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Interactive
Entertainment
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October 1 - 3, 2010
Crowne Plaza Atlanta Perimeter, NW - Atlanta, GA

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# Welcome To SIEGE

In the pursuit of growth, one must always ask, "What more can I do?" In February, as our team of volunteers assembled to begin planning for SIEGE 2010, we asked ourselves that very question. The question came to define this year's theme for SIEGE, "Play++: More Than Games". We took a long, hard look at where we had been over the past three years and set ourselves to the task of bringing new and exciting content and services to the 4thannual installment of SIEGE.

Our keynote speaker, Nolan Bushnell, has repeatedly demonstrated how to take play beyond the game. Whether he was reshaping ping-pong into the first commercially successful video game, birthing a new era of living room entertainment with the introduction of Atari game consoles, or innovating the casual dining experience for families with Chuckie Cheese's Pizza Time Theatre, Mr. Bushnell has embodied the spirit of "Play++".

We also asked the corollary of our question, "What more can you do?" The success of SIEGE isn't just based upon the growth of attendance. Its success requires professional and economic growth of everyone who attends. That's why, for the first time and with the help of Westwood College, we have added "Training Days @ SIEGE" to our schedule. We believe that hands-on training and in-depth reviews of game engines, software tools, and product middleware are essential to our continued growth as professionals. For our inaugural launch of Training Days, we focused upon the tools of two game industry bastions, Microsoft and Adobe. We'd very much like to get your feedback and suggestions for developing this track.

Finally, the "Play++" theme permeated our content selection process for the conference program. From continually evolving narrative to deployment of augmented reality, new technologies and paradigms are waiting for us to go beyond the game. Prepare yourself for challenging and enlightening panels, roundtables, and presentations that we hope will inspire new ways of thinking about your products and potential.

It's with great pleasure that I welcome you to SIEGE 2010. And with even greater gratitude, I thank Andrew Greenberg, SIEGE Conference Director, and our team of 100+ volunteers for all those late nights and long weekends of planning and preparation. Please find someone in a very cool SIEGE Staff T-Shirt featuring "Global Agenda" by Hi-Rez Studios and give that person a pat on the back.

We hope you enjoy the show.

Clinton A. Lowe, President
Georgia Game Developers Association, Inc.

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# What is GGDA?

The Georgia Game Development Association (GGDA), is a non-profit trade association of businesses and professionals of the video and electronic game manufacturing industry of Georgia. The GGDA is committed to the growth and development of this industry and the success of its members as they compete internationally.

The GGDA's mission is to promote the growth and success of game manufacturers in Georgia by providing oversight and guidance of government and academic involvement, identification and availability of resources, creation and application of best practices and certifications.

To learn more about the GGDA, please check out our website

**www.ggda.org**

# General Information

## Keynote Sessions

SIEGE always brings together some of the best thinkers and practitioners in our industry. This year we are proud to bring two speakers who have helped shape the very nature of the industry, both through their work and their writing.

### The Best is Yet to Come

**Nolan Bushnell**

***Friday, 5 - 6:30pm***

Nolan Bushnell's unique role within the video game industry has provided him with an unequalled view of its strengths and possibilities. Join us for this wide-ranging look at our industry's birth and its most exciting opportunities. Where is the industry going? Where are the pockets of potential? What most excites the father of our industry about the direction his children are heading?

### Valued Game Design

**Noah Falstein**

***Saturday, 5 – 6:30 pm***

*Sponsored By:*

Game design is all about tradeoffs. The difference between a poorly designed game and an excellent one is often how well that game balances its potentially conflicting elements to support and complement each other, instead of clashing. This talk will cover a new approach for these basic elements of game design, which can be used as a valued tool in any game developer's toolchest.

***Friday, 8 pm – 11 pm***

### Opening Night Party

*Sponsored By:*

For the fourth year in a row, the Vikings of CCP storm ashore poolside to bring you another of their legendary parties. Join us Friday night for food, drinks, music and more as the minds behind Eve Online turn their attention from mining veldspar and looting corporations to starting SIEGE off in dramatic networking fashion.

### Network Lunches

**Saturday, 12:30 - 1:30pm**

*Sponsored By:*

Want to meet other artists, programmers, writers, designers, and audio engineers? Grab lunch poolside (provided by Tripwire Interactive) and join your peers for a networking lunch. Be prepared to discuss major issues in your field, hot topics in the industry, and network, network, network.

- Artists: Stratford
- Audio: Surrey
- Designers/Writers: Berkshire I
- Programmers: Berkshire II

### Sunday, 11 am Brunch

*Sponsored By:*

"Wrap up a great weekend with a full brain and a full stomach. Take one more stroll through the exhibit hall and gander at the goods while you fork the food."

