

MANAGER'S MEMO

By Megan Robinson,
SEVA-PORT manager

We're pleased to present the inaugural issue of *Portal*, a quarterly newsletter showcasing successful endeavors funded by Southeastern Virginia's WIRED grant.

The mission of the Southeastern Virginia Partnership for Regional Transformation (SEVA-PORT) is to link the emerging industry of modeling and simulation and the port-related industries of transportation, warehousing and distribution. To tackle this, we've implemented a two-pronged approach that strengthens the talent pipeline and supports small business development.

So far we have more than 40 partners working together on projects in Southside Hampton Roads, the Peninsula and Crater regions. In the past two years, we've leveraged region-wide partnerships to establish 30-plus SEVA-PORT initiatives and we're seeing some exciting results. More than 200 students have received tuition assistance to upgrade skills in M&S and TWD-related fields, and curriculum is being developed at local community colleges.

If you haven't already partnered on a project or would like more information, please contact me to learn how you can get involved to help sustain SEVA-PORT's success. ●

Hampton Roads youth get technological boost from SEVA-PORT camps

SEVA-PORT partners on both sides of the water hosted a variety of technology-related camps this past spring and summer. The camps' focus was to help prepare youth for possible careers in the modeling and simulation industry and the port-related industry of transportation, warehousing and distribution.

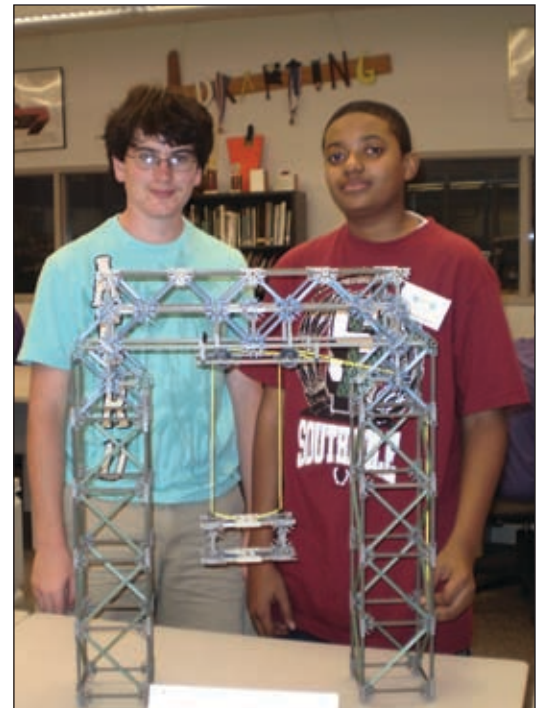
A three-week Game Technology Camp sponsored jointly by the Peninsula Council for Workforce Development, ECPI College of Technology and Newport News Public Schools began April 15 at ECPI's Newport News campus. Designed for high school students at least 16 years old, the after-school camp provided them with a hands-on introduction to the M&S/video game industry. Upon completion, students received a certificate from ECPI and PCFWD.

On April 20-23, SEVA-PORT partners hosted a Logistics and Modeling and Simulation Technology Camp with the ECPI College of Technology at ECPI's Newport News campus. High-school students were recruited from all six Greater Peninsula school divisions through the Youth Career Cafés to partake in the mini-camp that challenged them to conceptually solve a real-world logistics problem using M&S applications.

In July, Old Dominion University, in collaboration with Opportunity Inc. and Virginia Beach Public Schools, offered two Science, Technology, Engineering and Math Camps at the Advanced Technology Center in Virginia Beach. More than 30 campers from Southside Hampton Roads enjoyed field trips to the Norfolk International Terminals where they had a front-row seat to the supply chain in motion and got to see port cranes and other machinery up close.

The students then used M&S technology to build 2-D and 3-D models of sea port cranes, boat hulls and other logistical devices used at the port.

SEVA-PORT partners have launched more than 13 technology-related camps, student internships and other industry-driven learning experiences throughout the region to develop and expand the M&S talent pipeline. Activities will continue throughout the summer. ●



SEVA-PORT camps held this spring and summer on college campuses and at public schools exposed young people to various technology careers, as well as maritime and port operations. Local students also received hands-on experience in the area of modeling and simulation as it relates to the budding video game industry.



Internships make a difference on the Peninsula

Thanks to the SEVA-PORT initiative, 13 student interns gained some hands-on experience this past summer in Hampton with businesses that routinely use modeling and simulation in their operations.

The Peninsula Council for Workforce Development and Hampton City Schools placed the youth in positions with a variety of their business partners including Dilon Technologies, Thomas Jefferson National Accelerator Facility, ZelTech, ViGYAN, Soluble Systems, Science Systems and Applications Inc. and Lockheed Martin Information Technology.

This collaboration, which was designed to enhance classroom experience, enabled high school students to be exposed to cutting-edge technology in the field and to gain firsthand knowledge about what an M&S career entails.

Student interns were encouraged to keep an academic journal and wrote papers at the end of the program summarizing their experience and highlighting the value of the on-the-job opportunity.

