



2010

STEM Business & Education Conference

July 25 -27, 2010
Buena Vista Palace Hotel & Spa
Lake Buena Vista, Florida

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Addressing STEM talent development
for Florida's future

Welcome to

Florida's First STEM Business & Education Conference

Florida's first-ever statewide STEM Business & Education Conference brings the state's diverse STEM stakeholders together to address an urgent and important crisis in our state. This crisis is Florida's challenge to ensure the availability of highly and appropriately trained talent with STEM skills needed for the innovation economy. As stated earlier this year at one of the five **STEM**florida Business Roundtables conducted in every region in Florida from January to March and attended by more than 400 STEM stakeholders, business, education, workforce and economic development leaders are facing a "Sputnik" moment, our own awakening to the challenges of developing the workforce of tomorrow with STEM proficient skills to compete in the 21st Century's global economy.

The conference format will review the results of the **STEM**florida Business Roundtables where business identified needed STEM employability outcomes and will solicit educational responses for achieving these outcomes, with business/industry representatives asked to validate the directions/solutions that are proposed. As a STEM stakeholder, you are here to share best practices, leverage collective resources and increase coordination among talent development delivery systems across the state. As a conference participant, you will help identify issues and barriers in public policy, education, public awareness and funding/financial restrictions that negatively impact the state's ability to be a leader in market relevant STEM talent development and retention. After hearing from STEM leaders throughout the two-day conference program, you and the team you join at the final roundtable session will make recommendations for transforming Florida's STEM talent development delivery system by drafting the framework for Florida's STEM Strategic Plan.

Our STEM Business and Education Conference is a stand-alone conference, but is utilizing joint conference facilities with the Florida Association of School Administrators for "economies of scale". There are four sessions where we come together, the two evening receptions, FASA's opening session and the bonus session with FASA on Tuesday morning. At this session, the Florida Department of Education will present "Florida's New Graduation Standards" among other hot topics and this information will help you prepare for the "Drafting the Strategic Plan" work session later that day.

Over the past year, **STEM**florida has established its Business Steering Council and Education Advisory Group, heard from more than 400 STEM stakeholders at the five regional Business Roundtables, released Florida's *State of STEM* report, developed a central clearinghouse website, and created the *Education Link Report* being presented at this conference. To recognize Florida's outstanding "best of the best" STEM programs, **STEM**florida will present 22 awards to inspiring local STEM partnerships and programs during the conference as well. The **STEM**florida Implementation Team is honored to have been chosen by Workforce Florida to create and launch Florida's first-ever business-led statewide STEM initiative.

Conference Agenda At A Glance

Sunday, July 25

3 – 7pm	Registration Desk Open
5 – 6:30pm	Welcome Reception

Monday, July 26

8 – 8:30am	Continental Breakfast
8 – 10:30am	Registration Desk Open
8 – 10am	Business Steering Council meeting
10:15 – 10:30am	Break
10:30am – noon	Framing the Issue
Noon – 1:15pm	Awards Recognition Luncheon
1:30 – 2:45pm	Where Are We?
2:45 – 3pm	Break
3 – 4:30pm	Creative Solutions
4:30 – 7pm	Reception

Tuesday, July 27

8 – 8:30am	Continental Breakfast
8:30 – 10:15am	Bonus Session: Florida's New Graduation Standards
10:15 – 10:30am	Break
10:30 – 1:15pm	Drafting the Strategic Plan - Expanding the Pipeline - Panel Presentations - Roundtable discussion
1:45 – 3:30pm	Education Advisory Group meeting

Sunday, July 25, 2010

Welcome Reception

BUSINESS STEERING COUNCIL

Jimmie L. Davis, Jr., Chairman

The MITRE Corporation

Carvajal Consulting & Management

DITEK Corporation

Enterprise Florida, Inc.

Florida Chamber of Commerce

The Florida Council of 100, Inc.

Governor's Office of Tourism, Trade

& Economic Development

Gulf Power Company

Harris Corporation

IBM

The Institute for Human & Machine

Cognition

Jabil Circuit

Keiser University

Lockheed Martin

Mayo Clinic Jacksonville

Mitsubishi Power

Systems, Inc.

PCS Phosphate White Springs

Scripps Florida

Space Florida

Workforce Florida, Inc.

STEM*florida* STEM
Business & Education
Conference attendees will join
the Florida Association of
School Administrators
conference in a grand
celebration of the opening of
both conferences. The
STEM*florida* Business
Steering Council, a business-
led volunteer Council that
provides guidance to the
implementation team, and other
special guests will be
recognized.