## Parties

### Sweet Suite Parties

**Saturday 8:30pm (9th Floor)**

You may not be able to walk a mile in your colleagues' shoes. But, you can walk with a smile from suite to suite to get to know them all a little better. Visit each of the suite parties and enjoy food, drink, entertainment, and fellowship. Join Southern Polytechnic State University, the Georgia Department of Economic Development, the Georgia Game Developers Association and others to blow the roof off the hotel. Get a first-hand look at what these groups are up to, see the results of recent game jams, and party with your colleagues .

*Sponsored By:*

## Other Fuel Stops

Thanks to our sponsors, you'll have plenty of chances to conquer hunger pangs and refill the caffeine tank. Join us for these eating and networking opportunities:

**Friday, 4 pm Coffee Break**
*Sponsored By:* VIDEO_GAME_VOTERS NETWORK

**Saturday, 9 am Coffee Break**
*Sponsored By:* VIDEO_GAME_VOTERS NETWORK

**Sunday, 9 am Coffee Break**
*Sponsored By:* ALSTON +BIRD LLP

## SIEGE Warz

*Sponsored By:* AMERICAN INTERCONTINENTAL UNIVERSITY DUNWOODY CAMPUS

Saturday, 7 pm - Berkshire II

This is the second year for our SIEGE Warz competition. Show your ability with Super Street Fighter IV and Super Smash Brothers Brawl as you compete for $2000 in prizes. Two double elimination tournaments run simultaneously, with prizes for everyone in sixth place and above, and 1st place winners getting $600. Registration is only $10 and can be made anytime up until 6:30 pm Saturday night. Purchase tickets directly at *http://store.ggda.org*.

## Getting Girls in the Game

Now in its second year, Getting Girls in the Game is a mentoring and career development program for women getting into the digital entertainment industry, geared toward women entering the profession or in college. Members meet regularly with their mentors and other participants, visit local game development studios, develop detailed career development plans, and are encouraged to attend local meetings and other industry conferences. Partners include the GGDA, Holistic Design Inc, SillyMonkey, Georgia Institute of Technology College of Computing, Kaneva, Hi-Rez Studios, and the Georgia Department of Economic Development. For more information or to get involved, please contact Project Director Abigail Joslin (abby@abigailjoslin.com)

## SIEGE Session Format

You will notice that few SIEGE sessions are single-speaker presentations. SIEGE's goal is to foster discussion and a continuing dialogue beyond the sessions themselves. We have found that moderated panel discussions and round tables stimulate ongoing conversations the best. Bringing together the best minds and allowing them to explore interesting topics invariably leads to the best sessions. We hope they give you fodder for conversations during the breaks, at the parties, and for months and years to come.

All attendess are welcome to participate in any session, but if you have a special interest, be sure to look for our tracks on Art, Audio, Business, Design, Programming, and Serious Games.This year we have added two new tracks: Boot Camp and Pros Only.

## Track Types

Boot Camp sessions are designed to help groups and companies just starting their first game or digital entertainment projects. These sessions are in response to the common lament of veterans, "If I only knew that when I started!" Come learn from their mistakes so you can make your own … games, we mean …

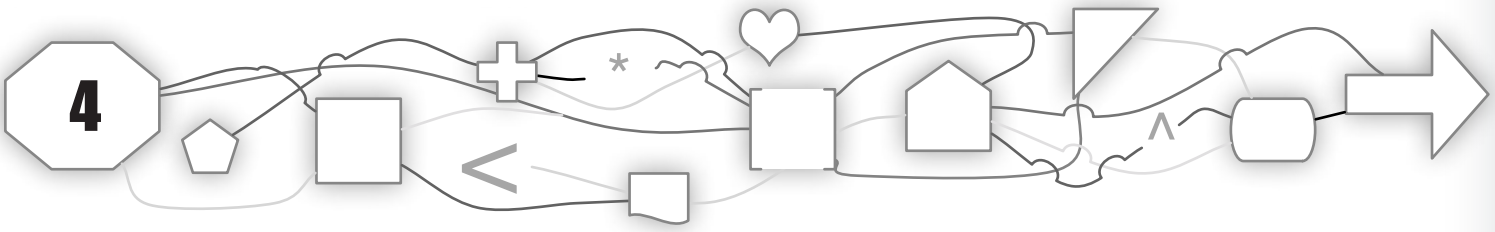
Pros Only sessions are roundtables that encourage our pros to really dig into the meat of their profession without fear of confusing (or terrifying) anyone. No one with a student badge will be allowed into these off-the-record sessions. While each of these sessions has moderators, their main task is to ensure that all the pros who having something to say on the subject get their chance. Join your fellow professionals and learn what really goes on behind closed doors.

