

Developing Apps for Consumer Electronics

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Generic Top-Level Domain Names on Sale

2012 NBDPA Leadership

2012 NBDPA Conference Call

NBDPA President's Message

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Annual National BDPA Technology
Conference and Career Expo

BALTIMORE, MARYLAND
August 1-4, 2012



Featured Site

Foodista.com

"The Secret Sauce"

Modern day applications and mobile apps for **Android**, **iOS**, or **webOS** can make planning special events more enjoyable by providing a wide variety of seamless interfaces and specific content tailored directly to users and subscribers.

Founded in February of 2008, Foodista, Inc. launched **foodista.com** in December 2008. Foodista is a passionate community of food lovers who want to share and exchange its collective knowledge about all things culinary. Foodista's editorial content informs and entertains readers with a daily dose of food news, cooking tips and



recipes, health and nutrition information, holidays and special events, and much more. Additionally, they feature a wealth of encyclopedic content about foods, tools, and techniques, and Foodista houses a growing database of **user-added** recipes.

Foodista has been featured in *Time*, *The New York Times*, *TechCrunch*, *Huffington Post*, and a multitude of other publications and social media. In 2009, they organized the first **International Food Blogger Conference**, which has since become the premier event for food bloggers, with an emphasis on food, writing, and **technology**. In 2010, with the help of food bloggers around the world, we released the **Foodista Best of Food Blogs Cookbook**, the first cookbook of its kind. **Source: Tech Talk Radio** **bt**



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NBDPA Conference Call & Early Bird Registration



National BDPA Co-Founder, Earl A. Pace, Jr. was inducted into the 2011 **IT Hall of Fame**. The IT Hall of Fame recognizes the contributions of "game-changers" in the IT channel and IT innovators. Early bird registration is open for 2012 IT innovators to attend the National BDPA Technology Conference, Career Expo, IT Showcase, and the National High School Computer Competition (HSCC) Championship round. NBDPA Conference Headquarters will be at the Baltimore Hilton, in Baltimore Maryland from August 1-4, 2012. During this year's events, BDPA Members are encouraged to discover new technological advances across all industry segments and evaluate exciting career opportunities with industry certifications from CompTIA or security clearances. For sponsorship, exhibiting opportunities, and pre-registration, visit www.bdpa.org.

BDPA, formerly known as **Black Data Processing Associates**, was founded in 1975 to promote professional growth and technical development to those in or entering information and communications technology (ICT) career fields and related industries. National BDPA (NBDPA) Chapters publish quarterly or monthly newsletters. For newsletter or web portal advertising rates, publication schedules, online calendars, and e-newsletters, contact regional or local BDPA offices by visiting www.bdpa.org or by calling **1.800.727.2372 (BDPA)**. **bdpatoday** (ISSN 1946-1429) is published by participating Local Chapters of NBDPA with their respective chapter Communications Committees, mailed to BDPA members, BDPA corporate sponsors and electronically delivered to BDPA Chapters and Chapter Interest Groups (CIGs) as a benefit of membership. First Class and Periodicals postage paid at Washington, D.C. and additional regional mailing offices. Unless otherwise noted by own copyright, art and graphics ©NBDPA, ©BDPA-DC, ©Corbis, ©Getty Images, and ©JupiterImages™. Cover graphics, photos and logos: BDPA-DC and **bdpatoday** is available for immediate online publishing of ICT industry, chapter news, and community IT or STEM events. Forward advertisements, articles, events, or images with captions and credits to: info@bdpatoday.org. Readers also may use NBDPA Groupsites calendars, enhanced by Groupsites.com to review local events or visit www.bdpatoday.org.





BDPA coders & App Developers | photo © BETF

7 INDUSTRY NEWS

ICANN has initiated a process that could trigger a dramatic expansion of the Internet. Applications for new generic top-level domains (gTLDs) are being accepted beginning this month.

7 NATIONAL BDPA NEWS

Johnson & Johnson

Johnson & Johnson renews NBDPA's Platinum Sponsorship level for 2012. IT Showcase winners from 2011 National BDPA Technology Conference were among the first to receive scholarships from Johnson & Johnson for research, development, and poster presentations.

8 COVER STORY

Developing new Apps for consumer electronics (CE)

10 2012 NBDPA Leadership & Upcoming ICT Industry Events

Newly elected and appointed officers for NBDPA's FY12 National Executive Committee (NEC) and National Board of Directors (NBOD) were installed 4Q11.

