

# Software Technologies Distinguished Lecture Series 2008/2009

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Florida Gulf Coast University's  
*U.A. Whitaker School of Engineering, Department of Computer Science*  
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Southwest Florida Regional Technology Partnership  
Economic Development Organizations of Charlotte, Collier and Lee Counties

Professional Leadership: Janusz Zalewski, PhD, [zalewski@fgcu.edu](mailto:zalewski@fgcu.edu)



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## Program

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Inaugural Lecture  
December 10, 2008 (Wednesday), 5:30-6:30pm  
FGCU Lutgers Hall 1201



**Carlos Moreno, VP of Engineering**  
**Medical Education Technologies, Inc. (METI)**  
**Sarasota, Florida**  
<http://www.meti.com/>

### Engineering Technologies and Developments at METI

*Abstract.* Medical Education Technologies, Inc., or METI, is a company specializing in the development of simulators for use in medical applications. Their flagship product is a realistic, fully automatic, high-fidelity Human Patient Simulator (HPS), specifically designed for training in anesthesia, respiratory and critical care. The major customers include: medical and nursing schools, hospitals, and government organizations (U.S. Army, Air Force and Navy), both domestic and international. The discussion will cover the technological history of METI since its creation in 1996 till today, in the areas of core technologies, electrical, mechanical and software engineering and system integration.

*Speaker's Bio.* Carlos Moreno is Vice President of Engineering and Chief Technology Officer at Medical Education Technologies, Inc. (METI), where he previously held positions of Director of Technology and Engineering and Chief Software Architect (2002-2005). He has over 20 years of experience in modeling and simulation, initially in the area of Physics and Microelectronics, later in Network Communications and now to combine Human Patient Simulation and Distributed Systems Integration. As a technology executive with research experience, strong understanding of production system design, development and integration, Mr. Moreno has helped his company to become a leading developer of high-fidelity patient simulators. Moreno holds a M.Sc. degree in Microelectronics from Havana Polytechnic Institute (1990) and M.Sc. in Physics and Mathematics from State University of Odessa, Ukraine (1986).

**January 14, 2009 (Wednesday), 6:00-7:00pm  
FGCU Holmes Hall**



**Bob Scher, CEO**  
**Dynasys Technologies, Inc.**  
**Clearwater, Florida**  
<http://www.RFIDusa.com/>

**Dynasys - RFID Technologies for Business and Science**

*Abstract.* Radio Frequency Identification Transponders, sometimes known as “RFID tags” have been used in various forms for many years. Airplanes have been using radio transponders to signal and identify themselves to air traffic control radar on the ground since World War II. Transponders, also called “smart chips” utilized in our daily life include identifying our pet dogs and cats, “Mobil Speed Pass” to charge gasoline purchases, embedded chips in our vehicles ignition keys to prevent theft, library book checkout, and SunPass transponders used at toll plazas for paying road fees.

RFID has been finding its way into every aspect of business. Within the next ten years or so, most all products will have an individual Electronic Product Code “smart tag” attached to them just as they currently have a UPC bar code printed on their labels today. The talk will focus on explaining the technology and presenting some of the applications developed at Dynasys.

*Speaker's Bio.* Bob Scher is the CEO of Dynasys Technologies, Clearwater, Florida. Bob is an electronic engineer and a noted authority on the application of RFID technology. Dynasys is Texas Instruments TI-RFID technical support center for the U.S. Dynasys offers its RFID enabled Animal Care Warehouse Management System which features a complete enterprise solution for animal care facilities. For more information visit [www.RFIDusa.com](http://www.RFIDusa.com) and [www.DynasysAnimalCare.com](http://www.DynasysAnimalCare.com) Contact Bob Scher at (727) 443-6600 - email: [bobs@dyna-sys.com](mailto:bobs@dyna-sys.com)

**January 21, 2009 (Wednesday), 6:00-7:00pm  
FGCU Holmes Hall**



**Brian Goldiez, Deputy Director & Principal Investigator**  
**Institute for Simulation and Training**  
**University of Central Florida**  
**Orlando, Florida**  
<http://www.ist.ucf.edu/>

**Human Centered Modeling & Simulation - An Expanding High Technology Field**

*Abstract.* Human centered modeling and simulation is a rapidly expanding sector of our national and state economies. This area of simulation includes the modeling of human activity and/or the participation of a human while the computer simulation is executing. Originally the domain of the military, power industry and airlines, human centered modeling and simulation is expanding into other fields such as health care and education. This talk will cover the definition and types of human centered modeling and simulation. Discussion topics will include academic programs, economic and societal impact, and research activity.

