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BDPA Members attend 2010 International Consumer Electronics Show (CES) with industry stakeholders

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Science Fairs are now "STEM" fairs in Maryland. State's public schools are nationally ranked #1 once again.

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BDPA Student Members benefit from local chapter SITES Programs. Community involvement sought.

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Advancing technical careers from
the classroom to the board room



washington dc chapter
January | 2010

bdpatoday

Volume 32
Issue 01.10

2010 CES:

International Consumer Electronics Show

CONSUMER ELECTRONICS TO GROW IN 2010, ACCORDING TO CEA FORECAST
Smartphones, Netbooks Poised for Strong Growth



Las Vegas, Nevada—The consumer electronics (CE) industry will generate more than \$165 billion in U.S. shipment revenues this year, a slight increase from 2009, according to the semi-annual industry forecast released today by the Consumer Electronics Association (CEA). CEA President and CEO Gary Shapiro announced the forecast in his opening remarks

during the 2010 International CES®, the world's largest consumer technology trade show.

"2009 is a year none of us wish to repeat and now we look forward to 2010. There is light at the end of the tunnel and it is the bright light of innovation," said Shapiro. "We are seeing more innovation at this show than at any show in our history. There are a record number of new exhibitors, more than 330, among the 2,500 companies showcasing the next generation of technology."

See **CES 2010**, page 3

PLAN ON IT!

Black Family Technology Awareness Week 2010

The Black Family Technology Awareness Week (BFTAW) campaign is aimed at helping those Black Families who aren't taking full advantage of today's technologies for their community or youth programs. These are emerging technologies that can significantly improve their quality of life.

Each year, BDPA Chapters join EMC², IBM, Lockheed Martin, NACME, NBDPA, and the United States Navy supporting the campaign's goal to eliminate the Digital Divide for those families. BFTAW community programs are designed to excite them about the importance of having personal, netbook, or tablet computers with Internet access at home or school and by explaining how they should make "IT" a reality in their lives.

Founded by Baltimore, Maryland-based Career Communications Group (CCG), BFTAW supports their unique mission: To promote significant minority achievement in science, technology, engineering, and mathematics (STEM.) As a minority-owned media services company, CCG recognizes the mandate to promote excellence to our youth by telling the stories of thousands of unheralded people striving for success within our industry. Visit: www.beya.org

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A large, dark metal anchor sculpture stands on a green lawn. The anchor's shank is inscribed with "U.S. NAVY". A thick chain is attached to the top of the shank and extends upwards out of the frame. Five diverse students are posing around the anchor: a man in a green shirt and jeans stands on the left, touching the anchor's fluke; a woman in a patterned shirt and jeans sits on the grass in front of the left fluke; a man in a dark shirt and jeans crouches in front of the shank; a woman in a light blue shirt and jeans stands on the right; and a man in a green shirt and light-colored pants stands on the far right. In the background, a large, ornate brick university building with many windows and a central entrance is visible under a clear blue sky. Trees are scattered around the lawn.

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CES 2010 —Positive Revenue Growth in 2010!

Continued from [Cover Page](#)

The CE industry will see positive revenue growth in 2010 after a revenue decline in 2009. Total industry shipment revenues fell an estimated 7.8 percent in 2009 although unit volume increased nearly ten percent for the year as consumers bought electronics at a value, limiting industry revenues. As the economy begins its slow recovery from the recession, the CE industry will lead the way as popular product categories are poised for growth in 2010.

The wireless handset category is expected to have a strong 2010, becoming the primary revenue driver for the industry. Smartphones continue to lead the way, generating nearly \$17 billion in shipment revenue and more than 52 million unit sales in 2010. Smartphones comprise more than 30 percent of total wireless phone shipments, with that number increasing in the years ahead.

Sales of computers are also expected to be a bright spot in 2010 as the category continues to be driven by the popularity of netbooks. Netbook sales more than doubled in 2009 as the computer category showed stronger sales than previous forecasts predicted. In 2010, more than 30 million notebooks will be sold, generating more than \$14 billion in revenue.

"Smartphones and netbooks are primed for strong growth as consumers continue to seek efficient, portable devices," said Steve Koenig, CEA's director of industry analysis. "With more consumers seeking content anywhere, anytime, the demand for products facilitating these experiences will drive purchases going forward." Blu-ray players will continue to grow after a strong 2009. Blu-ray unit sales rose 155 percent in 2009 with more than seven million units being sold, generating more than \$1 billion in revenue. The trend will continue in 2010, with unit sales projected to top 11.5 million and revenues to increase to \$1.4 billion. The television market has been one of the primary revenue drivers the past several years as consumers made the transition to high-definition, flat-panel sets. Unit sales will climb to more than 37 million in 2010 but price drops will cause display revenue to decline slightly to \$22 billion. Innovation in TV displays, such as 3D, Internet connectivity and OLED technology, will continue to grow and help maintain revenue in the display category. CEA projects sales of more than 4 million 3D television sets this year

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02.18.10 – Growing Strong **IT** Relationships



Our Next

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Visit us @ Booth #337

On Thursday, February 18th, 2010 Career Communications Group (CCG) will host their 24th Annual Black Engineer of the Year Awards (BEYA) and STEM Expo at Baltimore Convention Center in Baltimore, Maryland. NBDPA and Regional BDPA Chapters encourage maximum participation and attendance during each of this year's national BFTAW events. See Page 4 for additional details. BDPA members and stakeholders continue to form special interest groups (SIGs) within their respective local BDPA Chapters to provide technical support along with professional development services and other strategic partnerships. Visit our national and local chapter Groupsites for events and related career announcements near you.