13



Donna Brazile to Keynote National IT Executive Awards

The ITSMF and HITEC 8th Annual IT Executive Achievement Awards Ceremony will be held in Washington, D.C. next month. The awards ceremony attracts approximately 500 corporate, government, and trade association executives and invited guests.

17 PUBLIC SECTOR FEATURE

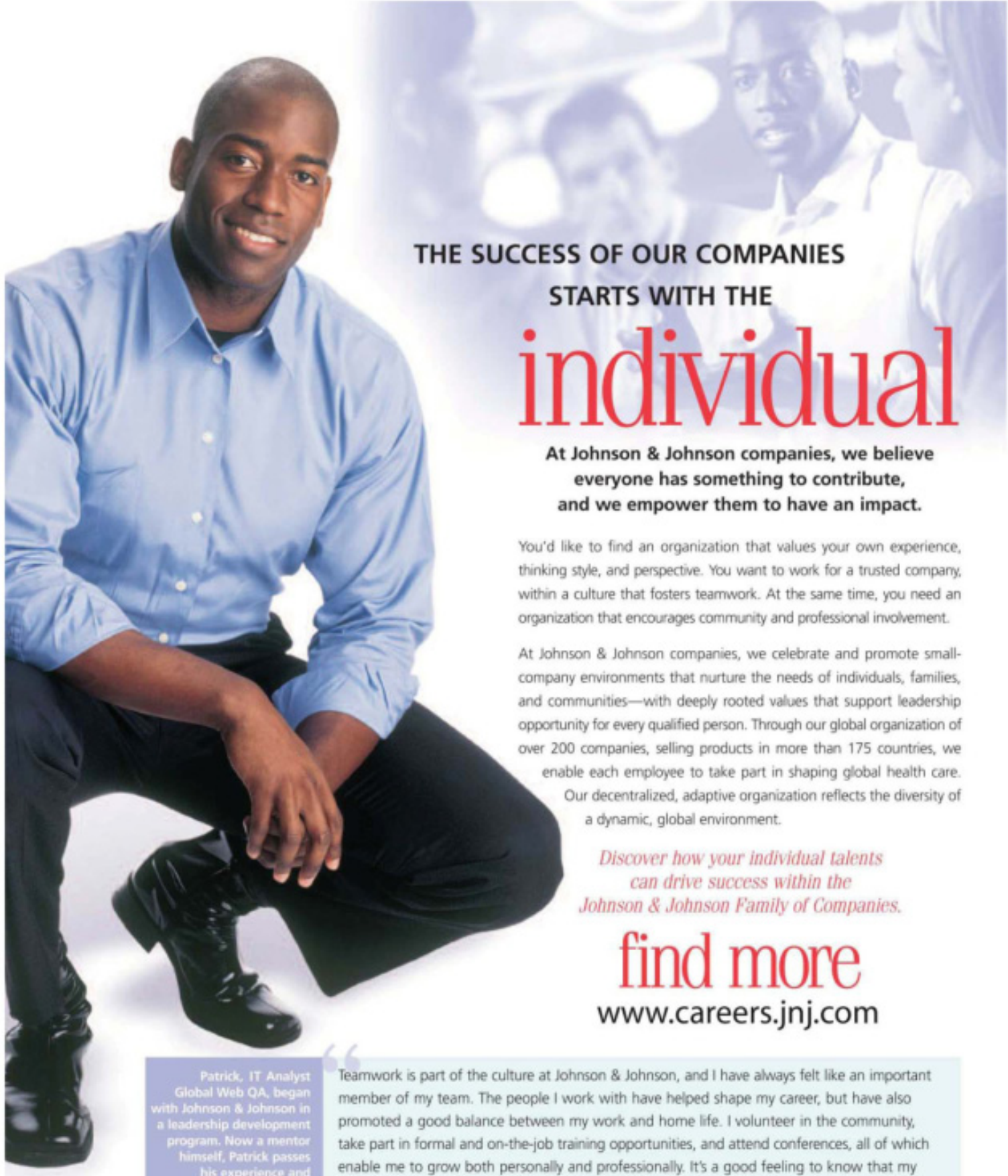
GOV 2.0 | Government Relations: DigitalLiteracy.gov

17 IPv6: Smarter Networks, Faster Applications

IPv6 or Internet Protocol Version 6 is the next generation protocol for the Internet. IPv6 addresses the main problem currently limiting IPv4, that is, the exhaustion of addresses to connect computers, devices, or hosts in a packet-switched network. IPv6 has a very large address space and consists of 128 bits as compared to 32 bits in IPv4.

19 2012 North American International Auto Show:

STEM-Automotive: *NAIAS Education Day* will open to students of all ages. Students will be encouraged to consider automotive careers ranging from technology and engineering to creative disciplines such as art and design.



