



# NEWSLETTER



## Message from the 2011 I/ITSEC Conference Chair



Dr. Michael Genetti

by Michael Genetti

Time seems to be flying by—it's hard to believe the first I/ITSEC 2011 Newsletter is out! It is my distinct honor to follow so many great leaders and serve as your Conference Chair this year. While that is a daunting task, I am surrounded by the extremely capable NTSA staff and wonderful volunteers from Industry, Academia, and all the Services to help me throughout the year. Under the powerful leadership of this year's Program Chair, Ms. Cyndi Turner, the Tutorial Board Chair and the six Subcommittee Chairs with their committee members are busy collecting, reading, and evaluating abstracts to ensure the best possible papers and tutorials will be presented from 28 November to 1 December 2011 at the Orange County Convention Center in Orlando.

Cyndi and I had the pleasure of working with this year's

Host Service Army Team, led by Dr. James T. Blake, Program Executive Officer, PEO STRI, during 2010 to prepare for this year. I/ITSEC has evolved into a more International Conference with over 2,000 registrants from 57 countries attending I/ITSEC 2010. The planning team took that into account as we developed the I/ITSEC 2011 Theme, "Prepare the Force...Secure the Future". We believe it is very fit-

*Chair, cont. on page 3*

## I/ITSEC Sets the Bar Higher Yet!

Message from the President of the National Training and Simulation Association



RADM Fred Lewis, USN (Ret.)  
President, NTSA

Those of you who have attended I/ITSEC in the past will appreciate that it has become a large and complex undertaking, comprised of a steadily increasing number of moving parts, many of which are interdependent or

at least closely related in timing, subject matter, or both. These complex interrelationships pose organizational challenges of no small dimensions. In addition, we must simultaneously be ever mindful of the needs of our constituents, always aware that upon them and their support depends the ultimate success of all our endeavors.

Fundamentally, NTSA exists to inform and educate the public about the vitality and importance of modeling and simulation technology in everyone's daily life and the promise it holds for all our futures. We do

*President, cont. on page 2*

Setting the stage: I/ITSEC 2010 starts to take shape



2011 I/ITSEC EXHIBITORS  
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2011 LEADERSHIP SUMMIT  
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**President from page 1**

this by providing national and worldwide platforms for the entrepreneurial needs of the industry while simultaneously promoting dialogue about future trends and directions. I/ITSEC is of course the annual culmination of these efforts. Our goals at I/ITSEC are to:

- Establish and maintain a climate which is conducive to successful business contacts and transactions among hundreds of exhibiting entities.
- Provide multiple avenues for in depth exploration of the present potential and future promise of the industry.
- Involve as wide a variety of persons and organizations in I/ITSEC as possible, mirroring the expansion of modeling and simulation into ever more diverse fields.
- Mesh these elements into a cohesive whole which is truly greater than the sum of its parts and which advances the interests of the entire M&S community.

Judged by these measures, I am pleased to report that I/ITSEC 2010 was quite possibly the most successful to date. Not only was attendance at an all time high, totaling over 20,000 registrants for the first time, but the number of exhibitors also broke records, as did floor space occupied—nearly a quarter million net square feet. The real value of I/ITSEC 2010, however, lay in the quality of its components.

For the first time, and with the close collaboration of the Society for Simulation in Healthcare, we grouped a number of our increasingly numerous healthcare exhibitors in a Healthcare Pavilion, focussing attention on this rapidly expanding and vitally important simulation field. I am also pleased to note that NTSA and the Society for Simulation in Healthcare recently signed a Memorandum of Understanding, delineating areas of cooperation, including support for and participation in each organization's events, the sharing of information and ideas, and other reciprocal initiatives.

The various STEM components we have incorporated into the I/ITSEC framework also thrived at I/ITSEC 2010. Projects displayed at the Student Leaders' Pavilion were remarkable in their sophistication and variety; entrants in the Serious Games Challenge and Competition were the most numerous, varied and relevant to date, and K12 educators visiting I/ITSEC from around the nation came away amazed by the technology and the imperative to share their enthusiasm with their students—the next generation of scientists and engineers.

International attendance at I/ITSEC 2010 was also at record highs, and I would like to note that Brazil, in particular, favored us with an unusually large delegation—evidence of the rapid emergence of that nation as a regional power, with a strong and growing scientific base and related industrial capacity. Clearly, the utility of modeling and simulation to its expanding economy is not lost on Brazil. We plan to reciprocate with a visit to the Latin American Aerospace and Defense Exposition (LAAD) in Rio de Janeiro this year, initiating what we hope will be a series of ever more

productive contacts in the coming years.