In the fall of 2009, SEVA-PORT partners will offer additional internships designed to help prepare students for new jobs in M&S and warehousing and distribution, as well as host camps. ●



GBL integrates learning with video and computer games, immersing students in programs where they can learn more effectively.

Learning becomes a game

A modeling, simulation and game-based learning (GBL) program to enhance science, engineering, technology and math skills is being offered at Lake Taylor High School in Norfolk.

The GBL program is a collaborative effort between SEVA-PORT, Norfolk Public Schools, Old Dominion University, Norfolk State University, Northrop Grumman, and Virginia Modeling, Analysis and Simulation Center. SEVA-PORT helped grow the program by providing teacher training on M&S software packages such as 3D StudioMax, GIS and Inventor.

Student field trips to VMASC and NASA also provided an opportunity for 33 students to learn more about M&S career and training opportunities. ●

Enterprising youth go solar

During spring 2009, SEVA-PORT facilitated a multidisciplinary partnership between Junior Achievement and Virginia Beach Public Schools. Students from the Modeling and Simulation class at the Advanced Technology Center and the Advanced Entrepreneurship class at Landstown High School worked together to create NUVO, a student-organized business that creates products in renewable energy.

The business seeks opportunities to offer environmentally friendly products that use green technology.

The group's first product, the Para-Solar, is a solar-powered umbrella that uses power from the sun to generate extended battery power for personal electronic devices such as MP3 players, cell phones and cameras. ●

A student-run collaborative in Virginia Beach is an example of a successful SEVA-PORT partnership that incorporates the spirit of entrepreneurship, M&S technologies and alternative-energy sources.

Virginia Logistics Research Center is given the green light

The Crater Planning District Commission has completed a feasibility study that examined how the region's business community and higher education institutions could be linked to and benefit from Fort Lee's expansion of its logistics and M&S functions.

Conducted by Virginia Modeling, Analysis and Simulation Center staff, the study was led by a group of about 50 community leaders from the logistics and transportation, warehousing and distribution sectors, along with representatives from Fort Lee, Defense Supply Center Richmond, higher education, economic development agencies and local government.

After numerous meetings, as well as an online survey, the group concluded the Crater Region should move forward to establish the Virginia Logistics Research Center — a high-tech center that will initially focus on TWD, supply chain management, M&S, advanced manufacturing and medical.

The Crater Region's excellent transportation network, including interstate highways and dual-rail service, and its strategic mid-Atlantic location have resulted in a growing number of TWD firms.

The feasibility study pointed out that with the expanded military presence, along with the private sector growth in advanced manufacturing and TWD, the region's research and development capabilities for conducting comprehensive urban planning, analysis, problem solving and the capacity to provide M&S support to Fort Lee and local industries needs to be strengthened to meet the current and future needs of the private, public and government sectors. ●

Counselors go to camp

Camps aren't just for kids anymore. Fourteen guidance counselors from Southside Hampton Roads high schools participated in a two-day SEVA-PORT summer camp highlighting the educational and career pathways available to students in the field of modeling and simulation.

The virtual camp, hosted by Tidewater Community College, introduced counselors to the practical world of M&S and how it applies to consumers, civilians and educators on a day-to-day basis.

programs for students.

Last April, the Peninsula Council for Workforce Development arranged for high-school guidance counselors from Hampton City Schools and Newport News Public Schools to tour Wal-Mart Import Distribution Center 6088 in Williamsburg, NASA Langley Research Center, Thomas Nelson Community College, ODU Peninsula Higher Education Center and PCFWD headquarters. The tours encompassed four full days.

They were designed to represent the economic impact and development of the area's M&S industries; transportation, warehousing and distribution as they relate to the Virginia

Port Authority; technology development and its impact on K-12 education; and the science, technology, engineering and mathematics industrial base in Hampton Roads.

Informal assessments showed a high level of enthusiasm and interest in industry sectors where counselors had no experience or prior knowledge. ●

Camps aren't just for kids anymore.

The camp featured a panel discussion where experts from NASA; Virginia Modeling, Analysis and Simulation Center; Old Dominion University; Northrop Grumman and MYMIC provided firsthand accounts of M&S career pathways. The virtual camp gave counselors a better understanding of the M&S industry and its applications, as well as the available training



The summer camp at TCC included interactive games and demonstrations of human simulators and applications used in medical, transportation and military settings.



Peninsula-based school counselors tour a Williamsburg Wal-Mart import distribution center, one of the area's TWD centers.

Crater launches online business training program

In March, the Crater Small Business Development Center announced its online business training program, which offers more than 100 classes in areas such as communication, negotiating, marketing and teamwork.

The SEVA-PORT-supported program, whose partners include the Crater Planning District Commission and the Virginia Electronic Commerce Technology Center, provides classes to local businesses or people interested in starting a business. This includes everyone from entrepreneurs and business owners in logistics and technology-related fields to exiting and retiring military personnel. The online courses are designed so businesses in all stages of development may benefit from them.

"Students can log on 24 hours a day — (whether they are) at home, at the office or on the road," says Pat Hood, director of the CSBDC. "They can take classes at their own pace." ●



CSBDC is now offering an online business training program that provides classes to local businesses or people interested in starting a business.