



New York Chapter



Winter
2008/2009



The Role of IT in Voting

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On October 23, 2008, less than two weeks before the historic November 4 Presidential Election, BDPA-

NY members and non-members gathered for a very informative presentation on the role of IT in counting and casting votes.

Stephanie Dawson, PMP, the presenter that evening, informed the audience on the federal and state laws regarding voting systems, as well as the various types of voting systems.

Voting systems are under state governance. Some

states use systems statewide, i.e. Georgia and Louisiana, and some states vary voting systems by county, i.e. New York. States must also consider any requirements by the Department of Justice. An example of one such requirement for four of the five New York City boroughs (Manhattan, Brooklyn, Queens, and Bronx) is that interpreters must be at all polling places.

After the 2000 Presidential Election, the 2002 *Help America Vote Act* (HAVA) was created as a Federal Election Assistance Commission to fund replacement of punch card voting systems, which were troublesome during that election, and to establish technical guidelines and elec-

tion administration standards for states and local governments.

Stephanie then went on to explain different types of voting systems. Voter Registration systems are back-office systems that capture registration information, and are used to enable and authorize voting on Election Day via the "Poll Book". The "Poll Book" is the list of all eligible voters, pulled from the registration system, for a designated Election Day, based on registration and party designation. Only voters listed in the Poll Book can vote on that Election Day. If a voter feels they were inadvertently left off from the Poll Book they may request to vote by paper affidavit ballot. **(continued on page 2)**

Free Publicity for Your Business Through Media Coverage



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BDPA-NY is pleased to partner with *Small BizTechnology.com* for the "Taste of Technology" Series to provide BDPA members with technological

tools to cultivate their businesses or careers. This exciting partnership provides complimentary admittance to the "Taste of Technology" events and insightful information for BDPA members.

The latest "Taste of Technology" event, "Free Publicity for Your Business Through Media Coverage", was held November 10, 2008 at the Samsung Experience located in the Time Warner Center at Columbus

Circle in New York City, and was just as informative if not more informative than prior events.

Ramon Ray, Editor & Technology Evangelist of *Smallbiztechnology.com* gave an info-packed and inspiring introduction and overview. Robert Levin, Publisher and Editor-in-Chief of The New York Enterprise Report moderated the discussion conducted by the following panel of industry experts; Michael Millis who designs, produces and coordinates special events for MX2 Design Force clients, is VP of Special Events and a Diversity Officer on the board of Black Public Relations Society-NY, and is a public **(continued on page 2)**

BDPA-NY Congratulates President-Elect Barack Obama on His Historic Win!



nytimes.com

BDPA chapters will be participating in "BDPA on the Hill" days scheduled for Inauguration Day (January 20, 2008) and February 18, 2009, in Washington DC, to formally present agenda items to the 111th Congress. To add, modify, or recommend agenda items, or for more info, contact

washingtondc@bdpa.org.



Publicity through Media Coverage (Continued)

(continued from page 1) relations consultant for the Greater Chinatown Community Association; Scott Mozarsky who is EVP and Chief Strategy and Global Development Officer for PR Newswire; Beth Silver who is managing director of Doubet Consulting, a marketing, PR ad strategy firm; Tina Traster, a columnist and freelance writer, who has over 40 publications in various newspapers and magazines such as the NY Times, NY Post and Inside Magazine. These experts shared tips, resources, and strategies for getting free publicity for your business through media coverage.

BDPA members who attended this event, received three fundamental rules which were thoroughly discussed, along with examples for each rule, by panelists. These rules are 1) Have an angle, 2) Establish a media list and 3) Acquire contacts. It was suggested that these requirements be fulfilled prior to attempting to obtain free publicity for your business. The discussion highlights were:

- **Angle – Be able to hold interest of report-**

Role of IT in Voting (Continued)

(continued from page 1) The Candidate Processing & Elections Support Systems are the systems that handle the listing of candidate names on the ballot. Candidate names are rotated as to eliminate positional benefit for a particular candidate.

Poll Worker Support Systems track and manage required and on-hand poll workers, poll worker training, and allocation of poll workers to different voting precincts.

