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Presented by:



Dare2B Digital

3rd Annual Conference on Careers for Young Women
Using Computing Technology

Saturday, February 11, 2012

eBay Campus
San Jose, CA

@dare2bdigital | #d2bd12

www.dare2bdigitalconference.com

Welcome to the 3rd Annual Dare 2B Digital Conference!

Your achievements and outstanding potential have landed you in the company of other young future stars!

Computer science and engineering represent the most exciting, creative and rewarding careers for women to make their mark as leaders and innovators.

The Dare 2B Digital Conference will introduce you to a wide spectrum of possibilities for your career and show you what you will need to succeed and thrive. You'll meet inspirational women who are already paving their path and eager to help you along the way. Today is about joining together to foster a world in which women are equal and active participants in computer science, taking their rightful place in this growing field.

Our goal this year is to transform the Dare 2B Digital Conference from a one-day event to a continuing educational experience. Our new social media campaign, Dare 2B Digital Monday, is the launching pad to catalyze the impact of the conference throughout the year and across the globe. Help us make it a success by becoming a Dare 2B Digital Ambassador and following the action plans on our website.

To all of you – thank you for being here. This is just the beginning of an exciting journey as you Dare 2B Digital!

All the best,



Ruth Stergiou, CEO
Invent Your Future Enterprises



Spread the word!

What do you like most about Dare 2B Digital?

Use **#d2bd12** in tweets & follow **@dare2bdigital**



Like us on Facebook: **Dare 2B Digital**



Bookmark: **dare2bdigitalconference.com**

Be an Ambassador!
Join **#d2bdmonday** on Mon., Feb. 13th



Go wireless at today's event

Get online during the conference using eBay's wireless network.

eBay Guest password: **BuyItNow!**

Schedule-at-a-Glance

8:00 - 9:00 a.m.

Building 12, 1st floor lobby

9:15 - 10:15 a.m.

Town Square

CHECK-IN & CONTINENTAL BREAKFAST

OPENING KEYNOTE

Ruth Stergiou, CEO, Invent Your Future Enterprises

Sydney Kohara, Broadcast Journalist

Raji Arasu, CTO and VP of Product and Engineering, StubHub (an eBay company)

Servane Demol, IT Manager, Facebook

Genevieve L'Esperance, Student, McGill University

in conversation with

Sheila Jordan, Senior Vice President, Communication and Collaboration IT, Cisco Systems

Staci Lyons, Vice President of Global Business Development, Oracle

Richelle Parham, Chief Marketing Officer, NA Marketplaces, eBay

FOR YOUNG WOMEN

10:30 - 11:45 a.m.

11:45 a.m. - 12:30 p.m.

12:30 - 1:45 p.m.

2:00 - 3:15 p.m.

3:30 - 3:45 p.m.

Town Square

BREAKOUT SESSION 1

See next page for workshop details and locations

MEET-A-MENTOR LUNCH

Pick up your lunch and return to your morning workshop room

BREAKOUT SESSION 2

BREAKOUT SESSION 3

CLOSING SESSION:

EVALUATIONS, DOOR PRIZES, GIVE-AWAYS

Genevieve L'Esperance, Student, McGill University

Louisa Avellar, Student, UC Berkeley

FOR PARENTS

10:30 - 11:45 a.m.

11:45 a.m. - 12:45 p.m.

Town Square B

1:00 - 2:00 p.m.

2:15 - 3:15 p.m.

3:30 - 3:45 p.m.

Town Square

WORKSHOP 1

See page 6 for workshop descriptions

LUNCH & WORKSHOP 2

Workshop 2 occurs during lunch from 12:00 - 12:20 p.m.

WORKSHOP 3

WORKSHOP 4

CLOSING SESSION:

EVALUATIONS, DOOR PRIZES, GIVE-AWAYS

WORKSHOP 1 <i>Town Square C</i> Level 1	Jeopardy Game – Online Security Presented by Symantec This workshop consists of a fun jeopardy game on internet security best practices. Target Audience: Ages 12-14
WORKSHOP 2 <i>Parley</i> Level 1	Collaboration Made Easy Presented by SAP Labs In this workshop you will use SAP Streamwork, software that helps people work together, wherever they are. You will collect information and opinions from the rest of the class, and use that to solve problems and answer questions. Then see how you can graph and present the results.
WORKSHOP 3 <i>Fireside C & D</i> Level 1	Hands-on Robotics – Kits and Demos Presented by Mozilla and Microsoft In this workshop you will create things that light up, move, beep, and otherwise amaze using micro-controllers and the open source programming language, Arduino. You will work together in small teams to make electronic creations such as robots, light-up signs, and games. Target Audience: anyone - no experience required.
WORKSHOP 4 <i>Rendezvous</i> Level 2	Bloggng is Easy! Presented by NetApp, Inc. In this workshop, we will show you how to use free online tools to create and publish your own blog. People use blogs to post their opinions, interesting photos, or links to other sites. You can customize your blog by using different fonts, adding images, or setting categories or tags for sorting. We will show you how to do all this and more!
WORKSHOP 5 <i>Round Table</i> Level 2	Programming with Alice Presented by Oracle Academy Alice is an award-winning software tool from Carnegie Melon University that teaches programming to students in grades 7 and up. In this workshop, students will build a 3D animation and gain basic programming skills.
WORKSHOP 6 <i>Fireside A & B</i> Level 1	Lemonade Stand Modernized Presented by eBay – Innovate Group Lemonade stands might be a thing of the past, but the chance to build an empire from modest beginnings still exists. In this workshop we will walk you through the basics of running a business and give you the opportunity to set up your own online store.
WORKSHOP 7 <i>Alcove</i> Level 2	Bridging the World – An Interactive Networking Game Presented by Cisco Have you ever wondered how the internet works? In this workshop we will play a fun and interactive game that demonstrates the basics of networking in a straightforward manner. You will also have the opportunity to experience a live demo of Cisco Quad, the new enterprise collaboration platform.

