



New York Chapter



2009 National BDPA Conference Summary

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From August 5-9, Raleigh, NC served as the host city to hundreds of BDPA members, non-members, students, and supporters, there to participate in the 2009 National BDPA conference, which was held at the Raleigh Convention Center. The 31st annual conference provided attendees opportunities to network, participate in workshops focusing on professional development and expanding knowledge within different IT areas, and explore career opportunities with various companies at the Career Expo (*go to page 4 for photos*).

The conference was kicked off by an opening ceremony featuring Master of Ceremony Mario Armstrong, XM Radio

and TV Technology Talk Show Host, who definitely kept the crowd entertained, and keynote speaker Lamman Rucker, the actor most known for his starring roles in Tyler Perry's *Meet the Browns* sitcom and hit movie, *Why Did I Get Married?*. Mr. Rucker, who almost did not make the opening ceremony due to a tire blowout on the way to Raleigh, drew upon his own IT experience and offered words of encouragement and inspiration to the audience.

The technology workshops focused on such topics as leadership, professional development, project management, technical subjects, and IT entrepreneurship. Some of the workshops held included

Corporate Etiquette and International Protocol, LinkedIn—Networking for the 21st Century, Web Design Done Right, Green IT: Virtualization, Top 10 Security Threats and Preventions for 2009, and IT Services: Thinking and Understanding the Service Management Alphabet Soup.

The High School Computer Competition, or HSCC, included (***continued on page 2***)



HSCC Team poses with Denise Hamilton, BDPA-NY Director of Education & Outreach

2010 National BDPA Conference Pre- Early Bird Registration



It's not too early to start making plans to attend the 2010 National BDPA Conference. Next year's conference will be held in Philadelphia, PA, from July 28-31, at the Philadelphia Marriott Downtown. Further details will be posted on the National BDPA

website when available.

The national conference is an annual forum dedicated to joining IT Professionals with the latest technology advances, and career and professional development opportunities. The mission is to provide access to the most innovative concepts in emerging technologies, theories, research and education.

The 2010 Conference may be a few months from now, however National BDPA is providing the great incentive to register early with discounted pre-early bird registration. The pre-early bird registration rates are \$200 for members, and \$300 for non-members, a substantial discount from the normal early bird registration rates of \$350 for members and \$550 for non-members. To get this discount, you must register by 11:59 pm on October 31, 2009.

Please visit map.bdpa.org/events/EV04EventDetail.aspx?eventID=1397 for more information on the 2010 National Conference and to register. See you in Philly!

2009 BDPA-NY Holiday Mixer
Save the Date
December 10, 2009
More info will be posted on our website when available



2009 BDPA Conference Summary (Continued)

23 teams from BDPA chapters all over the country competing to build a web application. The winning team was from the BDPA Southern Minnesota Chapter, however BDPA-NY's HSCC team did an outstanding job and placed 5th overall. For the students in attendance at the conference, there was the three day Youth Technology Conference, which was a series of workshops, seminars, and activities to increase students' knowledge of certain IT areas and topics.

Chapter delegates in attendance voted on BDPA Bylaw Changes, including changing the name of the organization to National BDPA, and for a new President Elect and Vice

President of Finance. BDPA Philadelphia President Monique Berry was elected President Elect, and BDPA Charlotte's President Charles Moore was elected Vice President of Finance.

Many companies looking to recruit new IT talent attended the Career Expo, including IBM, Dell, American Express, Johnson & Johnson, and Merck, one of BDPA-NY's sponsors.

Another highlight of the conference was the BETF "Laughter and Soul" Benefit Concert, featuring Grammy and Tony Award winner Jennifer Holliday, known as an original cast member of the "Dreamgirls" Broadway show,

and for her show-stopping song "And I Am Telling You I'm Not Going"

The closing ceremony and awards banquet included a notable keynote address from the Honorable BJ Penn, Assistant Secretary of the Navy, who was also the recipient of the Lifetime Achievement Award.

The 2009 BDPA Conference provided valuable opportunities to all attendees to learn, network, and even have fun. The BDPA-NY chapter looks forward to the 2010 National Conference, scheduled to be held in Philadelphia, PA.