Welcome Reception sponsored by





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Monday, July 26, 2010

- 8 am Registration Desk Opens
- 8 – 8:30am Continental Breakfast
- 8 – 10am Business Steering Council meeting
- 10:30am – noon Framing the Issue

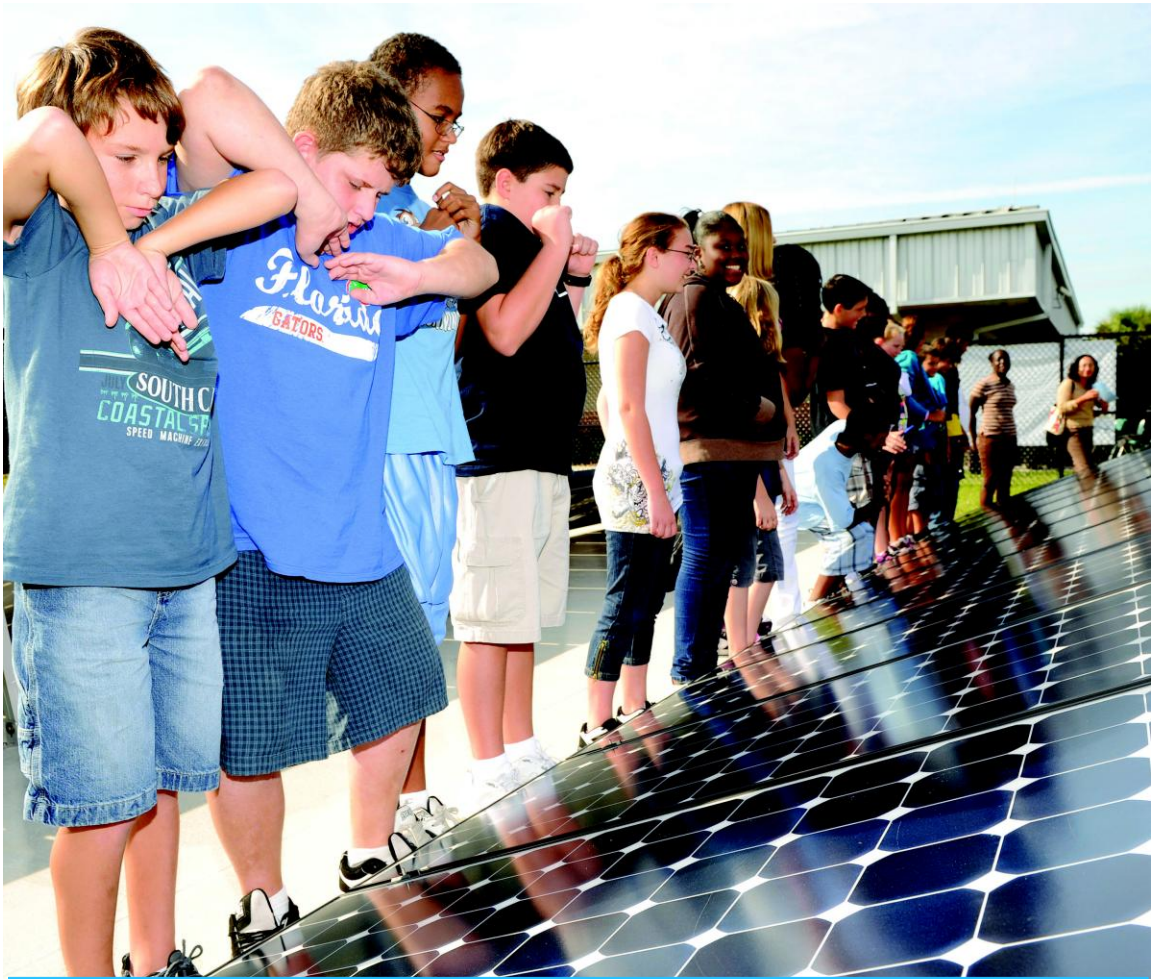
The conference opening session will feature foundational information about the STEM preparedness of the United States and Florida in the global economy.

State of STEM – Dr. Laura Lang will give an overview of Florida's current performance in STEM areas.

Crossing the Chasm - Dr. Ann Atkinson will provide opening remarks on the charge facing Florida to meet the global STEM challenge.

Session Sponsored by





Leading Florida

Florida Power & Light is proud to support STEMFlorida as you bring together Educators and Business Leaders to address STEM education in Florida.



Monday, July 26, 2010

Noon ~ 1:15 pm *STEM*Florida Awards
Recognition Luncheon
Celebrating Florida's best *STEM*
programs!

1:30 ~ 2:45 pm *Where Are We?*
This session will feature an interactive discussion with Pam Tedesco, Dr. Laura Lang and Dr. Mabry Gaboardi on the Business Roundtable findings and an introduction to evidence-based educational strategies to support the desired *STEM* outcomes as identified by Florida's business community. Moderated by Ken Ross.

Session Sponsored by



Monday, July 26, 2010

3 – 4:30 pm

Creative Solutions

We'll hear about Florida's successful STEM programs that produce the outputs needed by employers. Moderated by Jennifer Grove.