During I/ITSEC 2010, the principals for the International Training and Simulation Alliance (ITSA) met to review programs and upcoming events for 2011. Joining me were Captain John Rees, RN, OBE, Chairman of the European Training and Simulation Association (ETSA), Dr. Steve Yoon, Vice Chairman of the Korea Training Systems Association (KTSA), and Peter Hill, Executive Director of the Simulation Association of Australia (SIAA). The mission of ITSA is to promote a better understanding around the globe of the importance of training and simulation technology in every profession and endeavor known to mankind. The energy of ITSA evolves from the power of the regional organizations which, together, are the constellation of a training and simulation operational framework. Of particular note was the announcement by Dr. Yoon of a planned live, virtual and constructive Workshop in Seoul October 27 and 28, 2011. NTSA will provide two speakers for this event and additional support is expected from ETSA and SIAA. Should there be interest in direct participation from any of our I/ITSEC Newsletter readers, please contact me at [flewis@ndia.org](mailto:flewis@ndia.org) or Captain Nelson Jackson at [njackson@ndia.org](mailto:njackson@ndia.org).

In closing, I would like to note further evidence, if any were necessary, of the value of modeling and simulation today. It seems apparent that, however Joint Forces Command is truncated or dissolved under DoD direction, its modeling and simulation component will remain intact, thanks in good measure to the efforts of Senator Mark Warner and Congressman Randy Forbes, among others. That the M&S function is to remain untouched in this era of stringent DoD economies testifies eloquently, in my view, to the general recognition of the indispensable contribution modeling and simulation is making to force readiness.

We are already well into the planning phase for I/ITSEC 2011, and early signs indicate that it will surpass even the high water marks set in 2010. Make plans now to join us this fall in Orlando, with the U.S. Army as the lead Service, for I/ITSEC 2011. We'll make certain you can't afford to miss it.

**Onlookers crowd the Serious Games Pavilion at I/ITSEC 2010. The Serious Games Showcase and Competition was the largest and most diverse yet.**



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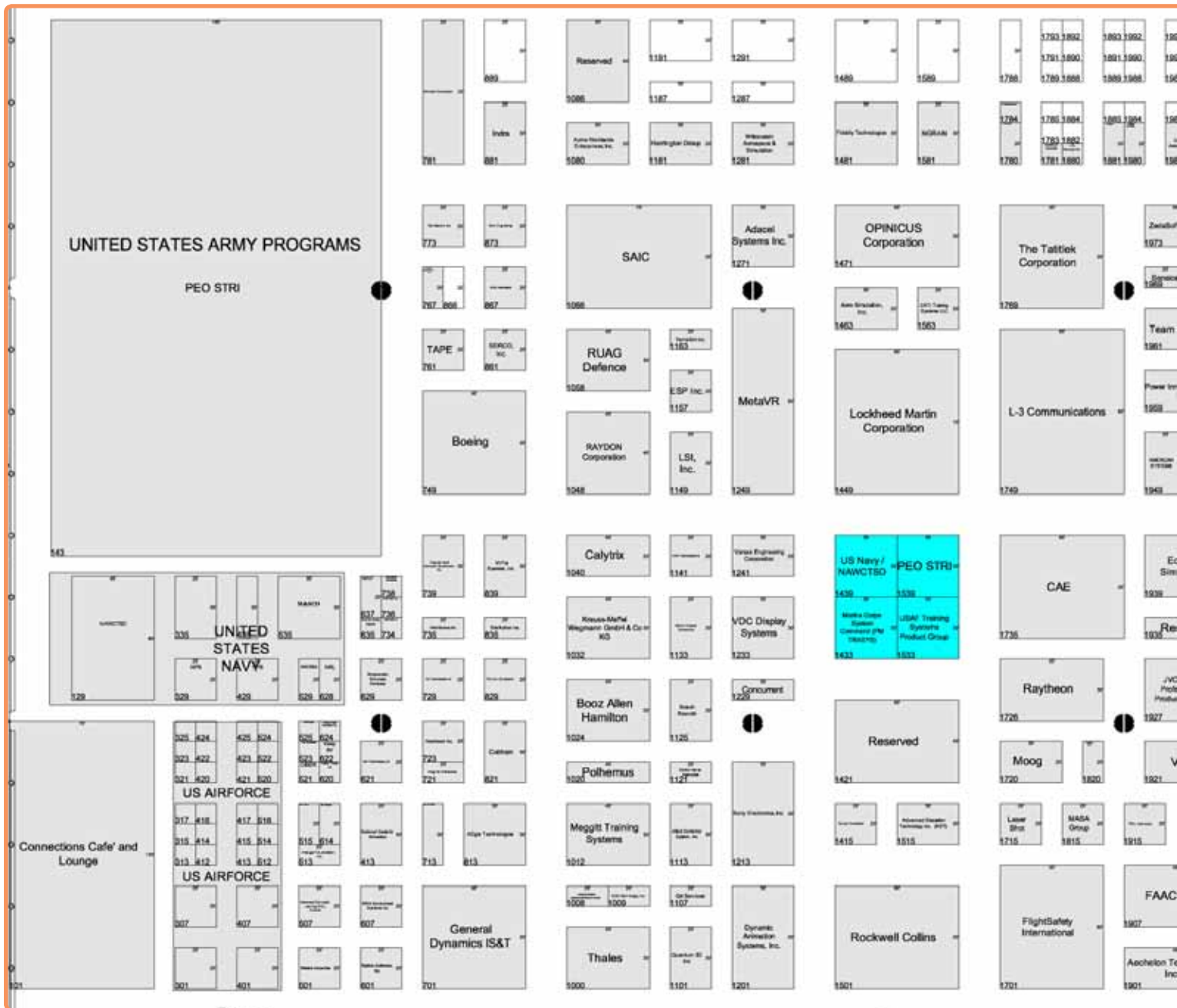
#### Chair from page 1