Submitted by Danielle Cauthen

New York Tech Events September - November 2009

September 24

New York Tech-Security Conference

For more info please visit: www.dataconnectors.com/events/2009/09NewYork/agenda.asp

September 29

The Art of Social Media Hosted by Women in Technology International (WITI)

6:00pm–8:00pm

For more info, please visit: www.witi.com/center/regionalchapter/newyork/meeting.php?id=2328

September 30

Digital Media Conference NY Games Conference

For more info, please visit: www.nygamesconference.com

October 21

SAP World Tour: Strategies for Success in the New Reality

For more info, please visit: www.sapevents.com/SAP/WorldTour2009/

November 4-6

Ad Tech New York

For more info, please visit: www.ad-tech.com/ny/adtech_new_york.aspx

Social Marketing Strategies: July Program Meeting Summary



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Due to rapidly-rising popularity of social networks, on Thursday, July 16, BDPA-NY held a program meeting to discuss "Social Marketing Strategies". Roget Romain, a web savvy media mogul and the program meeting presenter, provided insightful guidelines for increasing web presence.

Roget discussed the use of "Search Engine" optimization (SEO) for increasing the volume and quality of traffic to a web site. SEO refers to making changes to a website so that it can attain higher search engine positions for specific key phrases in search results. Roget advises that before proceeding with optimizing your web pages with keywords; identify relevant keywords. "Make a list of potential keywords by talking with employees, customers, family and friends. Finalize the list with keyword popularity tools such as Wordtracker and Google AdWord's Keyword tool, and then try searching under those terms. Take notes on how many similar sites are found, and for which competitors. Add the keywords to the URL, and to the following HTML tags: Title, Meta(Keywords, Descriptions, etc.), Header, Body, Link, and Image (alt attribute)."

In addition, Roget emphasized making the follow-

ing enhancements: Back link website URL to popular social networks, Register each website page versus one registration for entire site, and Purchase misspelled domains and back link them to the 'correct' domain name. As an added bonus, Roget provided the following Tips and Tricks for increasing web presence:

- ✓ Blog daily but don't overdo it.
- ✓ Post daily to at least one of the top four social networks: Facebook, LinkedIn, Myspace, Twitter
- ✓ Ning.com is Roget's favorite social network; information can be extracted & for \$30 the brand name will not appear
- ✓ If you upload videos to Youtube.com, watermark everything
- ✓ Post articles with a human interest theme to boost interest. The following sites allow posting: craigslist.org, digg.com, ezinearticles.com, articlealley.com
- ✓ Use short URLs. TinyURL.com will convert your long URL to a shorter one

Thanks Roget Romain for providing a systematic approach to social marketing strategies!

Submitted by Jasmine Crosby-Miller

Committee Updates



Community Outreach & Education

Congratulations are in order for the

High School Computer Competition (HSCC) Team, who placed 5th at the National HSCC Competition at the 2009 National BDPA Conference! This committee also reports that plans are underway for students to attend the Super Computer Conference scheduled for November 14-17, 2009, in Portland Oregon. For more info, or to become involved with the committee's educational and community outreach endeavors, please contact Denise Hamilton at educ@bdpa-ny.org.

Membership Management & Human Resources

This committee has been busy contacting members regarding

renewing membership dues, and keeping members in the loop regarding chapter events, career fairs, IT events, and other networking opportunities. This committee is also busy establishing partnerships with such organizations as the Phenomenal Women's Group, as well as the Black Public Relations Society of NY (BPRSNY), Full Circle New York (FCNY), National Society of Black Engineers New York Chapter (NSBE NYC), and National Alliance of Market Developers, Inc. New York Chapter (NAMD-NYC). These partnerships have led to BDPA-NY's involvement in such events as the recent "Sisterhood: United We Inspire" networking event and WNBA NY Liberty basketball game (*go to page 5 for photos*), and the upcoming Urban Network NO LIMITS Career Day, scheduled for Saturday, October 10 (more

info is on page 2). To become involved with this committee, please email Renetta English at vpmm@bdpa-ny.org or Jasmine Miller at hr@bdpa-ny.org.

Membership Services

This committee has been busy planning a possible chapter fundraiser. For more info please contact Evelyn Poole at vpms@bdpa-ny.org.

Communication

Are you interested in web design or development? What about newsletter writing and publishing? The committee welcomes those with beginner to advanced knowledge to assist with the chapter website and/or chapter newsletter. To get involved or for more info, please email Danielle Cauthen at comm@bdpa-ny.org.

In the Community



Courtesy comptroller.nyc.gov

40th Annual African American Day Parade

Sunday, September 20, 2009

For more info please visit:

www.africanamericandayparade.org/1.html



Courtesy www.hbany.org

6th Annual Harlem Business Economic Summit

Monday, Sept. 28, 2009

8:30 am—1:45 pm

Harlem State Office Building
New York, NY

For more information please

visit: www.hbany.org/events/202-6th-annual-harlem-business-economic-sum



New York City General Election

Tuesday, November 3, 2009

Polls Open 6:00 am—9:00 pm
Citywide

For information on candidates, registration, poll locations, etc., please visit www.vote.nyc.ny.us

Courtesy nolimitscareerday.com

BDPA-NY has partnered with the Urban Network to present a "No Limits Career Day" event and we need your support. Please help by volunteering to assist, making a donation, volunteering to be a workshop speaker and/or encouraging a student to register.