- **STEM enrichment/awareness**
National Flight Academy
VADM Gerry Hoewing
- **High school internship program**
Coastal Caisson Corp.
Chuck Puccini
- **Career Academies**
St. Johns County Public Schools
Dr. Joe Joyner
- **Nationally acclaimed programs across the educational spectrum**
Scripps Florida
Dr. Harry Orf and
Deborah Leach-Scampavia

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4:30 – 7pm

Reception in Exhibit Hall



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Robert C. McFarlane
Senior Vice President
Global Corporate Services
robert.mcfarlane@cbre.com



Kevin D. Johnson, CEcD
Vice-President of Economic Development
kevin.johnson@joe.com

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Monster provides education, business and workforce leaders with tools to focus curriculum and promote economic development.

Monster's up to the minute local labor market reports provide an analysis of demand for labor based on occupation, industry and skills contrasted with available labor supply by occupation, skills or education to identify gaps and opportunities.

Tuesday, July 27, 2010

8 -8:30am

Continental Breakfast

8:30 – 10:15am

Bonus Session – Florida’s New Graduation Standards

10:30 – 1:15pm

Drafting the Strategic Plan

- Expanding the Pipeline

Mary Chance, CFEF

Andy Vaughan, Monster.com

- Insights from Other States

Dr. Jimmie Davis, The MITRE

Corporation and STEMflorida Chairman

- A National Perspective

Dr. JoAnne Vasquez, Helios Education

Foundation and member of the National

Science Board

Armed with a plethora of information presented during the previous sessions, attendees will begin framing a statewide strategic plan for STEM over a working lunch.

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Public Sector & Education

1:45 – 3:30pm

Education Advisory Group meeting

Conference Speaker & Moderator Biographies



Ann Atkinson, Ph.D.

Dr. Ann Atkinson serves as Chief Operating Officer of the most respected volunteer business advocacy group in Florida, the Florida Chamber of Commerce. She directs corporate outreach, communications, grassroots, finance, political, IT, events, human resources, International Trade and the Florida Association of Chamber Professionals.

Prior to that role, she has owned her consulting practice, Atkinson & Associates, LLC, for 30 years. Her areas of expertise include strategic planning, change management, board of director training, future trends, emotional intelligence, and organization design.

Clients have included Equitable, United Technologies, U.S. Chamber of Commerce, Holland America Cruise Line, Georgia Tech, Georgia Pacific, Florida Association of Realtors, Mass Innovation, Inc., Union Carbide, Pennsylvania Academy of Family Physicians, Woodland Park Zoo, Pacific Rim Institute of Tourism, and The Haverill Business Alliance. For a complete list of clients, please visit Atkinson's website at www.annatkinsonassociates.com.

Previously, she has served as Chief Operating Officer for Entertainment Publications, Inc., an Operating Company of IAC/Interactive, and Chief Operating Officer of Corenet Global. Additionally, Atkinson served as Senior Vice President, Corporate Planning, Management & Organizational Development for Days Inns of America, a Dean in Continuing Education at the University of Georgia, the Dean of Education for The Art Institute of Atlanta, and a Vice President, Marketing, for Bell & Howell. In her consulting role, she assumed duties of CEO or COO for 5 companies until a replacement was found.

Atkinson received her doctorate degree in Business and Leadership Education from the University of Georgia and was selected for the Leadership Academy at Harvard. She has studied organizational systems with Peter Senge at the Massachusetts Institute of Technology.



Mary Chance

Executive Director, Consortium of Florida Education Foundations
STEMflorida Lead Partner

Mary Chance currently serves as executive director for the Consortium of Florida Education Foundations, a membership organization established in 1987 to provide a forum for the exchange of information and development of resources for district-wide education foundations to enhance public education at the local level. Currently, the Consortium represents 54 member local education foundations, with 1,000 business and community leader board members who raise \$45 million annually for targeted initiatives to support students, teachers and schools. She previously served as executive director of the Alachua County Public Schools

Foundation for 10 years, leading that organization's development from a single focus on student scholarships to a broadened mission of providing substantive support in numerous areas with annual revenues increasing from \$100,000 to \$1.2 million.

Mary's previous experience includes ten years as vice president of Group 5 & Associates, a Gainesville-based advertising firm. In that role, she specialized in communications strategic planning and account management for a variety of clients in the financial, retirement, healthcare, education and service industry arenas. Her clients included both local businesses and franchises of national companies and she was responsible for managing total communications budgets in excess of \$1 Million annually through numerous administrative and competitive changes.

A graduate of Florida State University with a co-major in English and Business and the University of Florida with a master's degree in public relations, Mary is a product of 18 years of education in Florida's public schools. A native Floridian, she attended elementary and secondary schools in Hillsborough and Pasco counties. She and her husband Chris live in Gainesville with three high school-age children now attending Alachua County public schools.

Mary believes local public education foundations can play an integral role in increasing private investment in K-12 public education. With no less than Florida's future at stake, she can think of no higher cause than encouraging all stakeholders – private supporters and education leaders – to work together in focusing their efforts on advancing public education for all our students.



Jimmie Davis, Ph.D.