## Town Hall

All SIEGE attendees are invited to join us at our Town Hall meeting Sunday at 3:30 pm in the Berkshire Ballroom. Here we discuss this year's expo, hand out awards, name contest winners, and begin planning for SIEGE 2011. If you have any comments, thoughts or suggestions, please feel free to share them with us. This session also encapsulates our official, annual GGDA membership meeting, which everyone is invited to attend.

## Watch out for Attack of the Attari

Here are things to keep you safe. Watch for a registration link to build your safety net. Watch for the video that explains the attack. At least the part we know. This is not a game. You are about to tackle the biggest collision with classic games that the world has ever seen. Welcome to Attack of the Attari . Build your community. Help us discover the history of classic games. Read the tweets, watch for clues. Investigate questions. You may even win prizes. That is, if you can avoid the attack.



# SIEGE 2010 Timetable

## Main Conference

### Friday, October 1

| | |
|---|---|
| 2:30pm - 8:00pm | Open Registration |
| 3:30pm - 4:30pm | Session Block 0 |
| 5:00pm - 6:30pm | Opening Keynote: Nolan Bushnell Sponsored By: TapCode |
| 6:30pm - 7:00pm | Break 1 |
| 7:00pm - 8:00pm | Session Block 1 |
| 8:00pm - LMS | Opening Night Dinner & Party |

### Saturday, October 2

| | |
|---|---|
| 9:00am - 5:00pm | Open Registration |
| 10:00am - 5:00pm | Exhibit Hall |
| 10:00am - 11:00am | Session Block 2 |
| 11:00am - 11:30am | Break 2 |
| 11:30am - 12:30pm | Session Block 3 |
| 12:30pm - 2:00pm | Lunch & Social Networking |
| 2:00pm - 3:00pm | Session Block 4 |
| 3:00pm - 3:30pm | Break 3 |
| 3:30pm - 4:30pm | Session Block 5 |
| 4:30pm - 5:00pm | Break 4 |
| 5:00pm - 6:30pm | Saturday Keynote: Noah Falstein |
| 9:00pm - LMS | SIEGE Warz Competition |
| 9:00pm - LMS | Suite Parties Hosted By... |
| 9:00pm - LMS | GGDA Member & VIP Party |

### Sunday, October 3

| | |
|---|---|
| 9:00am - 2:00pm | Guest Registration |
| 10:00am - 5:00pm | Exhibit Hall |
| 10:00am - 11:00am | Session Block 6 |
| 11:00am - 11:30am | Break 5 |
| 11:00pm - 12:00pm | Brunch Break in Exhibit Hall |
| 11:30am - 12:30pm | Session Block 7 |
| 2:00pm - 3:00pm | Session Block 8 |
| 3:00pm - 4:30pm | SIEGE Town Hall / GGDA Annual Meeting |

# SIEGE Sessions

## FRIDAY

## Friday 3:30 - 4:30

Location: Canterbury
***Todd Harris (m)***
***Kelley Barnes,***
***Andrew Howe***
***Suzanne Meiler***

### Going Pro (E for Everyone)

Many want to make the jump from amateur game developer to pro, but it is not as easy as just making a mod or graduating with a computer science degree. Our panelists have made that leap and now help others get a running start. Come learn what you need to know to become one of those who build the games others pay to play.

Location: Churchill
***Dov Jacobson,***
***Bob Becker***

### Serious Games for Training (Serious)

Gameplay always involves mastering new knowledge and developing new skills. For that reason, many organizations now use games to provide valuable lessons to their employees, to the users of their products, even to their sales prospects and customers. Some learning games are quite simple - and others are very complex. It is the nature of the lesson that drives game design decisions. In general, more complex skills require more complex games. Becker and Jacobson will review the process of analyzing learning objectives and matching them to the appropriate game format. These choices must be made within real corporate constraints such as budget, turnaround time, audience demographics, and brand.

Location: Pickwick
***Brandon Hembree (m),***
***Rep. Chuck Martin,***
***Rep. Allen Peake***
***Rich Taylor,***
***Asante Bradford,***
***Nick Masino,***
***Loretta Lepore,***

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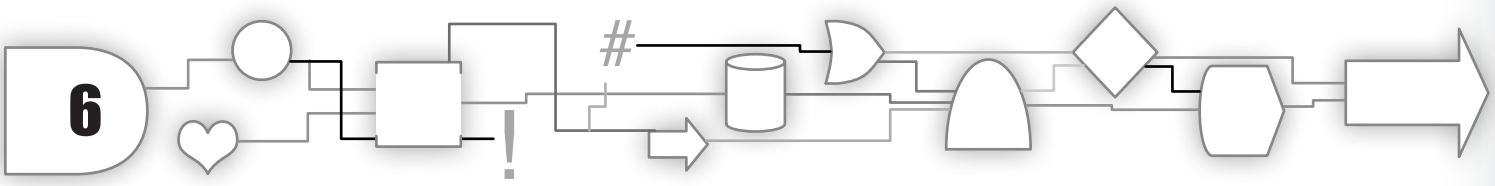
### Legislative Roundtable: How Laws and Tax Incentives Impact the Digital Entertainment Industry (Business)