Voting Machines vary by state and, at times, by county, and include the paper and paper ballot scan-

ning systems, the mechanical system (Lever), the punch card, the direct recording device, and ballot marking devices.

Voting systems are tested through load testing, simulation, and user testing. Security is imbedded in each type of testing. The current practice in New York is to use members of the Board of Elections to test various systems. This assures that any unique requirements are identified before the specific county begins to use the approved system.

For more information on the

ers, blogs participants, etc.

Integrate business goals with community or economic interests

- **Create unique or unusual agendas/ programs**

List business with Chamber of Commerce: www.chamberofcommerce.com

- **Media List References – Know reporters and best way to contact them**

Join ITACT: www.itac.org

Reference Profnet: www.profnet.org

- **Contacts - Research type of client you want to attract**
- **Reference blogs, Facebook, etc.**
- **Reference target publications mailing lists**

If you are interested in attending an upcoming "Taste of Technology" event, please join us on January 13, 2009 where the topic will be "Web Sites: Stop Neglecting Your Most Important Asset".

Submitted by Jasmine Crosby-Miller

New York Area IT Events December 2008–February 2009

December 15

Smallbiztechnology.com

Brain Exchange Roundtable:

How to Survive...(No, Thrive) in a Tough Economy

For more info, please visit:

www.smallbiztechnology.com

January 12

New York Software Industry Association (NYSIA)

Monthly Meeting

For more info, please visit:

www.nysia.org/events/calendar_disp.cfm?me_id=609

January 13

Smallbiztechnology.com

Taste of Technology Series

"Web Sites: Stop Neglecting Your Most Important Asset"

For more info, please visit:

www.smallbiztechnology.com

February 5

Ultra Light Startups Entrepreneur Forum

For more info, please visit:

ultralightstartups.com/newyork/

BDPA-NY Participates in Pace University Career Fair

BDPA-NY participated in the Pace University Technology Career Fair on November 3, 2008. During this event we promoted the variety of services that BDPA provides to students and professionals in the world of technology. In addition, we discussed the variety of internships that will be offered by our Corporate Sponsors in 2009.

The Technology Career Fair gave us another opportunity to promote BDPA, network with other organizations and to continue our budding relationship with Pace University.

Submitted by Renetta English



Three Tips For Surviving Corporate Change



istockphoto

fathers' is the rapid pace of corporate change. Expectations of company stability and long lasting employment are a thing of the past. If one isn't tuned into the signals of corporate change it can mean an unexpected layoff and months of unemployment and job searching. Do you have a career management plan to ensure your career growth in times of corporate chaos? To prevent career disaster, live by these three rules of career management:

- **Expect Change**
- **Adjust quickly to change**
- **Build a strong professional network in good times**

1. Expect change

Change in the work place is far less traumatic when it is expected as the norm. One of the most important career management skills is the ability to detect signs of corporate change. For instance:

- Rumors of corporate merger or takeover
- Corporate profit levels spiraling downward
- No end-of-year bonuses given
- Hints of layoffs to trim the budget
- Upper management suddenly resigning
- Your peers jumping ship to the competition

Don't get caught off guard by holding on to a false sense of security or misplaced loyalty.

The biggest difference between today's employment world and that of our

Those who fear change trust corporate loyalty rather than face the reality of their precarious position in the corporate food chain. Expect change and keep your eyes and ears open—or you could be the last in line when it's time to find new career opportunities.

Don't wait for change to strike. While your job is secure and your work environment is stable, take steps to keep your skills highly desirable in the job market. For starters:

- Stay current with technology trends of your industry
- Get certified if appropriate
- Keep your resume current at all times
- Be ready to interview at a moment's notice

2. Adjust quickly to change

Your ability to keep your career momentum building in the midst of corporate chaos depends on your skill at adjusting quickly to change. First, don't over analyze your dilemma. Too often valuable time is wasted trying to figure out ways to make a bad situation work. Second rule, don't take it personally, or you won't be able to plan your exit strategy clearly. Third, take action as soon as possible.

If your resume is kept current at all times you will be ahead of the pack when others consider moving on as well. Your resume should be updated every six months. For quick updating keep an ongoing record of your accomplishments as you overcome work challenges. Maintaining confidentiality during a job search while still employed is a challenge that requires discretion and level headedness. Ideally, no one in your

company should even suspect that you are looking for other employment. Resist the urge to speak to coworkers about your decision for action. Keep your regular work hours and try to schedule interviews during off-work time. Avoid posting your resume online where your employer may find it.