Senior Software Systems Engineer, the MITRE Corporation
STEMflorida Business Steering Council Chairman

Dr. Davis is an engineer for the MITRE Corporation where he continues to lead several high impact, future looking technical tasks with support from major commercial contractors. MITRE is a not-for-profit organization formed in 1958 to create new technology for the Department of Defense. MITRE provides first-rate engineers and scientists experienced in systems engineering, information technology, operational concepts and enterprise modernization to meet the needs of its clients. The company currently manages federally funded research centers for the Department of Defense, the Federal Aviation Administration and the Internal Revenue Service.

Dr. Davis holds a Doctor of Engineering degree in Electrical Engineering from the University of Massachusetts Lowell, a Master of Science Engineering in Electrical Engineering from the University of Massachusetts Lowell, a Master of Science in Applied Mathematics from The Georgia Institute of Technology, a Bachelor of Electrical Engineering from the Georgia Institute of Technology and a Bachelor of Science in Math and Physics from Morehouse College.

Dr. Davis is committed to STEM education and an advocate for maturing a STEM based workforce. He is the founder of STEM companies that specialize in STEM education and empowerment, and serves on local, state and national boards that promote STEM education.



Mabry Gaboardi, Ph.D.

Assistant Director, Learning Systems Institute
Science Specialist, Florida Center for Research in Science, Technology,
Engineering and Mathematics (FCR-STEM)
STEMflorida Implementation Team

Dr. Mabry Gaboardi serves as Science Specialist at the Florida Center for Research in Science, Technology, Engineering, and Mathematics (FCR-STEM) housed within the Learning Systems Institute (LSI) at Florida State University. FCR-STEM is a newly created multi-disciplinary research center whose mission is to help the State of Florida improve K-12 teaching and learning in science, mathematics and technology and prepare students for higher education and science, technology, engineering, and mathematics careers in the 21st Century.

Dr. Gaboardi recently completed her Ph.D. at Florida State University in the Department of Geological Sciences, employing geochemical analyses to explore past environments and processes. At the National High Magnetic Field Laboratory (NHMFL), she worked to develop a method to measure the elemental abundances of comet material, returned by the NASA Stardust Mission, using laser ablation-inductively coupled plasma mass spectrometry. Additionally, she analyzed carbon and oxygen isotopes of herbivore tooth enamel in order to reconstruct paleovegetation and paleoclimate conditions present at the Peking Man Site during the Pleistocene.

Under grants from the National Science Foundation and NASA, and in collaboration with the NHMFL, she served as a link between the science research community and educators while still a graduate student. The multi-disciplinary nature of her research served her well as she partnered with classroom teachers to bring the experience of scientific research to K-12 classrooms.

Mabry joined LSI and FCR-STEM this year to serve as a Science Specialist working on Florida PROMiSE projects (Partnership to Rejuvenate and Optimize Mathematics and Science Education in Florida). She currently creates, coordinates, and implements professional development in science, math, and leadership for teachers and principals.

Mabry is a fourth generation Floridian, who comes from a family of educators, farmers, and small business owners. Growing up on the edge of the Ocala National Forest, she developed a love for nature, science, and learning. Her desire is to see that every child in Florida has the opportunity to gain the knowledge and skills needed to work in his or her chosen field, and to help educators and businesses collaborate to create a sustainable, prosperous future for all Floridians.



Jennifer Grove

Workforce Development Coordinator, Gulf Power Company
STEMflorida Business Steering Council member

Jennifer has worked with The Southern Company for 16 years. In her current position, Jennifer is responsible for the management of school partnerships and the creation of workforce development programs to enhance northwest Florida's

economic development position. Previously, Jennifer served as Gulf Power Generation's Technical Training Coordinator, a Performance Consultant with Southern Company College- the management education arm of Southern Company, and a Change Management Consultant with Andersen Consulting.

Jennifer actively serves in many community, state and national organizations focused on education and workforce including positions on Workforce Florida, Inc. as Board Member and member of the Executive Committee, Business Competitiveness Council and Sustainability/ Infrastructure Committee; *STEMflorida* Business Steering Council member; Chair of the Board of Communities In Schools of Northwest Florida; Executive Committee member of ECARE (Every Child A Reader in Escambia County); and Steering Committee member of the Northwest Florida Ford Next Generation Learning Community. Jennifer serves as the Industry Chair of the Florida Energy Workforce Consortium and on the Florida Banner Center for Energy and Florida Banner Center for Construction Industry Advisory Councils. Jennifer is actively engaged in workforce development initiatives at both the Southern Company and national level through the Center for Energy Workforce Development.

Jennifer holds a Masters of Science degree in Organizational Communication from Purdue University and a Bachelors degree from Birmingham-Southern College.

Jennifer enjoys spending time with her family, including husband, Ray, and four boys: Andrew, Hank, Matt & Scott. They spend their free time deep-sea fishing, surfing, and camping.



VADM Gerald Hoewing

President & CEO, National Aviation Museum Foundation

VADM Gerald L. Hoewing a native of Keokuk, Iowa was commissioned an ensign from Iowa State University with a Bachelor of Science degree. He flew the A-7E *Corsair II* light attack aircraft on multiple deployments to the Western Pacific (WESTPAC) on USS *Constellation* (CV-64) and USS *Kitty Hawk* (CV-63), followed by multiple Mediterranean and Indian Ocean deployments on USS *Independence* (CV-62) and USS *Forrestal* (CV-59).