ting for the times and it applies globally. This community needs to ensure that the men and women in uniform have the modeling, simulation and training tools they need to successfully complete their missions. One of the challenges facing our forces is training to be prepared for Full Spectrum Operations. We must provide the training and tools to "Prepare the Force" to face traditional threats, irregular threats, catastrophic threats, disruptive threats and combinations thereof so they can "Secure the Future." In keeping tradition with the past few years, this year's Call for Papers and Tutorials called out four focus areas—Training for Unmanned Systems; Cyber Security; Medical Simulation; and Gaming Technology. Each of these focus areas along with the traditional training and simulation areas should provide rich content from potential authors for the over 200 volunteers to debate and select "the best of the best" for presentation at I/ITSEC 2011. In upcoming newsletters, you will get more detailed updates from the Program Chair, Tutorial Board Chair, and the Subcommittee Chairs.

Somehow, even in tough economic times, I/ITSEC seems to grow in the size and numbers of exhibits, numbers of registrants, and quality of papers, tutorials and special events. I fully expect that trend to continue for I/ITSEC 2011. The NTSA exhibits team, led by Ms. Debbie Dyson, has secured more space for Government and Industry to display the latest in simulation and training technology for our community. We will continue some popular events such as Warfighters' Corner, where we invite Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen who have been on recent deployments to come and tell their stories, particularly citing how training helped them successfully accomplish their mission as well as highlighting areas where they see the need for better training. The Serious Games Showcase and Challenge is already well underway. This event is growing in popularity and the team is evolving the Challenge to better meet the needs and desires of the Serious Gaming community. I/ITSEC continues its emphasis on STEM with many activities—two that I'll mention here. First, the Future Leaders Pavilion highlights just what a promising future we have as students from various schools around the US present the results of their projects. If you want to put a smile on your face during I/ITSEC, go into the pavilion and spend a few minutes with these students—you won't be disappointed! Second, NTSA is continuing the America's Teachers at I/ITSEC program. This program is ideal to educate and expose these teachers to all the applications of STEM in the modeling, simulation and training community. When these teachers go back to their schools, they go back with an excitement about our industry that will translate to their students. Please make time in your schedule to visit the STEM Pavilion during your time on the show floor.

I'm proud to serve as your Conference Chair this year. Along with the Army Service Leads, Dr. James Blake and Ms. Traci Jones, Cyndi and I look forward to seeing you at I/ITSEC 2011. There you'll find the largest gathering of people who on a day-to-day basis focus on leveraging modeling, simulation and training to improve performance. Mark your calendars and make your travel plans to join us 28 November through 1 December in the City Beautiful, Orlando, FL.