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Patrick, IT Analyst
Global Web QA, began
with Johnson & Johnson in
a leadership development
program. Now a mentor
himself, Patrick passes
his experience and
insights on to others.

“Teamwork is part of the culture at Johnson & Johnson, and I have always felt like an important member of my team. The people I work with have helped shape my career, but have also promoted a good balance between my work and home life. I volunteer in the community, take part in formal and on-the-job training opportunities, and attend conferences, all of which enable me to grow both personally and professionally. It's a good feeling to know that my personal development and interests are supported by my company.”

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small-company environment
big-company impact

President's Message

I would like to thank you for the opportunity and honor of being the president of National BDPA for the next two years. I am thrilled to serve this incredible association and its extraordinary members. It is relatively easier to lead an organization that continues to flourish.

Much of the credit for NBDPA's recent accomplishments goes to Yvette Graham, the immediate past president and her leadership team. We appreciate their tireless efforts, continued support and dedication.

NBDPA will continue to grow and develop with the support of its committed leadership, chapters, members, and partners. Together, with the members of the new governing body, we will continue to move forward striving for excellence in every endeavor we undertake. Meet our **Board of Directors**.

As with any established organization, we have some challenges ahead: getting our members involved and serving them, recruiting new members, establishing new chapters, and much more! Along with meeting these challenges for years 2012 and 2013, we will work to improve communication, increase corporate participation and identify additional revenue streams. Here's a brief look ahead at what you can expect during the first 90 days:

- Registration opens for the 2012 conference in Baltimore, Maryland.
- Career Triage, a live webinar series presenting a 21st Century look at how to revive a stalled career presented by career coach, Janice Coleman. **FREE!** for BDPA Members and \$25.00 per class for non-members.
- Our membership campaign begins. Members who refer new members are eligible to win prizes such as a: Kindle, iTouch, Nano, Nook and *more!* **Sign in now** to refer your friends and peers.
- National officer appearances on **BDPA iRadio** program.
- Eastern Regional Leadership Conference and National BDPA Board of Directors meeting in Baltimore, Maryland.
- STEM Online Simulations page added to the National Website
- Regional Vice President Chapter assessments begin.
- Regional Vice President teleconferences with Chapter Presidents.



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National BDPA President **Monique Berry** with (left) **Dr. Tyrone Taborn**, President and CEO of Career Communications Group/Black Engineer of the Year Awards (BEYA) and 2011 radio and television technology show host and Emmy Award winner, **Mario Armstrong** (right) onsite at the Baltimore Hilton where NBDPA will host its 2012 National Technology Conference and Career Expo next August.

Check out our website as we continue to develop new partnerships that will provide more resources and opportunities for members in the coming year. View our calendar to watch for NBDPA events at a chapter near you! You will also see regular communications, news and updates on the website and in **bdpatoday**. I encourage you to reach out, contribute, volunteer, and get involved. VISIT our **Facebook** page, FOLLOW us on **Twitter**, and JOIN our **LinkedIn** group.

Members are invited to provide suggestions, comments, and questions anytime, especially during the next 90 days, by using the **Contact Us** form available on the website. I assure you, they will be reviewed carefully. Your voice is important to me, as it is to all of NBDPA and we can't do this without you. I commit my best efforts to NBDPA and its members.

On behalf of the NBDPA Board of Directors and Executive Committee, I wish you all a prosperous and successful year!

Monique F. Berry
National President

NEW GENERIC TOP-LEVEL DOMAINS (gTLDs)

Washington—After more than seven years of planning, the Internet Corporation for Assigned Names and Numbers (ICANN) has initiated a process that could trigger a dramatic expansion of the Internet.

Starting today, ICANN begins accepting applications for new generic top-level domains (gTLDs). The world of .com, .gov, .org and 19 other gTLDs will soon be expanded to include all types of words in many different languages. For the first time generic TLDs can include words in non-Latin languages, such as Cyrillic, Chinese or Arabic.

Applicants will use the TLD Application System (TAS) to submit their application, in which they answer the 50 questions detailed in the Applicant Guidebook. Links to register in TAS are provided on the **ICANN New gTLD page**.

12 January:

ICANN begins accepting applications

29 March:

The last day to register in TAS

12 April:

Final day ICANN accepts applications

An updated version of the Applicant Guidebook was posted with the opening of the application window. The updated version incorporates clarifications made through responses previously published by the gTLD customer service center. Main points of clarification are on topics such as batching, background screening,



the applicant support program, Continued Operations Instrument, GAC advice processes, and the registry code of conduct. Additional information and answers to previously asked questions can be found in the Program's Supplemental Notes. These materials are not intended to introduce new requirements or criteria. Links to both the Applicant Guidebook and the Supplemental Notes also can be found on the New gTLD web site.

