



The New Britain Educational Administration Center
Office of the District Coordinator of
Science, Technology and Applied Education
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Dear supporters of Science, Technology, Engineering and Math (STEM) education:

I am delighted to invite you and anyone affiliated with your company, your organization, your family or friends to attend the upcoming Consolidated School District of New Britain STEM Showcase scheduled from noon until 8 p.m., Saturday, October 30, at New Britain High School, 110 Mill Street, New Britain, Connecticut.

The purpose of this event is to showcase the multitude of projects, programs and classes that our district offers, to inspire students to pursue a STEM education curriculum and career pathways, and to announce plans for a New Britain Public Schools STEM Academy to be located at the high school in 2011-12.

All New Britain residents, students of all ages, teachers, administrators and their families will be invited to participate in this showcase. This is whether displaying their projects, participating as workshop presenters, advertising products and services, serving as event sponsors, or as "celebrity" judges for the student contests. Contest award winners will be a feature of the evening program based on a Halloween costume theme of "Outer Space."

The STEM Showcase kicks off promptly at noon in the high school auditorium with business leaders, state and local politicians and others on hand to honor the accomplishments of our students and the creativity, determination and innovation of an amazing staff of teachers, administrators and district employees.

There is nothing more important in this world, for our planet and our economy - whether the City of New Britain, the state of Connecticut, New England, the United States or the globe - than educating our children in the areas of science, technology, engineering and math. Those of us who came of age in the 1960s and talked about "saving the world" never realized that we would all be caught in a struggle to literally save our regions from the severe weather that is the by-product of what international, Nobel Award-winning scientists call climate change.

In the New Britain Public Schools, we are striving to expose all students, from kindergarten through high school, to be actively involved in projects that bring them an acute appreciation of the wonders of nature and the need to protect our environment. From our Grade 1 Sirius STEM Academy to our middle school and high school programs, our district offers a wide number of opportunities to explore STEM, both during school and through our many after school programs. Programs are as varied as learning about the environments of the Metacomet Ridge and Long Island Sound estuary, to designing and constructing solar vehicles, robots and biodiesel vehicles that run on the used French fry oil from our high school cafeteria!

Over 50 workshops will run concurrently throughout the afternoon in our attractive high school building - one of the largest high schools in the state of Connecticut. Workshops on the many topics listed are already booked, but there is plenty of room for more. Space will be available to allow kids of all ages explore every aspect of science, math, engineering and technology, and also the many arts that are dependent on technology, from music to studio arts and film. There is nothing that is not digitized today.

We are seeking workshop leaders for the following STEM education topics not already covered:

- Girls and STEM education Animation and Special Effects
- Digitizing NASA's 50-plus years of footage
- The digitizing of the Film and TV industries
- From concept to successful STEM businesses
- The Making of the Ninja Turtles, Star Trek and Star Wars
- Why space exploration matters to our world
- Making it as a science writer - fiction, non-fiction and text books
- How to become a screenwriter, director or producer for science TV
- The math behind music
- Becoming involved as an aerospace engineer or technician
- The computer and engineering side of NASA and the military
- Living and working in space
- Art and the cosmos
- E-commerce and online sales
- Tools for self-publishing
- Etc...

We are also seeking:

* Important people like you to serve as "celebrity" judges for some of the contests we are planning for the many youth that are expected at the event. Contest winners - and they are all winners, of course - will be announced at the evening program.

* Sponsors that may want to support any part of this program with donations of products, goods, services or financial contributions to benefit the students of New Britain.

* Community members who may want to volunteer their services that day to assist the students and staff in registration and as guides.

EXHIBITION HALL VENDOR EXHIBITORS

* The high school cafeteria is being designated for commercial vendors or any non-profit organizations that want to showcase their products and services, as well as to conduct business networking with prospective clients over some food and beverages that will be sold throughout the afternoon.

* Online registration forms and exhibitor information will be posted on the New Britain Public Schools website shortly at csdnb.org.

It is vital that we work systemically to enlist the government from local to federal, major corporations, foundations and science and engineering societies to engage more youth in activities designed to boost performance in science and math and promote interest in careers such as scientists, mathematicians, and engineers.

Without our youth, there is no future. Without engaging these youth in STEM education and future careers, our planet and our nation's competitive edge in the global economy will be in jeopardy.

So, please plan to join us on Saturday, October 30, at the STEM Showcase to encourage our youth to be lifelong learners, and to be productive citizens and contributors to a more prosperous economic future for America.

You can send your ideas and information to me at Menditto@csdnb.org and cc: promoter and producer Amy Zuckerman at az@a-zinternational.com. Ms. Zuckerman, principal of A - Z International Associates, Amherst, Mass., is also owner of Valleywood (r) Productions, with any of your workshop and sponsorship ideas. You can reach Ms. Zuckerman and me for the following STEM Showcase components:

- Booking additional workshop presenters and assisting them with developing a workshop(s) that will resonate with both children and adults;
- Booking vendors, small businesses and any organization interested in exhibiting their products and services;
- Assisting promotional vendors, companies and institutions that want to act as financial sponsors of the STEM Showcase or provide prizes for the children of New Britain, Halloween decorations such as balloons and stand-up figures, sponsor food and anything else a vendor may want to donate;
- An author of 10 books, veteran journalist and global strategic marketing expert, Ms. Zuckerman will conduct workshops for her book about the future of science and technology - 2030: A Day in the Life of Tomorrow's Kids with James Daly (Dutton/Penguin Young Readers 2009). She will also assist author/academics Caryl Rivers and Roz Barnett with a workshop on their acclaimed book SAME DIFFERENCE (Basic Books) that makes the case that girls have the same aptitude to learn STEM subjects as boys.

Sincerely yours,



Thomas M. Menditto
District Coordinator of Science,
Technology and Applied Education