

TTEC NEWS

AUGUST EXECUTIVE BRIEFING - RICHARD HIPPI

Innovator and Creator of SQLite



If you missed the August TTEC meeting, you missed an exceedingly informative and entertaining speaker. Dr. Richard Hipp provided the TTEC members with his experience in developing SQLite and the issues associated with it becoming the most highly distributed database across the globe. His core team of three individuals developed this public domain database product that has a current distribution of over 2 Billion instances making it the most widely

distributed database in history. It is the database engine in most smart phones including the iPhone, Nokia and Android. It's also used throughout the majority of mobile devices including iPods, iPads etc. If you use Firefox or Google Chrome, you are a consumer of SQLite. It's impressive to consider that a core team of three individuals developed, and currently maintain, the most widely used database product in history.

Dr. Hipp also launched into a discussion of non-SQL database products emerging onto the market. As you can imagine, a healthy discussion among the TTEC members ensued regarding the unstructured database products emerging and their implications on enforcing the organization, hierarchy and integrity of information managed in databases. These "Postmodern" databases do not utilize SQL as the basis for operating. They are characterized by (1) the absence of objective truth and (2) having queries return opinions, not facts. It sounds counter intuitive to anyone with a database administration background, however, these products are gaining momentum in certain applications. It was an interesting open discussion among the members present.

NEW MEMBERS

Please join us in welcoming our newest TTEC Members:

Brian Marks


WebAssign

Preston Brown

Bronto

Ken Lambert

Cisco Systems

Our speaker is taking the direction of Postmodern (No SQL) databases seriously and introduced TTEC members to their next venture "UnQL". Pronounced "uncle", this could develop into a widely distributed database solution in the same manner that SQLite has made its way across the globe. We'll be keeping a watch on this development. Additional information on UnQL can be found at: <http://www.unqlspec.org/display/UnQL/Home> 

I Never Thought Giving Away Money Would Be Such Hard Work!
Susan Kellogg - Chairman of the Education Committee



TTEC INNOVATION SCHOLARSHIP

When the TTEC Scholarship concept was first discussed, it fell into the “no brainer” category. One of the three pillars for TTEC is Higher Education Support, so what better way to support higher education than to make it possible for tomorrow’s technology leaders to attend the best North Carolina University or College for them? Very quickly and with great support from the membership, the TTEC Scholarship was born and over the years has become known as the TTEC Innovation Scholarship.

But for the TTEC Innovation Scholarship to continue to be successful we need your help in getting the word out! One great surprise to all of us is how much work it is to give money away!

To be considered for the TTEC Innovation Scholarship the applicant must be enrolled in a 2-year or 4-year degree program or a graduate-level degree program in a NC school in the fall of the upcoming academic year. And, the student must have a great idea on how to use technology in an innovative way along with recommendations and a strong academic record. Everything the TTEC membership wanted to see in an award-worthy student applicant!

What we did not count on was how difficult it was to get the word out about the scholarship! Each year our hard working committee has learned even more about the process – the unknown world of scholarships! Just when we think we have learned it all, we learn more. Well publicized organizations where we thought we could list the scholarship would only list “needs based” scholarships, schools resisted our attempts to reach out to the students directly and we quickly learned that the only place we could legitimately list the scholarship simply gave us a listing with thousands of other scholarships!

In the first year of the scholarship, we reached out to the administration of the Universities concentrating on relationships at UNC-Chapel Hill in technology related areas such as Computer Science, Journalism, and Business as well as NC State leveraging an established relationship with their new Business Analytics graduate program. However, we found that the administration of these programs was so focused on the curriculum and the student experience while the student was at the university – as they should be, that they did not have the time to put towards assisting with how to pay for that education. In hindsight, their focus makes sense but it left us wondering how to reach out to these students.

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The committee and board were not to be deterred. The Scholarship Committee asked the Board of Directors for funding for an advertising campaign and was granted a small budget to reach out to the potential applicants. Trial advertisements were placed in the big three universities student newspapers as we monitored the application process for activity. A small amount of interest was generated but not enough to consider the trial successful. Additional advertisements were piloted such as Facebook advertisements (you only pay on click-thrus) and discussion on more expensive mediums such as journals and radio led to concerns about spending too much money to give away money!

A BIG Thank You to last year’s Scholarship Committee: Tony Verdone, Bill Crosscup, Chuck Piccirillo, John Crites, Martha Hoelzer, and Suzanne Epps!
-Susan Kellogg

We have learned more about the applicant pool as well. For instance, in the first year of the scholarship, we did not focus on high school students with the thought that it would be difficult for the high school students to compete with college and graduate-level students. This past year we decided to open up the scholarship to any student entering a 2-year or 4-year degree program including high school and community college students. To our surprise, Jim Turner, this year's winner and clearly outstanding applicant was a high school student and now a freshman at NC State!

Jim Turner, the 2011 TTEC Scholarship recipient, submitted an entry focused on two software programs that analyze data taken from lab animal research. The software would allow scientists to quantify the effects of chemicals on animals measured but microelectrode array findings. He has presented his finding at the Society of Toxicology meeting in Washington in 2010. Jim Turner is everything we want to support with the TTEC Innovation Scholarship!