Also available now are changes to the Applicant Support Program: limited financial assistance is offered to qualifying applicants. Through this program, applicants, especially from developing economies, have access to financial assistance in the form of an evaluation fee reduction and other in-kind or community pro bono services. The financial assistance element of the program will allow a limited number of qualifying applicants to pay a US \$47,000 evaluation fee instead of the full USD \$185,000. This fee reduction has been made possible because ICANN's Board of Directors has dedicated USD \$2,000,000 to the program.

This is a seed fund to which other organizations can donate. In response to public comment, the draft program has been updated to increase availability of refunds, make the program available to certain trademark owners, and broaden the scope for those seeking to serve the public interest.

ICANN encourages all interested parties, whether applicants or observers, to refer to the New gTLD section of ICANN's website for authoritative documents, helpful resources, and latest developments. More information on the Applicant Support program can be found on ICANN's New gTLD website. *Source: icann.org*

JOHNSON & JOHNSON NAMED NBDPA 2012 PLATINUM SPONSOR

The National Black Data Processing Associates, NBDPA (www.bdpa.org), the Premier Organization for African Americans in IT announced this month Johnson & Johnson will once again be a Platinum Sponsor for the National BDPA Technology Conference and Career Fair.

A fully diverse event, the 2012 National BDPA Technology Conference and Career Fair will bring together experts and innovators in technology from around North America for a unique conference experience. The four-day technology conference will be held at Baltimore's Hilton from August 1 to 4, 2012. With nationally renowned speakers and

See **Johnson & Johnson** on **page 17**

Developing Apps for Consumer Electronics

CES to Feature First-Ever Applications Developer University

Experts from AT&T, Google, Intel, LG Electronics, Netgear, Qualcomm, Sony Ericsson, Tivo and More to Conduct Apps Sessions for CES 2012 coders and attendees.



ARLINGTON, VA (Press Release) -- The Consumer Electronics Association (CEA) ® will host its first-ever "Developer University" event on January 12, at the 2012 International CES. This event will provide the more than 12,000 applications developers attending CES one place to go for all the latest updates on developer programs, software developer kits (SDKs), tools and application programming interfaces (APIs) from leading companies.

More than a dozen companies, including AT&T, Google, Intel, LG Electronics, Netgear, Qualcomm, Sony Ericsson and TiVo, will present in back-to-back 30-minute sessions encompassing TV apps, device APIs, third-party APIs, web apps, desktop apps, mobile apps and more.

"Coming off the success of CEA's first-ever TV Apps Developer University in September, we saw the need for a Developer University event at CES," said Brian Markwalter, senior vice president of research and standards, CEA. "As apps continue to revolutionize the delivery of content to consumers, this event provides a single venue for OEMs, platform vendors and service providers to promote their platforms and developer programs to the large cross section of developers who attend CES annually."

CEA's Developer University is geared toward third-party developers; system integrators; entrepreneurs; start-ups; software, game and communication developers and companies; content producers, publishers, distributors and aggregators; media companies; advertising agencies; students and others looking to broaden their understanding and skills to develop apps.

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$190 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES -- The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. **bt**

Find CEA online at www.CE.org.

Upcoming CES Events

- ▶ CES Unveiled: The Official Press Event of the International CES
January 8, 2012, Las Vegas, NV
- ▶ 2012 International CES
January 10 - 13, 2012, Las Vegas, NV
- ▶ Digital Music Forum East
February 22 - 23, 2012, New York, NY
- ▶ CEA Economic Retreat
Feb 28 - Mar 2, 2012, Vail, CO
- ▶ LA Games Conference
April 23 - 24, 2012, Los Angeles, CA
- ▶ Spring Technology & Standards Forum
May 14 - 18, 2012, Dallas, TX
- ▶ CE Week
June 25 - 29, 2012, New York, NY
- ▶ CEA Line Shows
June 27 - 28, 2012, New York, NY
- ▶ CEA Industry Forum
October 14 - 17, 2012, San Francisco, CA
- ▶ CEO Summit and Board Retreat
October 17 - 19, 2012, CA

SOURCE: Consumer Electronics Association (CEA)





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NBDPA Installs New Board For FY12

NBOD and NEC FY12-FY13

New Regional Infrastructure in FY12 Designed to Optimize New Service Delivery Models