*Speaker's Bio.* Dr. Goldiez has over 30 years of modeling and simulation experience in industry, government, and academia. As IST's Deputy Director, Dr. Goldiez is involved in strategic planning, organizational matters, outreach, and organizing large, multi-discipline research programs. As Principal Investigator, Dr. Goldiez has been involved in various initiatives including, human and systems performance measurement, computer graphics, interoperability, data base research, and augmented and virtual reality systems. Dr. Goldiez publishes extensively in his areas of research and consults to industry and government (US and foreign) in his areas of expertise. Goldiez has a BS in Aerospace Engineering, an MS in Computer Engineering, and was UCF's first recipient of a Ph.D. in Modeling and Simulation. He is also a Certified Modeling and Simulation Professional (Charter Member) and Senior Member of the IEEE.

**February 18 (Wednesday), 2009, 6:00-7:00pm  
FGCU Holmes Hall**



**Robert C. Smallback, Jr., Sr. Information Technology Consultant  
TranSecure International  
(formerly Director of IT, Lee County Port Authority, ret. April 2008)  
Fort Myers, Florida  
<http://www.flylcpa.com/>**

**Diversity and Integration of Computing Technologies in a Modern Airport**

*Abstract.* Two events in recent history changed Information Technology in airports internationally. “Y2K” year 2000, revealed airports averaged 32 systems with separate maintenance contracts. This led to system integration under Information Technology. 9-11 changed airport security, as new complex security technologies developed it became necessary to integrate business systems with security systems. Saudi Arabia is investing billions to upgrade 27 airports, they are integrating security and business systems. The talk will explore challenges of integrating Biometric Security Access, radar (used in perimeter security), CCTV analytics that detect high speed threats, with IP telephony and business systems used to operate a modern airport.

*Speaker's Bio.* Robert C. Smallback Jr. has joined the Lee County Port Authority as information systems manager in May 1998. Until his retirement in April 2008, he managed the IT department, which is responsible for the Port Authority's day-to-day business computer activities at Southwest Florida International Airport and Page Field General Aviation Airport. Smallback has more than 20 years of computer and information systems experience. He served as data processing manager for the City of St. Cloud, Fla., was president of PS Software in Kissimmee, Fla., and directed information services for the Orange County Sheriff's Office in Orlando. He has also served for three years as the New Technologies Committee Chair for the American Association of Airport Executives. Currently, he consults for IT security internationally. He holds a bachelor's degree in business administration from Troy State University in Alabama.

**February 25 (Wednesday), 2009, 6:00-7:00pm  
FGCU Holmes Hall**



**Bert Hamilton, President and CEO  
Harvey Software, Inc.  
Fort Myers, Florida  
<http://www.harveysoft.com/>**

**Challenges in Software Development for Shipping Systems**

*Abstract.* Getting packages out the door fast, accurately communicating information to carriers and doing this all at the best price should be the primary goals of a shipping software system. Having top notch support and fostering constant innovation is a close second. Harvey Software's objective is to do all this and more.

Harvey Software, Inc. is a leading provider of business-to-business and business-to-consumer shipping software solutions. Its innovative line of software solutions includes the Computerized Parcel System (CPS), shipping software for parcel shipping via UPS, FedEx, and the United States Postal Service. Founded in 1983, Harvey Software, Inc. has gone from its humble beginnings to a leading provider of innovative shipping software and other eCommerce solutions. Today Harvey Software product users ship and track hundreds of millions of packages per year. This lecture outlines some of the challenges we have faced over the past 25 years as we continue to be a leading provider of shipping software for companies of all sizes.

*Speaker's Bio.* Bert F. Hamilton, President/CEO of Harvey Software, Inc, for the past 25 years has become experienced as a technology entrepreneur, software solutions innovator, logistics consultant, and developer. He has helped thousands of shippers and parcel carriers solve their most difficult shipping problems. His educational background includes business administration, computer science, mathematics, marketing research, and finance at Purdue University, Indiana University, Edison College and University of South Florida. He has an AA and a BA respectively from Edison and the University of South Florida. He also actively serves on several governmental and college advisory boards for technology, transportation, and community development.