3. Build a strong professional network in good times.

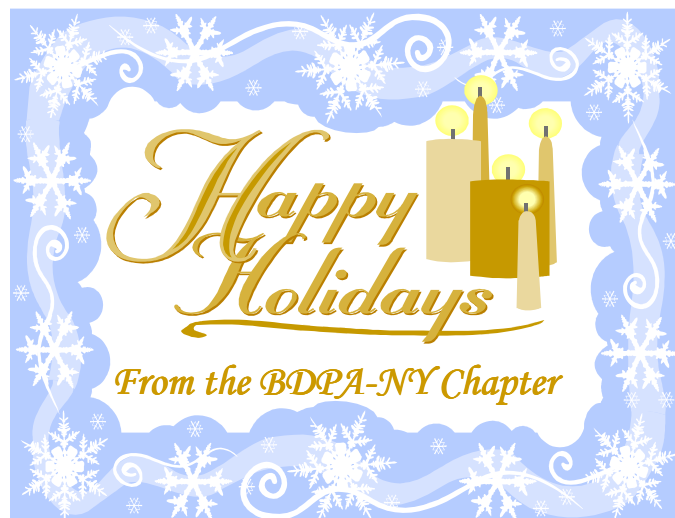
One thing that hasn't changed over the decades is the fact that a majority of people still get new positions faster through networking. What used to be called the "good ol' boy system" is as active in the job market as ever. Technology hasn't replaced the effectiveness of a vast network of people who can help you find new career opportunities quickly. The problem is that most people ignore their network until they need it. Bad idea. If you haven't kept in touch with former coworkers how will you know how to find them when you need them?

There are many great venues for building your network: professional associations, college

alumni groups and former colleagues to name a few. Take time to meet with non-work people on a regular basis. Build relationships around mutual interests, friendship and trust. Make this your life-long habit and you'll never be without help when you need to make a career change.

More than ever, proactive career management is essential to professional growth. Keep these rules of surviving corporate change as the building blocks of your career management plan and you'll stay in control of your professional growth and income potential.

Article by Deborah Walker
www.AlphaAdvantage.com





2009 Black Family Technology Awareness Week: February 15-21



bftaa.org

Preparations are underway for BDPA-NY's participation in the 2009 Black Family Technology Awareness Week, being held February 15-21, 2009. Black Family

Technology Awareness Week, a collaborative effort of BDPA, the Community NETWORK of SBC and the W.E.B. DuBois Learning Center, focuses on closing the digital divide by helping bridge the gap between our black families and technology. Events centered around different technology themes, are geared at increasing technical aptitude within the community. The daily event themes for the 2009 Black Family Technology Awareness Week are as follows:

Sunday, February 15

Black Family Technology Day

Topics Include: Introduction to Week's Activities, Personal Computer & Internet

Monday February 16

Business & Technology Day

Topics Include: Black Businesses in America, Starting Your Own Business, Using Technology to Increase Business Productivity

Tuesday February 17

Health & Technology Day

Topics Include: Using Technology as a Resource for Health & Nutrition Information

Wednesday February 18

Education & Technology Day

Topics Include: Educational Resources on the Internet; Educational statistics

Thursday February 19

Discover Your Future Day

Topics Include: Using Technology for Career and Educational Advancement

Friday February 20

Technology Pioneers Day

Topics Include: Black Leaders in Technology & Science

Saturday February 21

Everybody Can Play

Topics Include: Using the Internet to Communicate, Shop, Organize, Entertainment, Etc.