NBDPA photo credit: *Charlie Perkins*

NBDPA's 2012-2013 leadership team was approved during the 4Q11 National Board of Directors (NBOD) meeting held last November. L-R (standing): **Mike Williams** (Regional Director - South), **Frederick Smith, Jr.** (Regional VP - North), **Chad White** (VPMM), **Theonnie Shields** (Regional Director - Midwest), **Barbara Allen** (Regional VP - Midwest), **William Flowers** (Outside director), **Allison Aheart Haymore** (VPMS), **Milt Haynes** (CIO), **Glenda Chappell** (secretary), **Jesse Mathews** (outside director) and **Coram Rimes** (Regional Director - North). L-R (sitting): **Pamela Sexton** (VPSP), **Lorraine Stewart** (VPF), **Monique Berry** (President), **Dr. Craig Brown** (Vice President) and **Teresa Williams** (Regional VP - South).



Upcoming BDPA & ICT Events

► International Consumer Electronics Show
January 10-13, 2012

Las Vegas, NV

► North American International Auto Show
January 14-22, 2012,

Detroit, MI

► ITSMF/HITEC 8th Annual Symposium and
IT Executive Achievement Awards

February 9-11, 2012

Washington, D.C.

► 2012 Black Family Technology Awareness
Week Activities

February 12 - 18, 2012

United States | All BDPA Regions

► 2012 Black Engineer of the Year Awards
and STEM Conference

February 16 - 18, 2012

Philadelphia, PA

► NBDPA IT Leadership Conference,
Chapter Summit, and Inaugural Reception
March 16-17, 2012,

Baltimore, MD

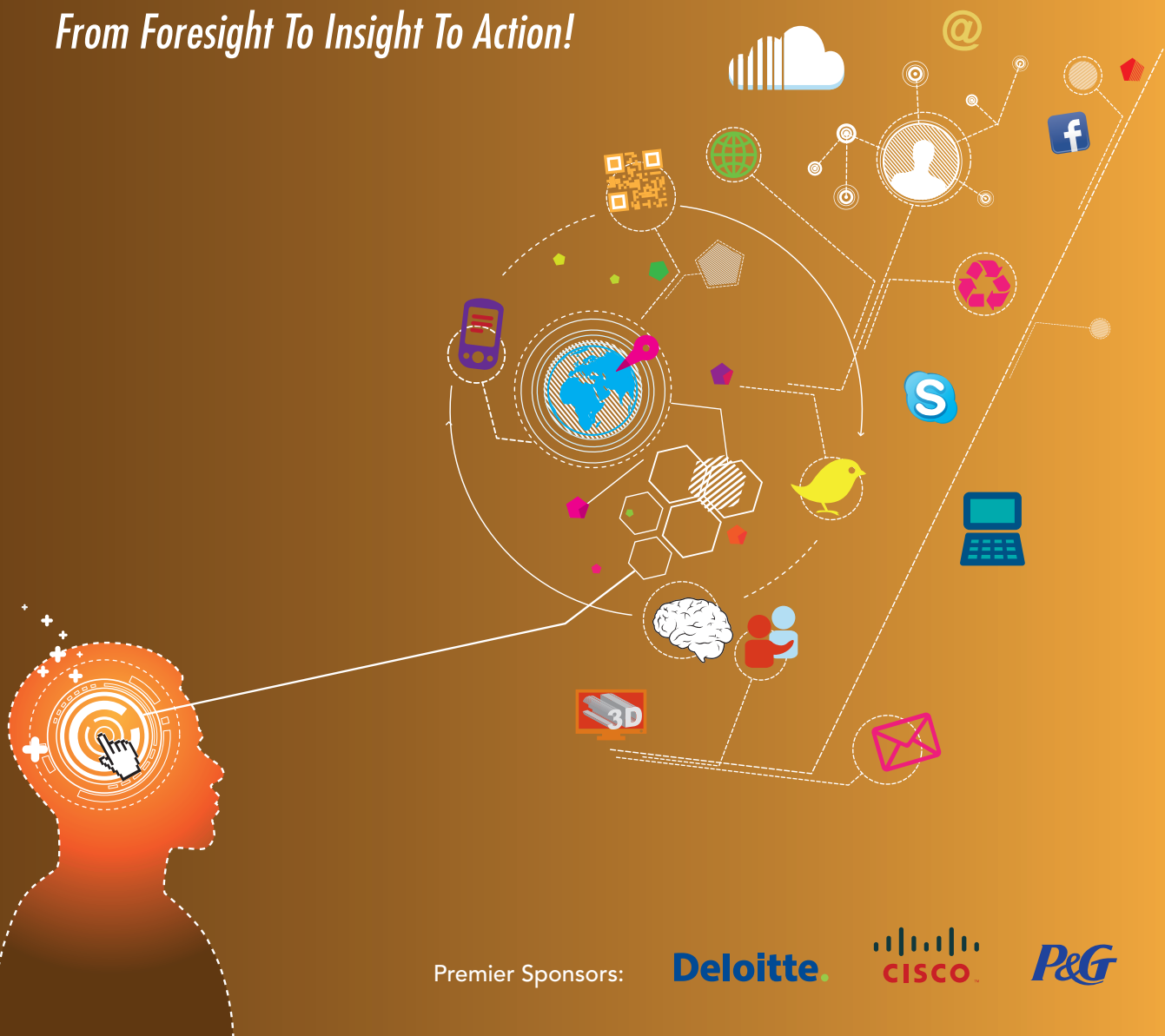
► National BDPA Technology Conference,
Career Expo, IT Showcase, and High School
Computer Competition (HSCC) Championship
August 1-4, 2012,