**March 4, 2008 (Wednesday), 2009, 6:00-7:00pm  
FGCU Holmes Hall**



**Simon Hunt, VP and Chief Technology Officer  
McAfee, Inc., Data Protection Group  
Naples, Florida  
<http://www.mcafee.com/>**

**Your Data Is Your Life: Information Security by McAfee**

*Abstract.* This presentation will discuss the importance of electronic data in today's work and personal environments, the risks that data is subject to, and the technologies which can be used to protect it from loss and misuse. It will cover the leading edge threats, changes in regulation enforcing protection of data and current McAfee products and technologies which mitigate these risks. McAfee secures information in diverse environments, from Mainframe FTP transfers, to PDA's and smart phones. This presentation will conclude with a brief introduction to endpoint security, particularly DLP (Data Loss Prevention) and Endpoint Encryption.

McAfee, Inc., is the world's largest dedicated security technology company. It delivers proactive and proven solutions and services that secure systems and networks around the world, allowing users to browse the Web securely. With its unmatched security expertise and commitment to innovation, McAfee empowers home users, businesses, the public sector and service providers by enabling them to comply with regulations, protect data, prevent disruptions, identify vulnerabilities and continuously monitor and improve their security.

*Speaker's Bio.* VP and Chief Technology Officer McAfee, Inc. Data Protection Group, Simon has more than 20 years experience in software development, design and consultancy with Fortune 500 companies. An accomplished consultant, software architect and designer, his vision and foresight has been the driving force behind the technical success of the McAfee Encryption product range, formerly known as SafeBoot. Simon took the reigns for the encryption product range when it was a single user product in its infancy to the acknowledged leader in its market. Working as Chief Technology Officer for the encryption products, Simon works to steer both the product suite and global consultancy teams. Simon received his B.Sc from the University of North Wales, Bangor where he studied Marine Biology and Oceanography.

**March 11 (Wednesday), 2009, 6:00-7:00pm  
FGCU Holmes Hall**



**Boro Petrovic, Chief Technology Officer  
Micros Systems, Inc.  
Naples, Florida  
<http://www.micros.com/>**

**SOA Enabling Software Products at Micros Systems**

*Abstract.* MICROS Systems, Inc. (NASDAQ: MCRS) is the world's leading developer of enterprise applications, serving the hospitality and specialty retail industries exclusively. MICROS provides a scalable solutions to manage complex operational requirements associated with large enterprises, including hotels, casinos, airports, theme parks, stadiums, and cruise lines.

Current trend in architecting an enterprise IT system is adoption of SOA with overall objective to increase the systems flexibility and agility in a cost effective manner. This presentation describes how different aspects of building, distributing and supporting SOA compatible software products are managed by Micros.

*Speaker's Bio.* Boro Petrovic has been with MICROS Systems, Inc. for 14 years. He began his career at MICROS-Fidelio as Architect of the flagship Opera product. During his tenure with MICROS-Fidelio, Mr. Petrovic has held a number of management positions and has been instrumental in defining the company's hotel systems product strategy. In his current role as MICROS-Fidelio's Chief Technology Officer he works closely with hotel operators around the world developing enterprise solutions and helping formulate IT strategies. Mr. Petrovic holds a BA degree in Engineering from Belgrade University, Serbia.

**March 18 (Wednesday), 2009, 6:00-7:00pm  
FGCU Holmes Hall**



**Michael Coles, Regional Manager, GIS  
WilsonMiller  
Naples, Florida  
<http://www.wilsonmiller.com/>**

**GIS – Geographic Information Systems and Their Application at WilsonMiller**

*Abstract.* Geographic Information Systems (GIS) have become a critical business tool for many organizations. Whether public or private planning, transportation or utilities infrastructure, public safety, education, real estate, or banking, GIS foster better communications, models real work systems, help visualize spatial relationships and help solve complex spatial problems. This presentation will review how WilsonMiller has implemented GIS technology across numerous projects and applications to facilitate better decision making and increased organizational efficiency in support of a profitable business practice.

*Speaker's Bio.* Mr. Coles is the Manager for WilsonMiller's Geographic Information Systems (GIS) team offering experience throughout Florida in GIS design and implementation of ArcGIS software and Geodatabases. He has a Masters Degree in Urban Planning, is a GIS Certified Professional, and offers nearly 10 years of experience in the field. He is proficient in the use of ArcGIS Desktop and extensions, ArcIMS, and ArcGIS Server. Mr. Coles offers specific GIS skills and experience in Utilities GIS development, land development and community planning, education planning and facilities management, and security, law enforcement, and emergency response. He also has experience in information technology implementation, GIS systems architecture, and real estate market research.

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