Visit www.nolimitscareerday.com to register, or you can make a donation at www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=8115227. For additional information contact BDPA-NY VP of Membership Management, Renetta English at vpmm@bdpa-ny.org.

Photo Gallery

2009 National BDPA Conference, Raleigh, NC August 5-9

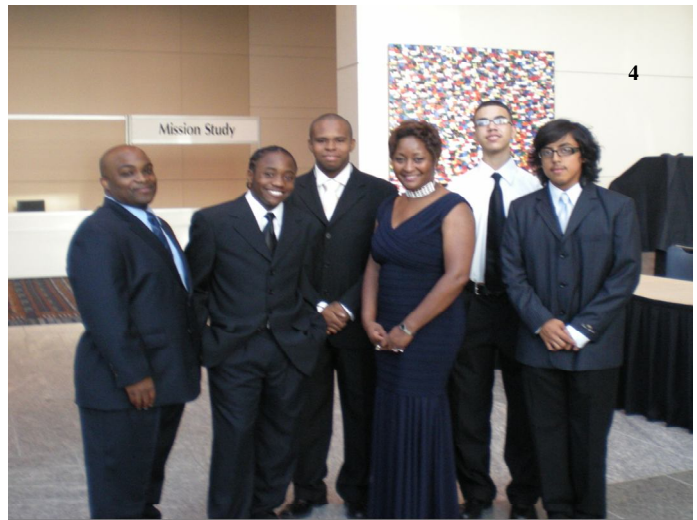




Photo Gallery

2009 National BDPA Conference, Raleigh, NC August 5-9 (continued)



1. Students from HSCC team pose during HSCC Competition
2. President-Elect Yvette Graham stepping at conference social event
3. Students from the HSCC team with Denise Hamilton, Director of Outreach and Education (far left) at Awards Banquet and Closing Ceremony
4. Students pose with Yvette Graham before Closing Ceremony
5. HSCC team with representatives from Wellpoint at Career Expo
6. Denise Hamilton (l), BDPA-NY Director of Communications Danielle Cauthen (c), and EDS representative Trudy McKnight (r)
7. HSCC Team with representative from Dell at Career Expo

Photos courtesy of Denise Hamilton and Danielle Cauthen

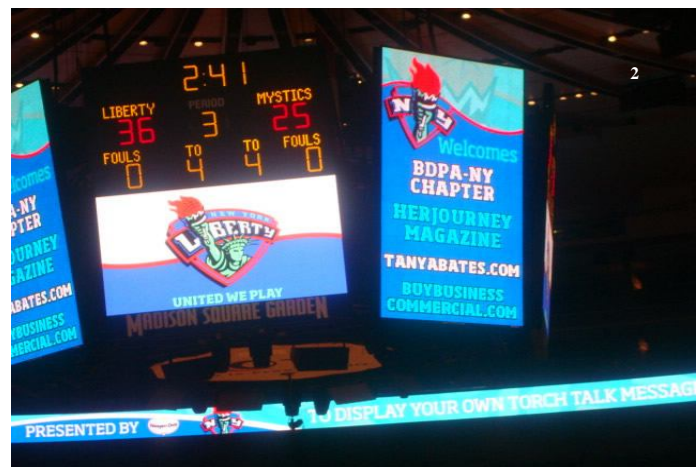
"Sisterhood: United We Inspire" September 13, 2009

BDPA-NY was a supporting organization for Sisterhood Day at Madison Square Garden on September 13, 2009. BDPA-NY Members had the opportunity to network with women from the FFAWN - The Mary J. Blige and Steve Stout Foundation for the Advancement of Women Now, The Phenomenal Women Group, Girlfriends Get Together, Pretty Thoughts of a Hot Chick and the New York Liberty.

It was a wonderful opportunity not only to exchange information about these wonderful organization but to enjoy the last game of the New York Liberty's 2009 Season.

