

**Arizona Promoters of Applied Science in Education (APASE)**  
**Hosted by Si Se Puede Foundation, Inc.**  
**National Underwater Robotics Competition (NURC)**  
**June 8<sup>th</sup> – 10<sup>th</sup>, 2007 in Chandler, AZ**

October 10, 2006

Dear Industry Representative:

The Arizona Promoters of Applied Science in Education (APASE) and Carl Hayden High School cordially invite you to attend The National Underwater Robotics Competition (NURC) & Career Fair to support applied science, technology, and engineering. APASE is a consortium that is hosted by Si Se Puede Foundation, Inc., and consists of Arizona State University's Women in Applied Science and Engineering (WISE) Program, Chandler High School Robotics Team, Carl Hayden High School Robotics Team, City of Chandler, Inventivity, SEAD Architecture, Adventure Hobbies and a host of other community and educational organizations. The mission of APASE is to position Arizona as a national leader in robotics technology and engineering education.

NURC is scheduled for **June 8 – 10<sup>th</sup>, 2007** and is designed to promote robotics in middle schools, high schools, community colleges and universities across AZ and the US. The agenda for NURC will include a team technical paper, oral presentations, a three-hour Career Fair, a technical competition to challenge team robots, and a live-stream webcast of the event that will be broadcast to the public. Industry representatives are encouraged to sponsor and attend this competition to promote community awareness for science, technology, and engineering.

Approximately 300 individuals (including 24 competitive teams, teachers, counselors, parents, industry members, engineers, administrators, and community officials) are expected to attend NURC. In addition, over 1500 national and international team members are expected to view the live webcast. Media coverage, including newspapers, radio, and live news broadcasts, are expected to promote this event. By attending this event, you will be provided with an excellent community outreach and recruiting opportunity for your company. A corporate donation is requested to help support this event and ensure the future success of NURC.

We look forward to your attendance at this event and to your support of science, mathematics, technology and engineering education. For more information on this event and how your company can develop personal relationships with APASE, please contact Shawna Fletcher at (480) 965-5837 or [shawna.fletcher@asu.edu](mailto:shawna.fletcher@asu.edu). For more information please visit the NURC website at [www.h2orobots.org](http://www.h2orobots.org).

Sincerely,

Shawna Fletcher  
Student Services Coordinator Associate, Sr.  
Women in Applied Science and Engineering (WISE) Program  
Ira A. Fulton School of Engineering  
Arizona State University

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***General Information***

**Location:** Chandler High School  
350 N. Arizona Avenue  
Chandler, AZ 85225-4578  
<http://ww2.chandler.k12.az.us/CHS/>

**Schedule:** **Friday, June 8<sup>th</sup>, 2007**  
Check-in 7:00 – 8:00 a.m.  
Opening Ceremony 8:00 – 9:00a.m. (introductions, safety notes, mission clarification)  
Tech Inspection 9:00 – 12:00 noon  
Oral Presentations, Meet and Greet, Pool Practice 12:00 noon – 6:00p.m.  
NURC Social Event – Sponsor TBA

***Krill Section***

Team Oral Presentation  
Team 1- 12:00, Team 2- 12:30pm, Team 3- 1:00pm, Team 4- 1:30pm, Team 5- 2:00pm, Team 6- 2:30pm, Team 7- 3:00pm, Team 8- 3:30pm, Team 9- 4:00pm, Team 10- 4:30pm, Team 11- 5:00pm, Team 12- 5:30pm

***Squid Section***

Team Oral Presentation  
Team 1- 12:00, Team 2- 12:30pm, Team 3- 1:00pm, Team 4- 1:30pm, Team 5- 2:00pm, Team 6- 2:30pm, Team 7- 3:00pm, Team 8- 3:30pm, Team 9- 4:00pm, Team 10- 4:30pm, Team 11- 5:00pm, Team 12- 5:30pm

**Saturday, June 9<sup>th</sup>, 2007**

Industry Career Fair set-up noon – 1:00p.m.  
Career Fair 1:00 – 5:00p.m.  
Pits Open at 1:00 p.m.  
Pool Practice, make up oral presentations, meet and greet 1:00 pm – 6:00pm  
Missions start at 8:00p.m. Saturday & Missions end at 4:00a.m. Sunday

***Krill Section***

Team Mission Order  
Team 1-8:00pm, Team 2-8:40pm, Team 3-9:20pm, Team 4-10:00pm, Team 5-10:40pm, Team 6- 11:20pm, Team 7-12:00am, Team 8-12:40am, Team 9-1:20am, Team 10-2:00am, Team 11- 2:40am, Team 12-3:20am

***Squid Section***

Team Mission Order  
Team 1-8:00pm, Team 2-8:40pm, Team 3-9:20pm, Team 4-10:00pm, Team 5-10:40pm, Team 6- 11:20pm, Team 7-12:00am, Team 8-12:40am, Team 9-1:20am, Team 10-2:00am, Team 11- 2:40am, Team 12-3:20am

**Sunday, June 10<sup>th</sup>, 2007**

Industry Recognition & Awards Presentation 12:00 noon – Sponsor TBA

\*\*information on exact location and final agenda will be sent with confirmation of registration

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**Career Fair:** The NURC Career Fair will be located inside Payne Gymnasium located at Chandler High School. Upon arrival to Chandler High School on Saturday, June 9<sup>th</sup>, student liaisons will direct you to the area and assist you with any materials and equipment.

