professional Skydiving Team performs 300 shows a year. He has jumped over Lower Manhattan on the anniversary of 9/11, into NASCAR races, fireworks shows at night, professional sport stadiums, airshows and even symphony performances. A Graduate of the University of Cincinnati, his experience spans from small startups to large Fortune 100 companies. He is the author of “Jump! Leaps in Organizational Performance and Teamwork.” And Founder of the Blues Skies for Good Guys and Gals Warrior Foundation, and takes celebrities and wounded warrior skydiving. David is very active in the defense industry and has been acknowledge as Small Business Person of the year by AFCEA International. He currently works as a Senior Director for Segue Technologies, a Small Business IT Solutions Service Provider, and resides in Mason, Ohio with his wife Lori and three boys.

Purpose: Enlighten, engage and inspire the conference attendees to be more fully engaged in the corporate strategic plan goals at a personal level and in a team environment.

Outcomes:
- Witness inspiring people and amazing skydiving feats and that move teams and individuals to action.
- Increased awareness of the power of teams and learn about the culture that instills a high performance culture.
- Better understand and internalize the corporate vision, mission, goals and success factors.
- Experience a simple exercise that improves communication, teamwork and workforce engagement.
- Learn a simple model of continuous improvement

Case Studies in Immersive Computing: Using AR and VR to Solve Problems in the Real World

Barry Besecker is the co-founder and CTO of Marxent (marxent.com), the leader in mixed commerce, Virtual Reality and Augmented Reality solutions for retailers and manufacturers. Prior to founding Marxent, Barry spent 10 years building software, architecting web platforms and designing content management solutions for major brands such as Pfizer, Exxon Mobil and Miller Coors while leading the digital marketing practice as a VP at an Ohio-based software development firm.

Summary: Augmented Reality and Virtual Reality aren’t just for gamers. Marxent will describe case studies from their clients as they apply these emerging technologies and learn from the problems of taking these solutions to scale.
**TECHNOLOGY FIRST BOARD OF DIRECTORS**

Marcia Albers  
Executive Director  
Technology First

Diana Bolden  
Former CIO  
Teradata

Jim Bradley - CHAIR  
Global IT Director  
Tecomet

Gary Codeluppi  
Vice President, Marketing and Business Development  
Ross Group CommitDBA

Doug Couch  
Vice President, Information Technology Services  
Speedway

Tim Ewart  
Technical Director, Air, Space and Cyberspace Directorate, HQ Air Force Command  
WPAFB

Pat Garland  
Vice President, IT  
CareSource

Gary Ginter  
System Vice President, CIO  
Premier Health

Steve Hangen  
Chief Information Officer  
Mikesells Snack Food Company

Bryan J. Hogan  
President / CEO  
AfidenceIT

John Huelsman  
Director of Business Support Solutions  
Hobart

Tim Hull  
Director, Bitstorm Connect  
Think Patented

Scott McCollum  
Chief Information Officer  
Sinclair Community College

Monique McGlinch  
VP, Information Technology & Proj Mgt Office  
MidMark

Dave Mezera  
President  
DataYard

Paul Moorman  
IT Strategist  
Catalyst Paper

Shu Schiller  
Associate Professor and Chair  
Information Systems and Operations Management  
Wright State University

Thomas Skill  
Associate Provost & CIO  
University of Dayton

Diana Tullio  
Business Technology Strategist  
Aileron

Jeff Van Fleet  
President  
Lighthouse Technologies

---

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.

---

**WHO’S HIRING?**

Below are some of the cutting-edge companies hiring!  
Select “Find A Job” on Employment Tab at [www.technologyfirst.org](http://www.technologyfirst.org)

- Midmark Corporation  
- Montgomery County – Data Processing  
- Quanexus  
- Speedway  
- Tyler Technologies  
- Bitstorm Connect, a Division of Think Patented

Technology First’s website has more than 20 open positions… and adding more each day!

---

**Design & Production:**  
Courtesy of Bitstorm Connect

**Publisher:** Technology First  
**Executive Director:** Marcia Albers  
**Director, Member Services:** Kaitlin Regan

**Writers:** Our mission is to support the growth of Greater Dayton’s information technology industry. Technology First provides a forum for educators, business, and technical professionals to communicate their expertise and lessons learned while working in the field. Please submit the article in Word, preferably with 500 to 700 words, with any graphics in pdf to malbers@technologyfirst.org. Please include your name, business organization, business address, phone number, fax number, e-mail address, and a brief description of any professional accomplishments. Please also include a digital photograph if available.

**Subscriptions:** Non-member business/home delivery of this publication is available at $120/year (11 issues). Mail name, address and check made payable to Technology First.
Take control of your data security.

Applied Cybersecurity Training at Austin Landing

Focusing on the need for training in cybersecurity, intelligent systems and data analytics, Sinclair College's Cyber Technology Center at Austin Landing is designed to help prepare businesses to mitigate the threat of cyber crimes.

Business Intelligence • Analytics • Cloud
Cyber Physical Systems • Robotics
Health and Medical • Data Analytics
Smart Systems • Computer Forensics

sinclair.edu
937.512.2428

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

workforce.sinclair.edu

Cyber Technology Center

workforce.sinclair.edu
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
   Bitstorm Connect links marketing and web-based technology to help you improve website effectiveness.

- Marketing Automation
- Lead Generation
- Content Marketing
- Inbound Marketing
- Responsive Web Development
- Ecommerce
- And Much More

Contact Bitstorm Connect today to learn more about our innovative, web-based marketing solutions!

bitstormconnect.com | 937.353.2320