Vice Admiral Hoewing was the Operational Test Director for the F/A-18 *Hornet* aircraft during its initial operation evaluation and later commanded VFA-81 embarked in USS *Saratoga* (CV-60) during Operation *Desert Shield*. Additional sea duty commands included USS *Seattle* (AOE-3), USS *John F. Kennedy* (CV-67) and Commander Carrier Group SEVEN/USS *John C. Stennis* (CVN-74) Battle Group.

His shore assignments include multiple tours of duty in the personnel domain ranging from Bureau of Naval Personnel to the Office of Secretary of Defense. Vice Admiral Hoewing's final active duty assignment was as Deputy Chief of Naval Operations (Manpower and Personnel, Training and Education)/Chief of Naval Personnel.

Admiral Hoewing's current position is President and Chief Executive Officer, Naval Aviation Museum Foundation, the private fund raising arm of the National Museum of Naval Aviation and the proposed National Flight Academy.



Joe Joyner, Ph.D.

Superintendent of Schools, St. Johns County School District

Dr. Joseph G. Joyner has been Superintendent of Schools for the St. Johns County School District since July 1, 2003. He is the third appointed superintendent of one of the most rapidly growing school districts in the state and the nation.

In his role as Superintendent, Dr. Joyner serves as the instructional leader for 17 elementary schools, 7 middle schools, 1 K-8 school, 7 high schools and 3 charter schools.

During his tenure Dr. Joyner has opened five new elementary schools, a new middle school, a new K-8 and two new high schools. Student test scores continue to rise, and the district's most recent FCAT scores were the highest in the state out of 67 school districts in Florida.

St. Johns County School District is one of only 10 school districts in the state to earn an "A" for the past eight years. The district continually ranks in the top 14% of the nation in "What Parents Want" in public schools. High school graduates rank third in the state in readiness for college.

Other accomplishments include continually ranking among the top districts in the state in the amount of money spent on the classroom and creating nationally-recognized high school academies. The Superintendent also initiated the first Pursuing Victory with Honor program in the state which incorporates character education into athletic programs.

In 2007-08 Dr. Joyner served as President of the Florida Association of District School Superintendents (FADDS) and continues to serve on their board. In 2007 he received one of two Superintendent of the Year Awards from the Consortium of Florida Education Foundations. The following year he was selected as the Florida Superintendent of the Year by FADDS.

Dr. Joyner is very involved in the community and received the 2009 Gus Craig Award from the Salvation Army in recognition of his community service. He serves on the boards of the American Cancer Society, PACT Prevention Coalition, the St. Johns County Education Foundation, St. Francis House and United Way. He is also an active member of the Rotary Club of Historic St. Augustine.

Dr. Joyner attended Florida State University on a football scholarship and holds master's and doctoral degrees from the University of Central Florida. He was selected as a UCF Outstanding Alumnus for 2005 and as an Alumnus of the Decade in 2007.

His wife Susan is a fifth grade teacher at South Woods Elementary School. She has been teaching for 31 years and was named Teacher of the Year for Orange County in 1989. The Joyners have been married for 32 years and have two daughters, both teachers, and two grandchildren.



Laura Lang, Ph.D.

Director, Learning Systems Institute (LSI)
Associate Professor in Educational Leadership & Policy Studies, Florida State University.

STEM*florida* Implementation Team

LSI is a multidisciplinary organization dedicated to bridging the gap between research and practice in education, training and performance. Over the past forty years, LSI has made significant contributions, nationally and internationally, using systems approaches to improved human performance. Currently, LSI is comprised of twelve research centers, 250 research faculty and staff, and federal and state grants totaling over \$50 million. For each of the past seven years, it has produced a 6:1 or greater ROI.

Laura is a fourth generation Floridian who obtained her undergraduate degree at the University of Florida and a master's and Ph.D. at Florida State University. Her research examines variables related to improved learning and performance with an emphasis on instructional leadership, professional learning, data-driven decision making and interventions related to reading, science and mathematics. Laura is the principal investigator (PI) on a number of state and federally funded research projects, including an Office of Naval Research grant examining the application of the expert-performance approach to the development of training based on deliberate practice and deep learning, a project funded by the federal Institute for Education Sciences, the Multi-University Reading, Mathematics and Science Initiative (MURMSI) and a FLDOE-funded Mathematics Formative Assessment Project for Florida. MURMSI provided support for the implementation of two randomized field trials examining the relative effects of technology-based interventions on student performance. She was also the lead researcher on a recently published three-year study that included a randomized field trial examining the relative effects of reading interventions for struggling ninth grade students.

Laura is a co-principal investigator for state-funded Florida Center for Research in Science, Technology, Engineering and Mathematics (FCR-STEM) and the PROMiSE MSP grant designed to support teachers and principals in the adoption of the new Florida standards in mathematics and science. She teaches a number of courses in the Department of Educational Leadership and Policy Studies and is a co-investigator on a pre-doctoral interdisciplinary research-training project in the educational sciences.

