

AiS Challenge Board of Directors meeting at Betsy Frederick's house at 8:30 am on April 1, 2005

Present: William Blackler, Larry Donahue, Celia Einhorn, Betsy Frederick, Irene Lee, David Kratzer, Joe Watts. Not able to attend: Marianne Granoff, Willard Smith.

William Blackler was elected as president.

Ben Lujan Leadership Award to Mary Herrmann for her leadership in stepping up to help Vernetta with the Shiprock teams.

Governor's Award to William Heimbach for his Political leadership in helping us promote the Challenge with the State Legislature.

Give Marianne a plaque for being board president.

Give Larry and Ken the twisted pair award for their devotion to setting up the computer labs at the Kickoff Conference.

Need to keep the idea a getting laptop for use at the Kickoff Conference. Look at governmentsurplus.com, get unsold old computers from Dell, HP, Compaq, ... Look at state 7th grade laptop intuitive to see if we can get the laptops for the kickoff before they get distributed. See if we can borrow AIM laptops.

Bill Heimbach, LANL, came to talk about a funding strategy for Legislature 2006. Money will go through New Mexico Tech in Socorro. We received 50K for 2005.

- . We need to draft a budget that shows exactly how much is needed from the Legislature for 2006 and how it will be spent.
- . Coordinate with Speaker's Office (Chief of Staff) on possibly "imbedding" appropriation for AIS in the NM Tech budget.
- . Coordinate with Speaker and/or Chief of Staff on launching "hometown" appropriation campaign as described below.
- . Launch "hometown" appropriation campaign that will involve educators from schools participating in AiS talking with their State Representatives and Senators about appropriating some of their "pork barrel" funding for AiS. (Is this "launch" possible and appropriate during the April events when educators bring their teams to LANL?)
- . See if we can get \$10K from legislators from each district that has a team involved.

Celia wrote to several sponsors about provide money for honorable mentions and teacher awards.

Talked about inviting Molly Tovar to be a board, Bill will look into it. Shaun Cooper is interested in being a board member.

Looked at the VIP mailing list and discussed the invitation.

Larry continues to work on the 501(c)3 paperwork.

We have about \$8K in the bank right now, still paying Silicon Heights, need invoice from Gina Fisk.

Tap in to economic development companies for support.

Do “Integrated branding” so we are known by a simple phrase/name/idea.

Long term goal is to create a viable sustainable program. Instead of a program that is just scraping by.

Involve high tech high schools in the nation. Sell as project based curriculum.

The Challenge needs to be “packaged”. What we have done this past 15 years has been great.

Larry has some great ideas.

David to dos:

When teams register, contact them to invite their legislative representatives to come to the awards ceremony or the Expo.

“Preparing students for careers in science and technology”

Since David had to leave before the meeting was finished Betsy made some more notes and here is what she send out on Sunday the 3rd of April:

Joe, Bill H's strategy was met with great enthusiasm. We will start the campaign at the Award's Day. It is a simple and powerful idea.

Celia, Irene, Atty and I had a good day with MESA on Saturday. It was better in the SUB ballroom than last year out by the duck pond. We were successful with about five groups of 12-20 students playing the Virus palm sim. In retrospect, we wish we could have handed them a brochure about the Challenge to take to their teachers/parents about AiSC/AIM. We made contacts with a handful of teachers. We talked to perhaps three possibilities for STI. I'm pretty hopeful about a teacher from Carlos Vigil (Esp). Celia is hopeful about a couple from ABQ. We also caught up with a bunch of old friends including Greg Anderson. Deborah Haggerton from Carlsbad was with him and she hopes to have a team from the HS as well as her Mid school next year.

I ordered ribbons for Awards Day. I would have forgotten but fortunately Kent keeps good records. I also ordered the Teachers Award and the Ben Lujan Award for Political Leadership to Bill Heimbach.

This morning Target was advertising 128 K jump drives for \$19. At that price, I think we could find someone to brand them with I took the Challenge!.

During the board meeting, we got to talking about money and fairly unobtrusively Larry D wrote a check for \$2000. That would pay for 200 drives at \$25 a pop. I think someone had a company in mind for this.

David? Joe?

The letters Celia wrote are paying off: VanDyke is sending a check for \$2500 (I need to write an invoice, right Celia?)

I believe you were on hand for the Twisted Pair Award to Larry and Ken. I have not ordered the Special Recognition Award for Mary Hermann nor the Governor's Award for Ben Lujan. Nor the award for Marianne. Joe, I'll be phoning you about the wording etc for the Gov's award. Kent knows they are coming.

Larry led the discussion about Vision and Mission. It was good to look at where we are and where do we want to be. We will return to that discuss with the new Board. One of the things Larry urged us to think about is that one sentence statement we can say immediately when someone inquires about the mission of the Challenge. We talked about a short term goal of really getting the Challenge branded. We talked about dropping back to being called Supercomputing Challenge in large part because Adventures in Supercomputing Challenge is a big mouthful. Plus now there is Adventures in Modeling. Supercomputing Challenge has a great ring, supercomputing can mean super computers and super computing or both.

As part of that discussion, I suggested again that we give Dick Allen an award for his part in bringing the Challenge to where it is now (the Expo, mainly - I know he thinks he brought curriculum to the Challenge, but whatever). If not this year, perhaps next. Especially if he does not judge this year, it seems as if he is making a graceful exit. I also think if we drop Adventures in it might make that change seem less a slap - obviously we will couch that in terms of our marketing strategy...but still he has been with the Challenge for a long time.

What else? We suggested a couple of dates for the next board meeting: Friday afternoon May 27 or Friday afternoon June 3. Probable location ABQ to make it an easier drive for our new southern-residing board members, Shaun and Mike T. Celia and I will find a place for the meeting. My thought this am is to find a place at UNM (where there is parking!) - perhaps HPCC, perhaps at High Tech High School (which is under UNM's umbrella), ??

Joe, it was a good meeting in the positive tenor of the New Year's meeting at your home. Everyone who didn't have to hurry and was still around at the end of meeting agreed it was a good, productive meeting. Bill did an able job with facilitating. Larry will facilitate the next meeting. We agreed passing facilitation around was a good idea.

Irene thought we went a little long which I think was true, especially for folks who didn't take have a chance to get up and run into the kitchen, as I did.