BDPA-NY Chapter's events will be posted as they are available on our website at:

www.bdpa-ny.org/events.htm. If you would like to participate as a presenter, or would like to help with the event planning please contact Cheryl Nedwell at bftaw@bdpa-ny.org

BDPA-New York

2008-2009 Executive Board

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pres@bdpa-ny.org

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Jasmine Hagler

recsec@bdpa-ny.org

Immediate Past President

Jeffry Kimble

ipp@bdpa-ny.org

In the Community: December 2008—February 2009



3rd Annual Kwanzaa Celebration featuring Forces of Nature

Saturday, December 27, 2008

Apollo Theater

New York, NY

For more info please visit www.ticketmaster.com/apollotheater



Rainbow PUSH 12th Annual Wall St Project

"Fallout from the Bailout: A New Day in Washington"

January 13-16, 2009

Sheraton New York Hotel & Towers

New York, NY

For more info please visit: www.wallstreetproject2009.org



naacp.org

NAACP Centennial Celebration

February 20, 2009

New York, NY

For more info please visit: www.naacp.org



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 2009 scholarship is **January 12, 2009**. For more information and to apply, please visit: www.gmsp.org/.

Jackie Robinson Foundation Scholarship



Getty Images

Founded by Rachel Robinson, the widow of the late baseball pioneer Jackie Robinson, the Jackie Robinson Foundation aims to assist minority students through the granting of four-year scholarships for higher education. The annual scholarship program consists of scholarship awards of \$7500 per year as well as a leadership program for scholarship recipients. Applicants must be a minority graduating high school senior with demonstrated academic achievement, and leadership potential. The deadline to apply for the 2009 scholarship is **March 31, 2009**. For more information and to apply please visit: www.jackierobinson.org/apply/index.php

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 2009-2010 program, applicants must have received a bachelor's degree no earlier than **Spring 2007**. The deadline to apply for the 2009-2010 internship program is **January 9, 2009**. For more information and to apply, please visit home2.nyc.gov/html/dcas/html/employment/program_info.shtml.

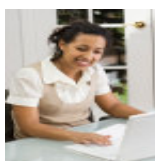
Ron Brown Scholarship Program



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 deadline to apply is **January 9th**. For more information and to apply, please visit

Google Anita Borg Memorial Scholarship for Women in Technology



iStockPhoto

The *Google Anita Borg Memorial Scholarship*, established in memory of the late Anita Borg, founder of the Institute of Women in Technology and leader in technology, is aimed at encouraging women to pursue careers in computing and technology. The scholarship is awarded to outstanding female students who will be graduating seniors or in a graduate program in the 2009-2010 academic year. All scholarship recipients and finalists are invited to attend the annual Google Scholars' Retreat in Mountain View, CA, home of the Google headquarters. The deadline to apply is **February 6, 2009**. For more information and to apply, please visit groups.google.com/anitaborg/.

"Legal Bound" Internship Program for Manhattan Junior High and High School Students






iStockPhoto

The Manhattan District Attorney's Office of Robert M. Morgenthau invites Manhattan Junior High and High School students to apply for the 2009 "Legal Bound" Summer Internship Program. To apply, students must reside in Manhattan and be between the ages of 14 and 17 (18 years old if still in high school). Qualified students should send a resume and an essay explaining their interest in law to the following address, postmarked no later than **Friday, March 27, 2009**: *Community Affairs Unit, New York County District Attorney's Office, Attention: Mr. Carol, One Hogan Place, Room 824, New York, NY 10013*. For more info please call the Community Affairs Unit of the DA's Office at (212) 335-0982.



BDPA-NY Contact Information

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Murray Hill Station
New York, NY 10156-0808

 Phone: 212-802-5431
 Fax: 212-591-6093
 Email: info@bdpa-ny.org

www.bdpa-ny.org



Advancing Careers from the Classroom to the Boardroom

About BDPA

Founded in 1975 by Earl Pace and the late David Wimberly, BDPA 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 2nd 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.

BDPA-NY Event Calendar: January–April 2009

January 15
Program Meeting
Social Networking

January 20
Inaugural Celebration
Washington, DC

February 15-21
Black Family Technology Awareness Week
Events and Location(s) TBD

February 19
BDPA Day on the Hill
Washington, DC

March 19
Program Meeting
Is There a Future for Mainframe?

April 16
Program Meeting
Supplier Diversity

Program Meetings begin at 6:30pm and are held (unless otherwise specified) at

National Urban League
120 Wall St, 8th Floor
New York, NY 10005

Subway Directions: Take the **2, 3, 4, or 5** to **Wall St**, or the **J or Z** to **Broad St**.

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.