To schedule a BDPA event near you, visit our chapter's website at www.ncr-bdpa.org for meeting and event locations or call our national office in Largo, MD at 800.727.BDPA (2372).

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National High School Computer Competition
July 2010—Philadelphia, PA

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CAREER
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BEYA STEM

GLOBAL COMPETITIVENESS CONFERENCE

Baltimore Convention Center, Baltimore, Maryland

February 18–20, 2010



CCG EVENTS

WOMEN OF COLOR STEM CONFERENCE

October 28 – October 29, 2010

Sheraton Dallas Hotel
Dallas, Texas

www.womenofcolor.net

BLACK FAMILY TECHNOLOGY AWARENESS WEEK

February 14–20, 2010

www.blackfamilynet.net

Career Communications Group Inc. founded Technology Awareness Programs

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Government 2.0 | Visit www.broadband.gov Maryland Public Schools Again Rank #1

(Photo L-R) Congresswoman Eddie Bernice Johnson (D-TX), Perry Carter, President BDPA-DC, and Maryland State Superintendent of Schools Dr. Nancy S. Grasmick during 2009's Congressional Black Caucus Foundation's (CBCF) most recent Science and Technology Braintrust: "STEM Educational Excellence: How We Get There," which was held during their annual legislative conference (ALC). Congresswoman Johnson serves on the Energy and Environment Subcommittee of the House Committee on Science and Technology. Photo—[bdpatoday](#)



Baltimore, MD—The Maryland public school system remains firmly at the head of the class, according to an independent national report released this month.

Education Week, the nation's leading education newspaper, looked at data in six critical categories over the past two years, and once again placed Maryland's state education system at the very top of national rankings.

Maryland placed at the top of the list in *Education Week's* annual "Quality Counts" tally, with the nation's only B+ average. New York and Massachusetts followed closely with B grades. The majority of states received grades of C or less, according to the report.

"We have chosen as a people to invest in our public schools – in the future of our State – even when times are tough," said Maryland Governor Martin O'Malley. "Today, *Education Week*, for the second straight year, has certified that Maryland has built the number one public school system in America. Even during these difficult economic times, we've continued to fully fund efforts to build new, state-of-the-art classrooms, integrate curriculum across all grade levels, and hire and retain the nation's best educators. Now, for yet another year, *Education Week* has affirmed the importance of protecting these shared priorities."

Maryland's 2010 ranking is based on State education policies and student performance that reflect nearly two decades of work on a preK-12 curriculum; state accountability and standards; teacher effectiveness; and work on school readiness, high school reform, and preparation for college and the workplace.

"Our work did not end with last year's ranking, and it doesn't end today. Our commitment to our schools and the students and families we serve is undiminished," said State Superintendent of Schools Nancy S. Grasmick. "The 'Quality Counts' report gives us one significant yardstick by which we can measure our success. We won't rest until we know that all of our students are getting the education they deserve."

Dr. Grasmick gave special thanks to the business community, which has consistently supported Maryland's education reforms. "Our businesses understand the importance of strong schools and prepared graduates," she said. "For our State to remain competitive, we need a vital preK-12 education system." The new report finds that no other state has a more consistent record of excellence than Maryland. Results for the State were above average in all six of the broad grade categories, and ranked in the top seven in five of the six categories.

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BDPA-DC Regional HSCC, IT Showcase, and Technology Conference



June 4-5, 2010

- ✓ Technology & Career Workshops
- ✓ Quarterly Recruiters' Roundtable
- ✓ Regional High School Computer Competition (HSCC)
- ✓ Regional IT Showcase (ITSC)
- ✓ Advanced Planning Briefing to Interns (APBi) for Fall 2010
 - Graduate, College and High School candidates
 - Important December/January deadlines

Register Online by May 15
www.ncr-bdpa.org

For more information on BDPA, BDPA's academic, public, and private sector engagements in the National Capital Region (NCR), visit the organization's Groupsite enhanced by Groupsite.com.
<http://bdpa-dc.groupsite.com>



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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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this issue's success story

Education Week, the nation's leading education newspaper, looked at data in six critical categories over the past two years, and once again placed Maryland's state education system at the very top of national rankings. The economic development outlook for tomorrow's STEM workforce within the National Capital Region (NCR) is improving.

Inside our
next issue:

**DARPA
BFTAW 2010**

Black Family Technology Awareness Week

student programs: **GET THEM INVOLVED!**

NBDPA's SITES (Student Information Technology Education and Scholarship) initiative is designed to introduce students grades K-12 of African-American descent and underserved communities to the field of Information Technology (IT) and CS-STEM (Computer Science | Science. Technology. Engineering. Mathematics) through computer training by encouraging them to seek higher levels of education and grooming many of them to become our next generation of IT Professionals. Our programs are offered to students across the country at no cost to interested students. Contact NBDPA at **1.800.727.BDPA** (2372) for participating BDPA Chapters near you or visit our web site at www.bdpa.org.

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