From 1992 to 2000, Laura was a middle school principal in Leon County, and recognized by the then Commissioner of Education Frank Brogan as a Florida 1996 Outstanding Middle School Principal. Prior to becoming a principal, she was a high school assistant principal for five years and a special education teacher for twelve years.

Her vision is a sustainable, productive engagement among business, industry, education and policymakers to collaboratively assess Florida's STEM needs and formulate an evidence-based approach to address these needs. As a result of improving STEM student outcomes and workforce readiness, we will place Florida among the global leaders in attracting clean, high-tech business and industry.



Deborah Leach-Scampavia

Science Education and Outreach Administrator, TSRI, Scripps Florida.

Ms. Leach-Scampavia holds degrees in Biology and Education and is a certified teacher. Prior to her appointment with Scripps and since 1988 Ms. Leach-Scampavia served as the Coordinator for the National ESCA and Surface Analysis

Center for Biomedical Problems in the Department of Bioengineering at the University of Washington, Seattle. Her research and publication focus has been in the field of surface characterization of biomaterials using ESCA (Electron Spectroscopy for Chemical Analysis) and ToF SIMS (Time-of-Flight Secondary Ion Mass Spectrometry).

Throughout her career, she has also been a dedicated science educator. Before her appointment as Education and Outreach Administrator for Scripps Florida, she served as a coordinator for the University of Washington Engineered Biomaterials (UWEB) K-12 Science Education Outreach program.

Deborah is currently working to build capacity in science and math programs throughout the Palm Beach County School District.



Harry Orf, Ph.D

Vice President for Scientific Operations and Professor of Chemistry, Scripps Florida.
STEMFlorida Business Steering Council member

Dr. Orf received a B.S. degree *summa cum laude* in Chemistry from the University of Missouri - St. Louis, and A.M. and Ph.D. degrees in Chemistry from Harvard University. Prior to his appointment with Scripps, and since 1983, Dr. Orf served as Director of Molecular Biology Laboratories at Massachusetts General Hospital and Principal Associate in Genetics at Harvard Medical School in Boston. While there, Dr. Orf was instrumental in forging an enduring science education partnership between Mass General and the Timilty Middle School in Boston. He developed numerous science programs and initiatives for Boston Public Schools over a 15-year course and, in 1997, was given the American Hero Award by the US Department of Education for his work with the Boston public school system.

Dr. Orf is a founder of and principal in Cambridge Laboratory Consultants, Inc., a consulting firm that has participated in the start-up of over 65 biotech companies in the greater Boston area since 1978. Dr. Orf is also a founder and former board member of the Science Hotel at Cambridge, MA. Since arriving in Florida, Dr. Orf has been named to the Board of Directors of the South Florida Science Museum, the Florida Research Consortium, the Palm Beach Education Commission, the World Community Grid, and BioFlorida, and has served as Chair of the BioFlorida Committee on Education. He retired in September, 2004 at the rank of Colonel from the 804th Medical Brigade, US Army Reserves, after spending a year on active duty serving with the Brigade in Iraq and Kuwait, and earning a bronze star. In November of 2005, the Army awarded Dr. Orf the Legion of Merit for his cumulative accomplishments spanning a 33-year career with the Army Medical Command.



Chuck Puccini

President and CEO, Coastal Caisson Corp.

Charles Puccini has over twenty years of foundation and underground construction experience in Florida and in the Southeastern United States. Mr. Puccini is President and CEO of Coastal Caisson Corp., a bay area firm that is engaged in the design and construction of underground walls, basements and piling systems for complex ground conditions. He is also President of Bauer Foundation Corp., a firm specifically created for design and construction of underground walls. Mr. Puccini has an intimate knowledge of the challenging ground conditions in the bay area and has successfully drilled

and excavated in Florida for 22 years. Mr. Puccini has direct access and support from the parent company, the Bauer Group, a worldwide organization based in Schrobenhausen, Germany.

Mr. Puccini is responsible for the total operation of Coastal Caisson Corp. and all existing subsidiary companies based in the Southeastern United States. He personally manages the primary operations departments including design, estimating and construction. He also is responsible for the management of satellite offices located throughout the Southeast.



Ken Ross

Vice President, Communications & Public Affairs; Lockheed Martin
STEMFlorida Business Steering Council member

Ken Ross serves as the principal communications and public affairs advisor to Lockheed Martin's Global Training and Logistics business, based in Orlando, FL.

Mr. Ross leads the development and execution of an integrated communications program that creates, projects, and reinforces perceptions supporting business and community goals. Included in the program are media relations, advertising, marketing communications, community relations, multimedia and Web sites, and employee communications.