Baltimore, MD

SOURCE: **NBDPA and BETF**

ITSMF & HITEC Symposium and IT Executive Achievement Awards Ceremony

From Foresight To Insight To Action!





Reserve your place at the Symposium.

Teleport ten years from today, and you will find a radically different IT landscape. Join us as we leap into the future to discuss emerging IT concepts and leadership trends.

Symposium topics:

Visioning the Future: From Foresight to Insight to Action

Dr. Bob Johansen kicks off the symposium at the morning plenary session. Participants will learn how to unleash the power of:

- Foresight – envisioning a future that is very different than today
- Insight – understanding a complex global IT environment
- Action – learning what tomorrow's successful leaders need to do right now

Dr. Bob Johansen is among the first social scientists to explore the impact of the Internet on organizations. A ten-year forecaster, Bob works with top corporations to provoke thought and evoke action.



Digital Natives: The Next Generation of Knowledge Workers

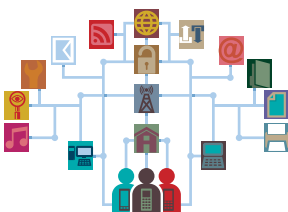
As the Baby Boom generation moves toward retirement, “digital natives” will fill those slots and become the next wave of knowledge workers. When this group moves into positions of leadership, they will bring concepts, expectations and approaches to the workplace that are distinctly different than traditional models.

Attend this panel discussion and learn how digital natives will innovate, collaborate and change work patterns in the near future. Examine how to develop organizational processes that align with the culture of digital natives and discover why doing so is essential to enterprises that strive to gain a competitive edge.

Leadership for an Uncertain World

The next ten years will require leaders to navigate within a world of volatility, uncertainty, complexity and ambiguity.

Are you prepared for success in this environment? How can you improve your readiness? Come to this session and learn about the skills you will need to be a truly effective leader in the next decade.



Entrepreneurship: New World, New Opportunities

The evolving business world opens up challenges and opportunities for tomorrow's IT entrepreneurs.

Using the FORESIGHT to INSIGHT to ACTION model, participants will be led, in a working session, to identify key emerging business trends and innovative approaches to building and sustaining business ventures.



Future World of Education

Our educational system is not delivering the diverse talent needed for today's marketplace. So imagine how much worse that disparity will be in the future if we fail to make dramatic changes right now.

Innovative thinking and a fresh look at technology in the classroom are key to preparing students for STEM-related professions, particularly those students coming from traditionally underserved/underperforming segments of the country. According to employment projections, jobs in the fastest growing industries will require technology-based skills. Learn how IT business leaders can better fill that pipeline by taking action today.



Cisco: The CIO/CDO Intersection for Collaboration and Innovation

In November, 2010, Cisco and ITSMF pioneered a roundtable of Chief Diversity Officers and Chief Information Officers with the objective of exploring a more collaborative relationship between CIOs and CDOs to drive business value for companies worldwide. That work is culminating in the publication of a jointly authored white paper. Join the conversation as we reveal the findings of this initiative and explore how IT will be leveraged to facilitate a diverse, inclusive and collaborative work environment.



Celebrate Achievement at the 8th Annual IT Executive Achievement Awards.

Keynote Speaker



We are honored to welcome keynote speaker, **Donna Brazile**, to the Awards Ceremony. Brazile is a university professor, columnist and the Democratic National Committee's vice chair of voter registration and participation. She is the author of the best-selling book, *Cooking with Grease: Stirring the Pots in American Politics*, and can be seen as a political contributor on CNN and ABC, as well as *This Week with Christiane Amanpour*.