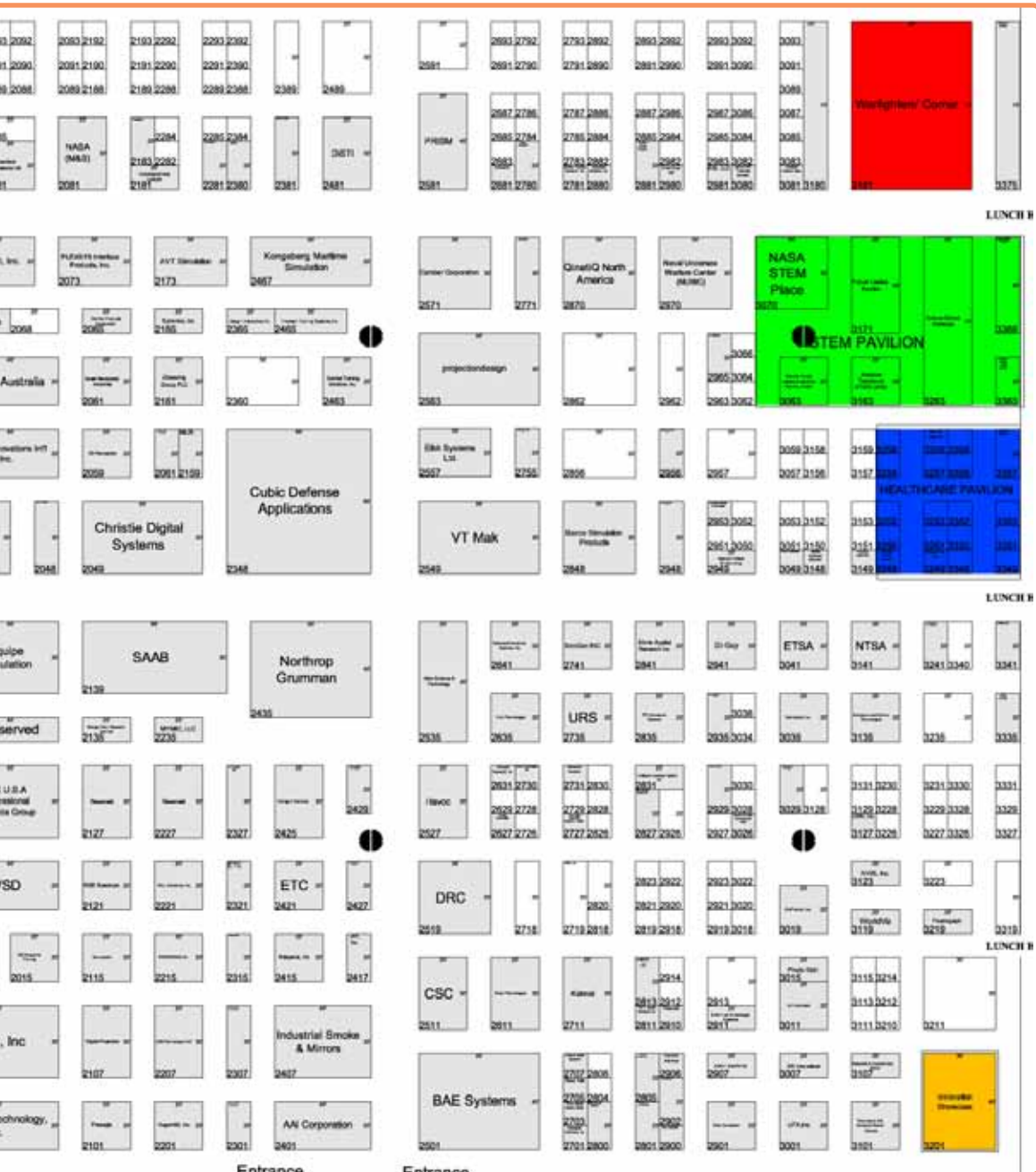


## I/ITSEC 2011 Exhibitors

I/ITSEC 2011 exhibit space is selling at a rapid pace. As of mid-March, only 25 percent of designated floor space was still available, with sales even running ahead of the record pace set by I/ITSEC 2010. Those exhibitors wishing to acquire space, particularly those needing larger booth space, are strongly encouraged to move quickly to obtain optimum locations on the floor. The above diagram shows remaining space (in white) and sold space (in grey or other colors). First-time exhibitors at I/ITSEC 2011 so far include:

AMSEC LLC  
 Cole Engineering  
 E2M Technologies B.V  
 Havoc  
 Heartwood Inc.  
 ITT Information Systems  
 Kognito Interactive  
 Newport News Shipbuilding  
 Prob-Test, Inc.  
 Smooth On Inc.  
 Soar Technology, Inc.  
 The Aroma Simulation Company/  
 Koalfog

3D Perception	2059	Americas Teachers at I/ITSEC (ATA)	3163
4C Strategies AB	2281	AMSEC LLC	2813
AAI Corporation	2401	Analytical Graphics, Inc.	2948
Acme Worldwide Enterprises, Inc.	1080	Aptima, Inc.	3341
Adacel Systems Inc.	1271	ARINC	2965
Adayana, Inc	2415	The Aroma Simulation Company/ Koalfog	2727
Advanced Brain Monitoring, Inc.	2771	Arrington Research, Inc.	2631
Advanced Distributed Learning (ADL) Initiative	507	AT&T Government Solutions	2427
Advanced Interactive Systems, Inc.	2641	AVT Simulation	2173
Advanced Simulation Technology inc. (ASTI)	1515	BAE Systems	2501
Advanced Systems Technology, Inc.	2429	Barco Simulation Products	2848
Aechelon Technology, Inc.	1901	B-Design3D	2681
AEgis Technologies	813	BGI, LLC	2981
Aero Simulation, Inc.	1463	Bihle Applied Research Inc	2841
Alelo, Inc.	2719	Binghamton Simulator Company	629
Alion Science & Technology	2535	Binghamton University, Watson Sch Eng	637
Allied Container System, Inc	1113	Blackboard, Inc.	3035
AMERICAN SYSTEMS	1949	B-Line Medical	3259



Fidelity Technologies	1481
FlightSafety International	1701
FloatoGraph	3219
Future Leaders Pavilion	3171
Gaumard Scientific Company	3248
General Atomics	2906
General Dynamics IS&T	701
GeoEye	2183
Georgia Tech Research Institute	2135
Global Business Solutions	3148
HaiVision Network Video	3081
Hampden Engineering Corporation	2902
Harrington Group	1181
Havoc	2527
Heartwood Inc.	723
History of I/ITSEC	3375
History of Simulation	3180
ICF International	3011
IDS International	523
IEEE Xplore Digital Library	2703
IES Interactive Training	2015
Indra	881
Industrial Smoke & Mirrors	2407
Innovation Showcase	3201
Intelligent Automation, Inc.	513
Intelligent Decision Systems, Inc.	2831
Intelligent Decisions	2425
Inter-Coastal Electronics Inc.	515
InterSense, Inc.	735
Intevac Vision Systems	2707
Israel Aerospace Industries	2061
ITEC	3241
ITT Information Systems	2835
J.F. Taylor, Inc.	2327
JHT, Inc.	2417
JRL Ventures Inc	1880
JRM Technologies	2048
JVC U.S.A Professional Products Group	1927
Katmai	2711
Kognito Interactive	721
Kongsberg Maritime Simulation	2467
Krauss-Maffei Wegmann GmbH & Co KG1032	
L-3 Communications	1749
Laerdal Medical	3357
Laser Shot	1715
Lockheed Martin Corporation	1449
LSI, Inc.	1149
Marine Corps System Command (PM TRASYS)	1433
MASA Group	1815
MBDA, Precision Solutions	2800
Mechanical Simulation	2731
Meggitt Training Systems	1012
Meridian Knowledge Solutions, LLC	3335
MetaVR	1249
Metters Industries	501
Military Training Technology	2061
MIL-SIM-FX International	738
MODSIM World Conference & Expo	3026
Moog	1720
Motion Analysis Corporation	1133
MYMIC, LLC	2235
NASA (M&S)	2081
NASA STEM Place	3070
National Center for Simulation	413
National Flight Academy	3369
National Instruments	2929
Naturalpoint	2115
Naval Undersea Warfare Center	2970
Newport News Shipbuilding	2949
NGRAIN	1581