He joined Lockheed Martin in 2002 at Lockheed Martin's business in Moorestown, N.J. From 2000-2002, he was the public affairs director for the State University of New York at New Paltz, where he led an extensive reputation rebuilding effort for that campus. Prior to that, he was the strategic communications director for ComEd's Nuclear Operations Group (now Exelon Nuclear). Mr. Ross served on active duty with the U.S. Navy from 1983 to 1996 as a Surface Warfare Officer and Public Affairs Officer. After leaving active duty, he continued serving in the reserves and retired in 2004.

Mr. Ross graduated from the University of Massachusetts with a degree in journalism and economics, and Norwich University with a Master of Arts degree in Diplomacy. He resides in Oviedo, FL, with his wife Mary Ann and four children.



Pam Tedesco, CCE, IOM

President, The Arland Affiliation
STEMFlorida Project Manager

Pam Tedesco has spent fifteen years in community, economic and workforce development, the last eleven of which in Northwest Florida. Currently, she is the project manager for the recently launched **STEM**Florida initiative, designed to make Florida a leader in market-relevant STEM talent development and retention.

Prior to this project, while employed by Florida's Great Northwest, the 16-county regional economic development organization, Pam oversaw the successful implementation the organization's WIRED Northwest Florida Initiative. Launched by a \$15 million U.S. Department of Labor grant, the WIRED (Workforce Innovation in Regional Economic Development) Northwest Florida Initiative

based on a regional collaborative effort will finish as a \$40 million project geared at developing the systems to ensure adequate production of highly skilled workforce to move the region's innovation economy forward. Critical to the project's success was the establishment of a strong public/private partnership. The U.S. Department of Labor recognized the partnership created under Pam's leadership as the national model and it was featured at an international workforce symposium in Singapore in August 2008.

Before working directly in workforce initiatives, Pam worked for chambers of commerce at both the state and local level. While at the Florida Chamber of Commerce as the North Florida Regional Advocate, Pam interacted with the business and legislative leaders across north Florida, while coordinating with local chambers of commerce. As the president of the Walton County Chamber of Commerce, Pam led the organization to receive the prestigious national Award for Excellence twice, an achievement done by only seven chambers of commerce in the country. Additionally, she more than doubled the membership roll while tripling the budget through quality program development and implementation. Additional responsibilities included strategic plan development and implementation program action; policy development; fiscal management.

In her previous private sector employment, Pam served as the Regional Office Manager for Manpower Temporary Services, hiring, training, assigning and supervising nearly 700 employees.



JoAnne Vasquez, Ph.D.

VP and Program Director Arizona Transition Years Teacher and Curriculum Initiatives; Helios Education Foundation

Dr. Vasquez has been a classroom teacher and district science specialist for Mesa Public Schools, an adjunct professor of science education at Arizona State University and director of professional development and outreach for ASU's Center for Research on Education in Science, Mathematics, Engineering and Technology (CRESMET). She joined the Helios Education Foundation in 2008. She is a graduate of Northern Arizona University and holds a Bachelor's degree in Biology, a Master's in Early Childhood Education and a Ph.D. in Curriculum and Instruction.

A recognized leader in science education, Dr. Vasquez is the Past President of the *National Science Teachers Association*, and the *National Science Education Leadership Association*, she was a Presidential Appointee to the *National Science Board*, the governing board of the *National Science Foundation*, becoming the first and only K-12 educator to ever hold a seat on this prestigious board. Her distinguished service and extraordinary contributions to the advancement of science education at the local, state and national levels has won her numerous awards including the NSTA highest award, the 2006 "Robert H. Carlton Award" for Leadership in Science Education. She has also received, the "Distinguished Service to Science Education Award" the "Search for Excellence in Elementary Science Education and Supervision Award" the 2007 New York Academy of Science's "Willard Jacobson Award" for major contribution to the field of science education and was the 2004 NALEO (*National Association of Latino Elected and Appointed Officials*) honoree for her contributions to improving education. She was named *Arizona's Outstanding Educator* and the National Environmental Association's *Teacher of the Year*, and was awarded the Northern Arizona

University's *Centennial Year of Science "Distinguished Alumni Award"* and in 2008 inducted into the College of Arts and Science *Alumni Hall of Fame*.



Andy Vaughan

Andy has been with Monster.com since February of 2008, supporting the sales and marketing efforts of the Public Sector & Education team from his home office outside of Rochester, NY. Between snowboarding in winter and boating and motorcycling in the summer, he tries to find time to understand and address the challenges facing today's young people in terms of education and career choices. His role at Monster PSE is the culmination of over 25 years of building and selling technology based solutions, primarily into the higher education space. An avid networker and semi-astute researcher, he's focused on leveraging Monster's resources to enable America's young people to become informed and engaged so they can participate and thrive in a global economy that will never be the same.