Award Honorees

Come pay tribute to industry leaders who have made extraordinary contributions to the advancement of information technology while simultaneously demonstrating proactive leadership in advancing diversity.

Award Recipients

- **Linda Clement-Holmes**, Chief Diversity Officer, Senior Vice President, Global Business Services, Procter and Gamble
- **Dr. Emma Garrison-Alexander**, CIO, Transportation Security Administration (TSA), U.S. Department of Homeland Security
- **Dr. Clarence Nixon**, Founder, Technology Laboratory and Professional Development Center



For sponsorship or additional information visit <http://itsmfmeetings.org/info>

Schedule of Events (For full schedule details, visit the conference website)

Symposium and IT Executive Achievement Awards

February 9 - 11, 2012

Gaylord National Resort, Washington, DC

Thursday, 2/9	Networking
6:00 pm – 8:00 pm	Networking Reception
Friday, 2/10	Welcome
7:00 am – 8:00 am	Continental Breakfast
Friday, 2/10	Symposium Sessions
8:00 am – 11:30 am	Morning Plenary Session: <ul style="list-style-type: none"> Visioning the Future: From Foresight To Insight To Action Featured presenter: Dr. Bob Johansen, Distinguished Fellow, Institute for the Future
11:30 am – 1:00 pm	Plenary Luncheon and Book Signing
1:00 pm – 3:45 pm	Afternoon Sessions: <ul style="list-style-type: none"> Digital Natives: The Next Generation of Knowledge Workers Leadership for an Uncertain World Entrepreneurship: New World, New Opportunities Future World of Education
5:00 pm – 6:00 pm	Sponsors / VIP Reception
6:00 pm – 6:45 pm	Ceremony Reception
7:00 pm – 9:30 pm	2012 ITSMF IT Executive Achievement Awards Ceremony
9:30 pm - 12:00 am	Post-Ceremony Networking Reception
Saturday, 2/11	General Session and Checkout
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 12:00 pm	Symposium
12:00 pm – 12:45 pm	ITSMF, HITEC, Management Academy & Protégé Alumni Checkout
7:00 pm – until	ITSMF / HITEC Networking Event

Suggested Dress Code: Business Attire (Symposium & Networking Reception); Black Tie/Formal (Awards Ceremony)

For more information, please visit <http://itsmfmeetings.org/info>



**INFORMATION TECHNOLOGY
SENIOR MANAGEMENT FORUM**

Fostering the career growth
of African-American executives



Hispanic IT Executive Council

Increasing the global presence
of Hispanic leadership in IT

A full-page photograph of a young Black man in a United States Marine dress uniform. He is wearing a white dress cap with the Marine Corps emblem, a black high-collared jacket with gold buttons and epaulettes, and a black belt with a large gold buckle. His chest is adorned with several rows of colorful service ribbons and two medals. He is standing in front of a white suburban house with dark shutters and a brick foundation. The scene is set during the day with trees and foliage visible in the background.

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We are proud to support BDPA programs developed to enhance the technical and professional skills of individuals in the computer science and information technology fields. For more information about TCS cyber security, please visit www.aoeuniversity.com.



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and the involvement of top-notch corporations, the conference will highlight what's working best and what's coming next at the intersection of technology, business leadership, professional development, youth education and community involvement. The Career Fair takes place on August 3-4 and is open to the public.

"We are enthusiastic about our partnership with Johnson & Johnson," said Monique Berry, NBDPA's President. "With over 38 chapters and 21,000 professionals online, NBDPA has been an advocate for fostering Science, Technology, Engineering and Math (STEM) education, and Johnson & Johnson will be invaluable to our success as we bring technology executives, professionals and college students to one of the most anticipated STEM events in the technology industry."

IPv6: SMARTER NETWORKS, FASTER APPLICATIONS

Washington—IPv6 or Internet Protocol Version 6 is the next generation protocol for the Internet. It was designed to provide several advantages over the current version known as Internet Protocol Version 4 (or IPv4).

So, what happened to IPv5?

Get published! If you are a student member of BDPA and would like to research this topic further, send us a 5-page *IPng White Paper* to: info@bdpatoday.org by February 20, 2012; Subject line, put: **IPng**.



Both IPv6 and IPv4 define network layer protocols, how data is sent from one computer to another computer over networks such as the Internet.

IPv6 now contains addressing schemas and control information to route packets for the next generation Internet or *IPnG*.

IPv6 has a very large address space and consists of 128 bits as compared to 32 bits in IPv4. It is now possible to support 2^{128} unique IP addresses, a very significant increase in number of computers, devices, or components that can be addressed with the IPv6 addressing scheme.