BNH Expert Software Inc.	2811	Cogent3D, Inc.	2201	Doron Precision Systems, Inc.	2827
Boeing	749	Cole Engineering	873	Driven Technologies, Inc.	2730
Booz Allen Hamilton	1024	Combat Training Solutions, Inc.	2463	DRS Technologies, Inc.	1141
Bosch Rexroth	1125	Computer Comforts, Inc.	2701	Dynamic Animation Systems, Inc.	1201
Britannica Knowledge Systems	2911	Concurrent	1229	E2M Technologies B.V	2207
C2 Technologies, Inc.	729	Concurrent Technologies Corp.	2801	Elbit Systems Ltd.	2557
CAE	1735	Connections Cafe' and Lounge	101	eMDee Technology, Inc.	2755
Calytrix	1040	Continuum Dynamics	1781	Engineering & Computer Simulations, Inc.	739
Camber Corporation	2571	Control Products Corporation	2065	EOD Technology, Inc.	1009
Carley Corporation	1415	Corsair Engineering	2381	Equipe Simulation	1939
CATI Training Systems LLC	1563	Cranfield Aerospace Ltd	1981	ESP Inc.	1157
Central Florida STEM Council	3363	CSC	2511	ETC	2321
Central Florida Veterans Memorial Park Foundation	3063	Cubic Defense Applications	2348	ETC	2421
CH Products	614	Da-Lite Screen Company	2881	ETSA	3041
Chemring Group PLC	2161	Design Interactive, Inc.	2365	EWA Government Systems Inc.	607
Christie Digital Systems	2049	Digital Projection	2107	Explotrain LLC	1784
CIBER	521	DI-Guy	2941	Extron Electronics	2907
CMLabs Simulations Inc	2956	Discovery Machine, Inc.	2880	FAAC, Inc	1907
Cobham	821	Displays & Optical Technologies	3029	Fidelity Flight Simulation Inc.	624
		DISTI	2481		

Exhibitors cont. on page 8

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Nida Corporation	2901	QinetiQ North America	2870	SIMmersion LLC	2315	The Tatitlek Corporation	1769
Nida Corporation	2900	Quantum 3D Inc	1101	SimPhonics, Inc.	3019	Theissen Training Systems, Inc.	2465
Nida Corporation	2902	Rave Computer	2780	SimSTAFF Technical Services	3080	THERMODYNE CASES	2181
Night Readiness, LLC	2935	RAYDON Corporation	1048	Simulation and Control Technologies	3135	Trailer Transit, Inc	620
NLR	2127	Raytheon	1726	Simulation Proponent Division, G-8	767	Training & Simulation Journal	2805
NLR	2227	RDECOM	1086	Smart Eye AB	2980	TSM Corporation	1780
NLR	1935	Red Hat	2705	Smart Technologies	2611	Turning Technologies	2627
NLR	2159	RGB Spectrum	2121	Smooth On Inc.	3249	UFA, Inc	3001
Northrop Grumman	2435	Rheinmetall AG, Corporate Sector	3107	Soar Technology, Inc.	713	United Electronic Industries (UEI)	2307
NTSA	1421, 3141	Defence		Sonalysts	1881	URS	2735
NVIS, Inc.	3123	Rheinmetall AG, Corporate Sector	3101	Sony Electronics, Inc.	1213	US Navy/NAWCTSD	1439
OPINICUS Corporation	1471	Defence		SRI International	3007	USAF Training Systems Product Group	1533
Oshkosh Corporation	781	Riptide Software, Inc.	601	Stirling Dynamics	1980	USM, Inc.	3127
Parsons	2910	Rockwell Collins	1501	Stottler Henke Associates	1121	Vcom3D, Inc.	1820
PEO STRI	143, 1539	RPA Electronic Solutions, Inc.	2301	SYMVIONICS, Inc	2215	VDC Display Systems	1233
Photo Etch	3015	RUAG Defence	1058	Sytronics, Inc.	2165	Veraxx Engineering Corporation	1241
Pitch Technologies	2635	SAAB	2139	TAPE	761	VirTra Systems, Inc.	839
PLEXSYS Interface Products, Inc.	2073	Safety Training Systems, Inc.	2781	TEAL Electronics	1915	VSD	1921
Polhemus	1020	SAIC	1066	Team Australia	1961	Vstep BV	622
Power Innovations Int'l Inc.	1959	Scalable Network Technologies	2953	Technical Sales & Applications/Pelican	1008	VT Mak	2549
Precision Lightworks	3149	SDS International	867	Products		Warfighters' Corner	3181
Presagis	2101	Sensics	1969	TechniGraphics	525	Westar Display Technologies, Inc.	2380
PRISM	2581	SERCO, Inc.	861	Tec-Masters, Inc	773	WILL Interactive, Inc.	2221
Prob-Test, Inc.	736	Serious Games Challenge	3263	TENA/JMETC	734	Wittenstein Aerospace & Simulation	1281
projectiondesign	2563	Sierra Army Depot	635	Ternion Corporation	829	WorldViz	3119
Pulau Corporation	3049	SimAuthor Inc.	835	TerraSim Inc.	1163	ZedaSoft, Inc.	1973
Q4 Services	1107	SimiGon INC	2741	Thales	1000	Zel Technologies, LLC	621