Companies will be provided with one 6ft. table with a linen table cloth. Company representatives are encouraged to bring career fair displays, materials, and misc. items to attract student teams. Set-up for the Career Fair is anytime between 1:00 – 2:00 p.m. on Saturday, June 9<sup>th</sup>. If you would like to arrive earlier that afternoon, arrangements may be made with Chandler High School.

**Shipping Materials:** Companies can ship materials to the Chandler High School Office. All materials should arrive to Chandler High School by Wednesday, June 6<sup>th</sup>. If you are shipping materials, please confirm that materials have arrived to the office. Please ship all items to the following address:

National Underwater Robotics Competition (NURC)  
Attn: Sam Alexander  
Chandler High School  
350 N. Arizona Avenue  
Chandler, AZ 85225-4578  
Phone: (480) 812-7700 school office or (480) 735-1128 cell #

**Dinner & Keynote:** Dinner after the Career Fair and the team competition will be provided for company sponsors. Companies must indicate all representatives attending on the Corporate Registration Form.

A keynote speaker will be present before the competition to welcome participants. A raffle drawing will be held that evening for company giveaways for students. Please let me know if you are interested in donating items for the drawing.

**Attendees:** Expect between 300 – 350 individuals to participate in NURC. Students from AZ, CA, NV, TX, and other states are expected to attend. This competition will host 24 teams and will include middle school, high school, community college and university students.

**Contact Information:** For questions or concerns regarding this event, please contact Shawna Fletcher at (480) 965-5837.

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**Sponsorship Opportunities**

**Presenting Sponsor - Galleon Level \$20,000 (one only)**

- Corporate naming rights in event name ('presented by')
- Presenting Sponsor recognition in Newsprint Media  
(package to be determined – includes any newspaper releases & news program broadcasts)
- Presenting Sponsor recognition in all event correspondence  
(front page of website, fliers, invitations, articles, etc.)
- First Place Award Naming & Prop Representation
- Featured Keynote Speaker at Luncheon Event
- Two (2) tables at Industry Career Fair event
- Four (4) company banners displayed at event (banners to be provided by sponsor)
- A full page ad in event program (ad to be provided by sponsor)

**Barque Level \$10,000 (two only)**

- Sponsor recognition in all event correspondence  
(front page of website, fliers, invitations, articles, etc.)
- Sponsor recognition in Newsprint Media (package to be determined)
- One (1) table for Industry Career Fair event
- Second and Third Place Award Naming & Prop Representation
- Two (2) company banners displayed at event (banners to be provided by sponsor)
- A half-page ad in event program (ad to be provided by sponsor)

**Caravel Level \$5,000**

- Sponsor recognition in all event correspondence  
(website recognition in list of sponsors, fliers, invitations, articles, etc.)
- One (1) table for Industry Career Fair event
- Honorable Mention Award Naming & Prop Representation
- One (1) company banner displayed at event (banner to be provided by sponsor)
- A quarter page ad in event program (ad to be provided by sponsor)

**Clipper Level \$2,500**

- Sponsor recognition in all event correspondence  
(website recognition in list of sponsors, fliers, invitations, articles, etc.)
- One (1) table for Industry Career Fair event
- A business card sized ad in event program (ad to be provided by sponsor)

**Schooner Level \$1,000**

- Sponsor recognition (website recognition in list of sponsors, fliers, invitations)
- One (1) table for Industry Career Fair event
- Company logo in event program

**Ketch Level \$500**

- Company logo in event program & on website

***\*\*All donors will be acknowledged in the event program and on the website***

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***CORPORATE REGISTRATION FORM***

*Company Name:* \_\_\_\_\_

*Contact Person:* \_\_\_\_\_

*Address:* \_\_\_\_\_

*City, State, Zip:* \_\_\_\_\_

*Phone/Fax:* \_\_\_\_\_

*E-mail address:* \_\_\_\_\_

*Names/Positions of Representatives (as they should appear on name tags):*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