So, how were we able to reach out to Jim? Somewhat overwhelmed at how to reach out to so many high schools, the committee discussed many communication alternatives each having their own flaw. In an effort born somewhat out of desperation, Suzanne Epps sent a flyer via postal mail to every high school guidance counselor in Wake County. Jim's entry was a direct result of that flyer!



But, the absolute best way students have found out about the scholarship is through word of mouth from the TTEC membership. Through community organizations or simply neighbors talking to neighbors we have had many strong entries for the TTEC Innovation Scholarship. Do we have as many submissions as we would like? Absolutely not. That's why we need your help.

In sales, they say it only takes one. For the TTEC Innovation Scholarship, it only takes one. No effort to get the word out is too small. Emailing your son's Boy Scout Troop leader, letting the high school or college group at your church (or better yet, their parents) know about it, posting it on a bulletin board at your community center are all small but very important ways to get the word out.

If each member took the time to reach out to several small groups of people, we will reach more students in need and have a greater potential to find this generation's Bill Gates or Steve Jobs. Our TTEC Innovation Scholarship could be the spark and assistance that student needs to do great things in their life! What a great thing to be a part of!

If you have any questions about the TTEC Innovation Scholarship, please feel free to reach out to me or any of the Scholarship Committee members: John Crites, Chuck Piccirillo, Martha Hoelzer, and Suzanne Epps.

And, Thank You in advance for all you do to get word out about the TTEC Innovation Scholarship! 

**That's why we need your help...
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the word out is too small.**

Our sponsor highlight this month features Vaco Staffing. Sid Mitchner, board member, provided some insights into Vaco and why they sponsor TTEC and what benefits they've seen from being a part of the organization. Below are Sid's responses:

Tell us about your company, an overview of what services, products, software, etc.

Vaco specializes in contract, special project and direct hire services in the fields of accounting and finance, information technology, eLearning and design, operations, and human resources as well as executive search. Since TTEC relies on volunteers who are executive technology leaders in the region, actively supporting local colleges and universities by providing technology executives to serve as guest lecturers and as mentors to graduate students, Vaco is well-positioned to support TTEC's efforts. Vaco is known for its networking in the Triangle, and the Vaco Technology team has a reputation for filling positions with the best IT professionals for its clients in both contract and permanent placement roles. This fits perfectly with TTEC's goals as a nonprofit organization dedicated to the economic development of technology companies in the Triangle and the mentorship of aspiring IT students.

What drew you and your company to become a part of TTEC?

The ability to collaborate, network and be a part of continuing education opportunities in the tech space.

What do you like about TTEC?

We enjoy the ability to have very focused networking events which ultimately lead to high level collaboration with like-minded individuals.

How has your company benefited from working with TTEC?

TTEC has the structure to develop people relationships and continuing education specifically in the tech arena.

What are some of your companies other community efforts in the Triangle area?

Over the past few years, Vaco has been involved in the following community efforts:

- Vaco is a regular sponsor for the North Carolina Association of Certified Public Accountants (NCACPA) Triangle Chapter's annual golf tournament.*
- Vaco employees supported Triangle Family Services' 8th Annual Gingerbread Gala, which was a fundraising effort to help Triangle families in need.*
- Vaco supports the Triangle Game Initiative, a nonprofit trade association for the Raleigh-Durham interactive entertainment industry.*
- The firm has sponsored PLM Families Together (PLMFT), a community outreach program that provides homeless families with housing and services.*
- A Vaco employee serves on the Wake County Economic Development Talent Recruitment Initiative Steering Committee, which recruits talent to relocate into Wake County and the surrounding area.*
- Vaco employees supported "Oreo Cookies for a Cause," a campaign to aid flood victims in Nashville, Tenn.*
- A partner at the firm serves on the Triangle Family Services board of directors.*
- Another partner at the firm served on the executive committee for the American*

Diabetes Association's North Carolina Tour de Cure, a series of cycling events held in 43 states nationwide as a fundraising effort.

- *Vaco employees participated in the "Adopt A Squadron" drive to collect donated items to send in holiday care packages to soldiers in Afghanistan.*
- *Two Vaco employees teamed up to launch the Raleigh chapter of the American Society of Women Accountants (ASWA).*

What is one thing about you or your company that you would like the membership to know?

I am a father of three, a good fisherman, a bad golfer and director of programs for TTEC.

Can you provide any feedback to your experience with TTEC in 2010?

It has been a year of change. TTEC is becoming more focused on creating value for the individual members, which should hopefully be reflected in the programs in the coming years.

What do you foresee as being a "hot topic" in technology for 2011?

There will continue to be a focus on cloud-based technology and software as a service or SaaS business models. ▲

UPCOMING EXECUTIVE BRIEFINGS

- :: Nov 16 Executive Briefing
 Security in Cloud Panel
 7:00am - 9:00am
 Brier Creek Country Club
 Who is responsible for securing your data when
 using cloud providers?
 With Moderator Bill Bates - iContact
- :: Dec 08 Annual Members Meeting
 Evening event
 Sponsored by Northridge