# 2011 Leadership Summit Points the Way to a National Modeling and Simulation Enterprise

Modeling and simulation stakeholders and the 2011 Leadership Summit met jointly on February 7th in Chesapeake, Virginia, to explore avenues of establishing M&S as a national enterprise, through creation of national awareness of the vital importance of the technology. The meeting focused on the possibility of constructing a comprehensive action program and corresponding organizational structure as a vehicle to further the objective. During the day-long session, attendees heard from speakers in the areas of public awareness, education/workforce, professional knowledge, funding and cross community/organizational cooperation. These subject matters were then vigorously discussed during Q&A and breakout sessions.

The central problem was agreed to be that M&S, through its success in permeating much of human learning and human activity, may have become so structurally embedded in all technology that recognition of its signal, individual contribution has been overlaid. This results in M&S not being accorded the scientific and professional attention it deserves as a distinct discipline and community of practice. Means to address this shortcoming were discussed, including education (where and how to introduce M&S curricula); how to create a body of knowledge; and enhancement of certification of M&S professionals to emphasize the distinct nature of the technology.

The issue of funding for such an ambitious effort was also addressed, with recognition that one hurdle is the large and rapidly growing number of institutions of all kinds which are embracing modeling and simulation of one sort or another, but which are doing so in relative isolation. It was also acknowledged that while defense and national security applications are, for the time being at least, the single largest M&S field, other communities are evolving rapidly and in some cases unpredictably. It was emphatically agreed that the M&S community at large must remain agnostic, embracing all M&S applications. Nevertheless, it was also acknowledged that there may be an element of parochialism, and therefore reluctance, on the part of some of the emerging communities as they contemplate whether to join with the national security establishment in nationwide promotion of the technology.

After much productive if sometimes divergent discussion, the meeting arrived at the conclusion that a time factor must be built into the effort to ensure momentum toward the eventual goal. That goal was summed up as a dedication to having M&S nationally recognized as a discipline, a profession, an industry and a market with its own identity and that it is critical to meeting national socioeconomic and technical challenges.

Several action items resulted from the discussion which will now become the focus of ongoing effort:

- Clarification of a vision statement
- Response to Congressman Forbes' request for an M&S primer
- Continuation of steps to establish an agenda addressing outcomes and advocacy
- Enhancement of communications within the current group
- Establishment of a smaller working group to refine the ongoing agenda
- Reconvening of the full group within six months

In conclusion, NTSA President Fred Lewis pledged the ongoing support of the National Training and Simulation Association to the effort, emphasizing his determination to see it through.

## America's Teachers at I/ITSEC 2010

I/ITSEC has a long history of supporting education in the fields of Science, Technology, Engineering and Mathematics (STEM). The conference has hosted tours of the exhibit hall for students and teachers, and invited students from around the world to participate in the Future Leaders' Pavilion. At the 2008 conference, we started a new program that reached out across the United States to invite STEM discipline teachers to experience I/ITSEC and improve their understanding of simulation technology. The goal was to stimulate interest in teachers who could then pass on their new appreciation for modeling and simulation to their students. The America's Teachers at I/ITSEC (AT@I) program was so successful, we hosted groups of STEM discipline teachers at the 2009 and 2010 conferences.

We had eight teachers participate this year, representing K-12 schools from AZ, TX, TN, FL, OH and MD. Teachers participated in a wide variety of conference events including: Warfighter's corner, Serious Games Showcase & Challenge, and the Opening Ceremony and General/Flag Officer Panel. They also attended several events that were specifically focused on STEM, including Future Leaders' Pavilion, techPATH, an open house in the NASA booth, and two STEM special events: "How to Find Grant Money" and "Lessons Learned in Developing an M&S Course". This year teachers were given a guided tour of the exhibit floor to provide them with both a history and general understanding of the simulation industry.