Photos courtesy of Renetta English

1. BDPA-NY VP of Membership Management Renetta English (l) and BDPA-NY Director of HR, Jasmine Crosby Miller at the Sisterhood Day Event
2. BDPA-NY being recognized on the Madison Square Garden Scoreboard





Student & Youth Opportunities

Gates Millennium Scholarships for Minorities



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The *Gates Millennium Scholarship Program* was established by Bill Gates, founder of Microsoft, and his wife Melinda Gates. This scholarship is aimed at increasing minority representation in certain technical fields, by providing financial assistance to exceptional minority students. Eligible students must be graduating high school seniors, with a GPA of 3.3 and above, who have demonstrated leadership ability, participated in community service, and have financial need. The deadline to apply for the 2010 scholarship is **January 11, 2010**. For more information and to apply, please visit: <http://www.gmsp.org/>.

Xerox Technical Minority Scholarships



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The *Xerox Technical Minority Scholarship Program* is an annual scholarship awarding \$1000-\$10000 to minority scholars majoring in various technical fields. Students must be already matriculated as a full time graduate or undergraduate student and have a 3.0 or better overall GPA. Students are selected for a scholarship based on financial need and overall academic achievement. The deadline to apply for the 2010 scholarship is **September 29, 2009**. Please visit http://www.xerox.com/go/xrx/template/009.jsp?view=Feature&Xcntry=USA&Xlang=en_US&ed_name=Careers_Technical_Scholarship for more information and to download an application.

New York City Urban Fellows Program



Nyc-architecture.com

The *Urban Fellows Program* is a paid New York City sponsored internship program aimed at introducing recent college graduates to the New York City local government. Program participants get an opportunity to gain experience in public service, through placement in various agencies throughout the city government, as well as participate in workshops and activities with other interns. To be eligible for the 2010-2011 program, applicants must have received a bachelor's degree no earlier than **Spring 2008**. The deadline to apply for the 2010-2011 internship program is **January 9, 2010**. For more information and to apply, please visit http://home2.nyc.gov/html/dcas/html/employment/program_info.shtml.

Ron Brown Scholarship Program



RonBrown.org

The *Ron Brown Scholarship Program* was established in 1996 in memory of the late Ronald H. Brown, the first African American Secretary of Commerce. This annual scholarship program seeks out high achieving African-American graduating seniors, who have demonstrated leadership, academic achievement, community service, and financial need, pursuing any academic field. This is a highly competitive scholarship, with up to only 20 students selected as scholars annually, out of hundreds of applications. The early deadline to apply for the 2010 scholarship is **November 1**, and the final deadline is **January 9th**. For more information and to apply, please visit <http://www.ronbrown.org>.



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BDPA-New York 2009 Executive Board

- President**.....Judaea Y. Lane (pres@bdpa-ny.org)
- VP of Finance**.....Wanda Jackson (vpf@bdpa-ny.org)
- VP of Membership Management**.....Renetta English (vpmm@bdpa-ny.org)
- VP of Member Services**.....Evelyn Poole (vpms@bdpa-ny.org)
- VP of Strategy & Planning**.....Vacant
- Director of Communications/Webmaster**.....Danielle Cauthen (comm@bdpa-ny.org)
- Director of Education/Community Outreach**.....Denise Hamilton (educ@bdpa-ny.org)
- Director of Human Resources**.....Jasmine Crosby-Miller (hr@bdpa-ny.org)
- Director of Support Services**.....Cheri Jack (support@bdpa-ny.org)
- Recording Secretary**.....Vacant
- Immediate Past President**.....Jeffrey Kimble (ipp@bdpa-ny.org)

About BDPA

Founded in 1975 by Earl Pace and the late David Wimberly, BDPA (formerly Black Data Processing Associates) is a premier networking organization for minorities and IT professionals alike. BDPA is a global, member focused organization that positions its members at the forefront of the IT industry. We are committed to delivering value to our members strategic partners, and to the community. BDPA-NY aspires to be a leading chapter in the National BDPA organization. Our members include individuals who are employed with corporations, government agencies, educational institutions, entrepreneurs, as well as high school and college students.

The New York Chapter, 501(c)(6), is the 7th largest chapter of 56 Chapters across the United States. Chartered in September 1982, our chapter has successfully reached out to our community through networking, education programs, seminars, workshops, and the annual conferences. Also, we serve as community partner for the Community Technology Centers and engage everyone to learn about technology, careers, and higher education.

October-December 2009 BDPA-NY Event Calendar

October 15
Program Meeting
Networking and Community Services
 6:30pm

November 19
Program Meeting
Business Intelligence
 6:30pm

December 10
IT Holiday Mixer

Note: Program Meeting topics are tentative and may change based on speaker availability



To attend a meeting/event it's extremely important to RSVP to hr@bdpa-ny.org. Please visit www.bdpa-ny.org/events.htm for up-to-date information on all our events.