*Sponsorship Levels:*

- I. \$20,000 Presenting Sponsor – Galleon Level (one only)
- II. \$10,000 Barque Level (two only)
- III. \$5,000 Caravel Level
- IV. \$2,500 Clipper Level
- V. \$1,000 Schooner Level
- VI. \$500 Ketch Level

*Make check payable to: Si Se Puede Foundation / APASE*

*Please FAX your completed registration form to: (480) 965-5837 Attn: Shawna Fletcher*

*Or mail your completed registration form with payment to:*

Si Se Puede Foundation / APASE  
Attn: Alberto L. Esparza, President & CEO  
P.O. Box 1929  
Chandler, AZ 85244-1929  
Office: (480) 812-1693 / Fax: (480) 963-2424  
Email: als1723@aol.com

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**About APASE**

APASE is an initiative that's supported by a number of educational, businesses, and community organizations from around AZ. The objective of APASE is to increase the awareness and participation of K-12, community college, and university students in science, technology and engineering projects, especially robotics. All this with the objective of increasing retention, improving grades and creating a technologically savvy work force. For more information on APASE contact Albero Esparza at the Si Se Puede Foundation or visit [www.sisepuede.cc](http://www.sisepuede.cc).

**About Si Se Puede Foundation**

In Arizona Si Se Puede is a grass-roots organization of committed volunteers focused in working with the community to better the living conditions of its members via education, self-improvement programs, and campaigns. Programs in the community driven by Si Se Puede include: ESL classes, GED classes, Health Clinics, Legal Clinics, Sports and arts teams. These programs are driven, managed and staffed by volunteers and members of Si Se Puede. For more information on Si Se Puede visit [www.sisepuede.cc](http://www.sisepuede.cc).

**About Carl Hayden High School Robotics Team**

Carl Hayden has won international recognition for its accomplishments in the area of technology and robotics. They brought world fame to Carl Hayden in 2004 by leading the team to win the MATE Under Water Robotics Competition against universities and other high schools. They were the spark that started everything and their goal is to spread their message of education beyond the Arizona and US border. For more information visit [www.frediandallan.com](http://www.frediandallan.com).

**About Chandler High School Robotics Team**

Chandler High is the largest high school in the Chandler area and will play host to the 2007 underwater robotics competition. Under the leadership ROV champ, Sam Alexander, Chandler High has positioned itself as a leader in the east valley in technology and robotics, serving as mentors to kids in the Si Se Puede program, leading LEGO robotics teams and entering FIRST and ROV competitions. For more information visit <http://ww2.chandler.k12.az.us/chs/Robotics/index.htm>

**About ASU Women in Applied Science and Engineering (WISE) Program**

The Women in Applied Science and Engineering (WISE) Program within the Ira A. Fulton School of Engineering at Arizona State University is dedicated to developing programs and services to improve the climate for women in engineering. Currently, WISE offers many recruitment and retention programs that involve students, alumni, industry, faculty, and the community to encourage women to pursue academic majors and careers in engineering. For more information visit <http://www.fulton.asu.edu/~wise>.

**About !nventivity**

!nventivity is a small technology company in the Phoenix area focusing in providing scientific consulting, patenting, and prototyping services. Under the leadership of its CEO, Karen Suhm, this young and energetic company has been a key partner in mentoring the Carl Hayden team for the last two years. For more information visit <http://www.nventivity.com/>.

**About SEAD Architecture**

At SEAD (studio for the exploration of Architecture in the Desert) Architecture we believe in intelligently responding to the desert environment in which we live with simple and logical solutions for each particular site condition on every project. A corporate partner with Carl Hayden Robotics since 2004. For more information visit <http://www.seadarchitects.com/>

**About City of Chandler**

The City of Chandler, Arizona, is one of the fastest growing cities in Arizona and the United States. Chandler, known as the "Oasis of the Silicon Desert" but has blossomed into a city that is home to a dynamic high-tech industry. Chandler offers residents and businesses a highly skilled workforce, pro-business atmosphere, and a high quality of life. For more information on the City of Chandler visit <http://www.chandleraz.gov/>.

**About Adventure Hobbies**

Adventure Hobbies in Chandler, AZ, specializes in Radio Control Helicopters, Airplanes, and Rockets. We feature expert help needed for all of our customers' modeling needs. For more information visit <http://www.adventurehobbies.com/>.

**Media Contacts:**

Alberto Esparza  
CEO Si Se Puede  
[als1723@aol.com](mailto:als1723@aol.com)  
(480) 812-1693

Marcos E. García-Acosta  
Chairman, Si Se Puede  
[Marcos\\_garciaacosta@yahoo.com](mailto:Marcos_garciaacosta@yahoo.com)

**Technology Contacts:**

Fredi Lajvardi  
Carl Hayden High School Robotics  
[coachfredi@hotmail.com](mailto:coachfredi@hotmail.com)