The teachers had a very full agenda during the conference, and they left with a greater appreciation for the level of technology that exists today and the difficulties of educating/training adults. They also enjoyed talking with a diverse set of people (educators, military, government, private industry) about the challenges of preparing students for STEM careers. We are already gearing up for this year's conference! Please encourage teachers to apply for AT@I 2011 by visiting the I/ITSEC website.

—Margaret Loper

## Future Events

### April 12-15, 2011

LAAD Defence & Security 2011  
RioCentro  
Rio de Janeiro, Brazil

### May 10-12, 2011

ITEC 2011  
Kölnmesse  
Cologne, Germany

### May 24, 2011

2011 USAF Advanced Planning Briefing to Industry (APBI)  
Dayton, OH

### May 30-June 2, 2011

SimTecT 2011 - Asia-Pacific Simulation and Training Conference and Exhibition  
Melbourne Convention & Exhibition Centre  
Melbourne, Australia

### June 15-16, 2011

2011 Training & Simulation Industry Symposium (TSIS)  
Renaissance Orlando at SeaWorld  
Orlando, FL

### August 2-4, 2011

ADL Implementation Fest 2011  
Rosen Centre Hotel  
Orlando, FL

## SGS&C: Five Years Strong and Going Mobile

by Terri Bernhardt

The Serious Games Showcase & Challenge has become an I/ITSEC favorite over the last five years. Game content covers all genres and training objectives, including education, corporate, or military.

The submissions are carefully reviewed and chosen each year by a panel of military, academia and industry gaming experts," stated Kent Gritton, SGS&C Chairman, "This past year's submissions were of extraordinarily high quality, but all of the finalists represented the best of the best."

According to 2010 I/ITSEC lead Service Executive, USAF Col. Jack Franz, the challenge experienced a 30% growth this year and included a very select group of national and international submissions. "The Nation needs fresh ideas, innovation and technology," he said. The SGS&C helps promote organizations and individuals in that quest.

The 2010 Serious Games Showcase & Challenge (SGS&C) winners were announced at an award ceremony the final day of I/ITSEC. Muzzy Lane Software won in the Business category

with its Marketing 101 - The Principles of Marketing game. Energize by FIEA (Florida Interactive Entertainment Academy at the University of Central Florida) was the student category winner. NASA topped the government games with its Moonbase Alpha game. And lastly, the I/ITSEC conference attendees selected Boarders Ahoy! The Maritime Interdiction Game from NATO Allied Command Transformation for the "People's Choice Award".

Each year brings a new flavor that reflects changing technology. For 2011, the Challenge will offer two new awards: Best Mobile Serious Game and a Special Emphasis award for the best Serious Game demonstrating this year's SGS&C theme of Adaptive Stance. Eligible mobile platforms are MAC iOS, Android and Windows Mobile. Adaptive Stance is the user's ability to repeatedly try new or different strategies to solve problems.

Nominations are open August 15th and close on September 15, 2011. Submission and other information can be found at [www.sgschallenge.com](http://www.sgschallenge.com) or [www.iitsec.org](http://www.iitsec.org).

SERIOUS GAMES  
SERIOUS RECOGNITION!  
SUBMIT YOUR GAME TODAY!



# SERIOUS GAMES

## SHOWCASE & CHALLENGE

28 NOVEMBER - 1 DECEMBER 2011

ENTER YOUR GAME BY  
15 SEPTEMBER 2011

ENTER YOUR GAME BASED TRAINING  
AND EDUCATION APPLICATION

SHOWCASE YOUR WORK  
IN FRONT OF TOP GAMING,  
SOFTWARE AND SYSTEM  
INTEGRATOR COMPANIES



INTERSERVICE/INDUSTRY TRAINING,  
SIMULATION & EDUCATION CONFERENCE

3 DISTINCT CATEGORIES

STUDENT  
BUSINESS  
GOVERNMENT

UP TO 12 FINALISTS  
AT I/ITSEC '11

[WWW.IITSEC.ORG](http://WWW.IITSEC.ORG)

Visit [WWW.SGSCHALLENGE.COM](http://WWW.SGSCHALLENGE.COM)  
for detailed information  
Questions: [sgschallenge@gmail.com](mailto:sgschallenge@gmail.com)