In addition, this addressing scheme also will eliminate the need of network address translation (NAT) which inherently causes networking problems such as hiding multiple hosts behind IPv4 addresses. IPv6 implements network-layer encryption and authentication via *IPsec* which is a protocol suite for securing IP communications by authenticating and encrypting each IP packet of a communication session. **bt**

Source: ipv6.com

GOV 2.0



According to the *Pew Internet Project*, eighty-six percent of U.S. workers are using the Internet or e-mail at least occasionally. Use this site to connect to federal resources to help build digital skills and find careers for new economic opportunities.

The Digital Literacy portal is an initiative of the current Administration to serve as a valuable resource to practitioners who are delivering digital literacy training and services in their communities. As more and more jobs and educational offerings become available online, the ability to navigate the Internet is critical to participate more fully in the economy. Jumpstarted by a federal interagency working group dedicated to spurring the advancement of digital literacy across all age groups and stages of learning, the Digital Literacy portal organizes content conveniently, enables valuable discussion and collaboration among users and elevates best practices to improve the quality of digital literacy offerings. Users and BDPA Members are invited to share their content and their ideas to make this portal more robust and to fulfill its role as a destination for practitioners devoted to enhancing digital opportunities for all Americans. **bt**

Source: digitalliteracy.gov

Our doors are open.



Join us as we play a key role in Making Home Affordable. We're a vital part of President Obama's initiative to stabilize the housing market. For you, that means exciting challenges and an opportunity to have a real impact on our nation's economy – and your neighbors' lives. We'll provide a solid platform for your career and the tools to assist your professional growth.

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careers with *impact*



(L-R) Detroit's Mayor Dave Bing meeting with GM Dealer Bill Perkins at NAIAS 2012 in Cobo Hall. Mr. Perkins is the first African-American to serve as the Auto Show's Chairman.



During the press preview, designers accept an award for their **2013 Best Production** of the *Ford Fusion*.



Panasonic's **Tom Dunn** introduces *Uconnect* during a 2012 Press Preview media day. The *Uconnect* comes complete with Garmin's simple and intuitive user interface (UI).



Photo credits: NAIAS

DETROIT, MI PRNewswire—The North American International Auto Show (NAIAS) announced plans are in place for its annual **Education Day**, scheduled for Wed, Jan. 18 at Cobo Center in Detroit. One of the world's premier automotive events, the NAIAS takes place January 14 – 22, 2012. Show executives also announced that for the first time, Education Day would be open to students of all ages, including college level. The PNC Foundation, which specializes in early childhood education, is supporting NAIAS Education Day.

"It's never too early to educate our young people about the many opportunities that exist within the automotive industry," said Bill Perkins, chairman of the NAIAS 2012. "We are proud that we can contribute to an industry that offers such diverse opportunities, from technology to creative disciplines like art and design."

Now in its seventh year, NAIAS Education Day is designed as a greater auto show experience. While students will have the opportunity to view the approximately 500 new vehicles on display, they will also be engaged in the industry through tours and hands-on activities facilitated by experts in their particular field.

Even more customized this year, students will have the opportunity to learn about a variety of careers associated with the automotive industry, from engineering, automotive design and other career disciplines that are applicable to the industry.

With the support of the PNC Foundation, the NAIAS Education Day promises to reach more students than ever before, across a wide range of grade levels.

"PNC's signature philanthropic initiative, 'Grow Up Great,' is one of the most comprehensive early childhood education programs in the nation," said PNC Regional President Ric DeVore. "PNC's support of NAIAS Education Day will help provide learning opportunities to students of all ages."

By registering early, participating schools also have the opportunity to receive \$100 bus grants. Bus grants are available to the first 100 busses from applying schools. NAIAS Education Day participants enjoy a discounted school price which includes a lunch coupons.

North American International Auto Show

Entering its 24th year as an international event, the NAIAS is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, people and ideas that matter most - up close and in one place. One of the largest media events in North America, the NAIAS is the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world. **SOURCE: North American International Auto Show**

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David Adewumi, contributing writer, Venturebeat

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A weather vane with four directional letters: 'N' (North), 'E' (East), 'S' (South), and 'W' (West). The letters are made of metal and are mounted on a central pole. The background is a blue sky with white clouds. A large blue diagonal shape is overlaid on the left side of the image, containing the title text.

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A photograph of the Baltimore skyline at night, with city lights reflecting on the water. The skyline includes several prominent skyscrapers and the Baltimore Convention Center.

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