Thank you for your time, inspiration and ideas in shaping this conference:

Lukas Blakk	Mozilla
Debbie Boyd	Brocade
Judy Cubiss	SAP Labs
Monali Jain	eBay
Anita Rao	Symantec
Kenny Spade	Microsoft
Martin Stein	eMeter Corporation
Ruth Stergiou	Invent Your Future Enterprises
Nancy Szymanski	Cadence
Negisa Taymourian	Cisco
Leor Vartikovski	Oracle
Audrey Van Belleghem	NetApp



Join us at the
2012 Invent Your Future Conference

March 22nd, Santa Clara Convention Center

www.inventyourfuture.com

Parent Workshops

<p>10:30am – 11:45am WORKSHOP 1 Town Square A Level 1</p>	<p>Keeping Kids Safe Online Anita Rao, Business Partner Director, Symantec Wondering what your kids are doing online? What are the most common problems they might run into? Do you know what to do if your child is being cyber-bullied? Come join this interactive discussion about online safety and leave with easy-to-follow tips and information you can use to keep your whole family safer on the Internet.</p> <p>Facebook for Parents: What You Need to Know Marian Heath, Public Policy, Facebook In the fast-changing world of social media, parents often wonder how sites like Facebook are affecting their teens and may have questions about our site, issues of internet safety, and digital citizenship. This presentation will cover Facebook’s impact on your teen including safety concerns, privacy, bullying, best practices, how to stay connected, and what’s new (or coming) from Facebook.</p>
<p>11:45am – 12:45pm WORKSHOP 2 Town Square B Level 1</p>	<p>LUNCH Inspiring the Next Generation through Social Change Lori Fitzmaurice, COO, Girls for a Change Learn more about how engagement in making positive change gives your son or daughter the advantage – developing critical thinking skills, leadership opportunities, and service learning credit while creating change in their community. Being a change agent is a great way for youth to distinguish themselves in their college applications and learning key skills now prepares them for college and beyond.</p>
<p>1:00pm – 2:00pm WORKSHOP 3 Town Square B Level 1</p>	<p>Lemonade Stand Modernized Lin Shearer, Director of Business Development, X.commerce, eBay Lemonade stands might be a thing of the past, but the chance to build an empire from modest beginnings still exists. We will walk you through the basics of setting up your own online store so you can learn what e-commerce is all about and support and encourage the young entrepreneurs in your life.</p>
<p>2:15pm – 3:15pm WORKSHOP 4 Town Square A Level 1</p>	<p>Exploring Career Options in Technology, Science, and Engineering with Your Daughter Katie Sidorsky and Megan Davis, Program Managers, Techbridge How do you spark, sustain, and renew your daughter’s sense of discovery in science and engineering? What steps should you take to ensure your daughter is on the right path to a career in science, technology, and engineering? This presentation will share ideas and projects for you to try at home and in your communities as well as share some practical steps that you and your daughter can take to ensure she explores all the careers possible.</p>

Keynote and Featured Speakers



Raji Arasu
CTO and VP of Product and Engineering, StubHub (an eBay company)



Sydnie Kohara
Broadcast Journalist



Louisa Avellar
Student
University of California, Berkeley



Genevieve L'Esperance
Student
McGill University



Servane Demol
IT Manager
Facebook



Staci Lyons
Vice President of Global Business Development
Oracle



Sheila Jordan
Senior Vice President
Communication and Collaboration IT
Cisco Systems



Richelle Parham
Chief Marketing Officer
NA Marketplaces, eBay

Get Social This Monday, Feb. 13!

Become a D2BD Ambassador

Inviting students, parents, teachers and industry professionals to join the launch of our global campaign to raise awareness about the awesome careers for young women in computing fields.

Learn more on our website and spread the word on Facebook, Twitter and LinkedIn. Mention **#d2bdmonday**.




#d2bdmonday

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