Paula Waller

President, PLWconsulting group, LLC
STEMflorida Implementation Team and Conference Coordinator

Paula Lovett Waller has spent over thirty-five years in support of public education as a teacher, a school district administrator, the chief executive officer for Florida's oldest regional education service organization located in Northwest Florida and currently as a consultant to both business and educational organizations. From 1986 to her retirement in 2007 as CEO of the Panhandle Area Educational Consortium, Waller's transformational leadership and entrepreneurial approach to educational service delivery moved the organization from a small regional education cooperative to one of the nation's leading innovators in educational technology, curriculum/instructional support services and business operations. Notable achievements include expanding the organization's membership from 9 to 12 member school districts and providing regional educational services from Escambia to Taylor counties, as well as leading Florida's first multi-district teacher education center, the state's first cooperative purchasing and self-insured risk management programs for multi-districts, and the nation's only K-12 professional development delivery and data management system using 24/7 satellite broadcasting, internet, and student performance data to improve student achievement.

For over twenty years, Waller has been a major legislative advocate for Florida's 34 small and rural school districts and has held leadership roles for educational associations in both Florida and the nation, including a term as President of the Southern Rural Education Association. She has been equally involved in the areas of economic and workforce development, serving as a long-time Board of Directors member and President of the Washington County Chamber of Commerce, and as a member of the Advisory Council for Florida's Great Northwest's *WIRED* initiative. In addition to her role as a member of the STEMflorida Implementation Team and as the 2010 STEM Business & Education Conference coordinator, Waller and her group serve as consultants for a variety of school districts and private enterprises, as well as the Florida School Boards Insurance Trust.

STEM Stakeholders

Throughout the 2010 STEM Business & Education Conference, there is much emphasis being placed on the role of Florida's STEM stakeholders in furthering the statewide efforts to address market relevant STEM talent development and retention. You may ask.....

“Who are Florida's STEM Stakeholders?” They are...

STEM Skills Employers
Education & Training Providers
Economic Development Organizations
Workforce Development Boards
Chamber of Commerce
Target Industry Associations:
American Water Works Association, Florida Chapter
Association of Builders & Contractors
Association of IT
BioFlorida
Digital Media Alliance
Film Florida
Financial Florida
Florida Bankers Association
Florida Black Business Investment Board
Florida Construction Users Roundtable
Florida Energy Workforce Consortium
Florida Engineering Society
Florida Farm Bureau
Florida Home Builders Association
Florida Ports Council
Florida Trucking Association
IT Florida
Manufacturers Association of Florida
Space Florida
VISIT Florida
Philanthropies
Other Public Partners

Please consider pledging your support to advancing STEM in Florida by joining the growing list of stakeholder partners that have signed the Declaration of **INTER**dependence, a document that affirms a multi-sector approach to addressing STEM talent development.



STEM_{Florida} Education Advisory Group

Agency for Workforce Innovation
Banner Centers
Brevard County Schools
Coalition for Science Literacy (University of South Florida)
Columbia County IDA/EDO
Consortium for Florida Education Foundations
Florida Association of Career and Technical Educators
Florida Association of District School Superintendents
Florida Association of School Administrators
Florida Association of Science Supervisors
Florida Board of Governors
Florida Center for Research in Science, Technology, Engineering, and Math
Florida Chamber Foundation
Florida Department of Education
Florida Learning Alliance
Florida Organization of Instructional Leaders
Florida State Board of Education
Florida State University
Florida Virtual School
Foundation for Excellence in Education
Harris Corporation
Heartland Consortium
Helios Education Foundation
IBM
Lake County School Board
Leon County Schools
Manufacturers' Association of Florida
Miami Dade College
National High Magnetic Field Laboratory (Florida State University, University of Florida)
Orlando Chamber of Commerce
Pinellas County Schools
School Boards
Senate Select Committee on Florida's Economy
University of Central Florida College of Engineering

The role of the STEM_{Florida} Education Advisory Group is to synthesize the statewide input from both the business and education communities and work collaboratively to produce a Florida STEM Plan by December 2010 that will include strategies to:

- address educational initiatives to support existing and prospective STEM based industry;
- increase student enrollment in STEM curricula;
- increase student achievement goals in mathematics and science;
- close the gap between STEM entry-level workforce readiness needs and an available STEM prepared workforce;
- increase the percentage of all Floridians who are literate in STEM content and issues;
- increase postsecondary readiness for 21st Century STEM related careers;
- provide regional educational solutions to regional STEM workforce needs.

STEMflorida Implementation Team



Mary Chance, Executive Director
Consortium of Florida Education Foundations
2810 NW 43rd Street, Suite B
Gainesville, FL 32606
www.CFEF.net



Pamela A. Tedesco, President
The Arland Affiliation
PO Box 2111
Santa Rosa Beach, FL 32459
Tedesco@mchsi.com



Frank Fuller, Ph.D., Director
Employ Florida Banner Center for
Secondary Career Academies
2010 Levy Ave, Suite 320
Tallahassee, FL 32306
www.BannerSecondaryFlorida.com



Laura Lang, Ph.D., Director
Mabry Gaboardi, Ph.D., Assoc. Director
Learning Systems Institute
Florida State University
University Center Suite
C4600 296 Champions Way
Tallahassee, FL 32306
www.LSI.FSU.edu



Paula Lovett Waller, President
PLWconsulting group, LLC
1594 South Boulevard
Chipley, FL 32428
wallerpl@bellsouth.net

www.STEMflorida.net

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