Governments in the U.S. and internationally pass laws, implement regulations, and render court decisions on a daily basis that either positively or negatively impact gamers and game developers. Many law and policy makers recognize the positive economic development benefits that certain tax incentives create for digital entertainment. Georgia is a perfect example because it offers tax benefits that incentivize investments in the industry, which has contributed directly towards the growth and success of game development companies. On the other hand, because the digital entertainment and gaming industry is growing and changing at such a rapid pace, policy and law makers are struggling to understand the industry and its broader impact on society as a whole. For example, the U.S. Supreme Court will be hearing arguments in November for a very important case called Schwarzenegger v. EMA/Entertainment Software Association, which deals with regulating the sale and rental of computer and video games. The decision in this landmark case could have a profound impact on gamers and game developers. During this roundtable, hear from and give feedback to legislative leaders, policy makers, and industry recruiters on the following topics:

- What are law and policy makers doing in the U.S., and internationally that either negatively or positively impact the digital entertainment industry?
- What is working and what can be done differently?
- What incentive programs could potentially be models for implementation?
- What can be done and what tools are available to better educate law and policy makers about the digital entertainment and game development industry?




Location: Stratford
***J.P. Rhea (m)***

**Speed Dating (Boot Camp)**

Got mad programming skillz but need a project? Got the most beautiful project on Earth but lack the artists to make it happen? If you need a team or have spots that need to be filled on your team, come out to amateur team speed dating. Register your team and set up for the talent you need. Register as a programmer, artist, designer, writer, audio specialist, or investor and find the project that's right for you.

Speed Dating kicks off SIEGE's Game Developer Boot Camp. Meet the people with whom you can get your projects started at Speed Dating and then go through the entire Boot Camp to develop the skills you need for success.

## Friday 7:00 - 8:00

Location: Berkshire I
***Ian Schreiber (m)***

**Game Design Improv (Design)**

You'll spend the weekend learning about games, how about making some of them now? Back by popular demand, this fast-paced, challenging workshop will stretch your mind and your game design skills. Participants will take on a variety of game design challenges based on IP and other constraints. No experience necessary! The value of a game designer lies in his or her ability to turn anything into a game, and to take any problem and make a viable and fun solution. Game Design Improv will give both practical advice and plenty of practice, with challenges based on real-world situations.

Location: Berkshire II
***Manuel Saint-Victor (m)***
***Zacharia Inchs,***
***Glen Joyner,***
***James Simpson,***
***Toby Fifer***

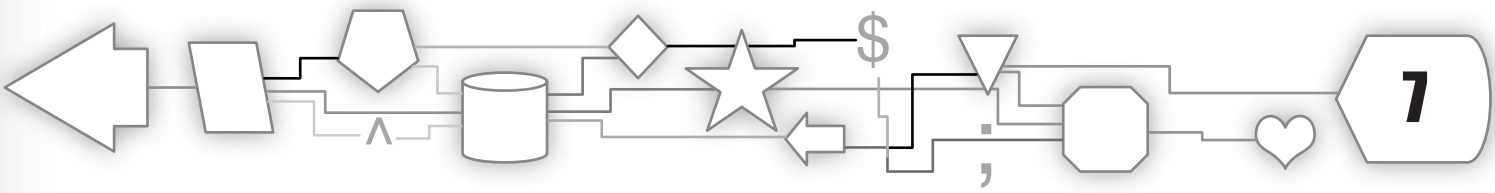
**Unity Tools and Workflow (Programming)**

Unity3D proponents praise it as an easy-to-use engine … but easy-to-use is a very relative term. There's no magic "make-it-work" button. Code has to get written and APIs used. Learn some tricks on making it fly from a group of panelists who have used Unity to make everything from apps to MMOs.

Location: Canterbury
***Michael Nitsche,***
***Nettrice Gaskin***

**The Art of Machinima-Based Filmmaking (Art)**

Art in the 21st century, reflecting and defining new developments in a variety of areas, has radically extended the conventional media of time-based, or 4D, work. For the past two years I've met and interviewed several Second Life artists who evoke time in their work. My work highlights Second Life pioneers in machinima who have abandoned strict adherence to traditional hierarchies of art and embraced the virtual. In the past fifty years especially, ideas about time have shifted from passive to interactive and, currently, to perceptually immersive, via filmmaking and animation, the theatricality of performance, and virtual reality. This presentation highlights early visionaries in Second Life who are re-imagining how immersive 3D space can change, or transform 4D art, especially using the machinima filmmaking technique.




Location: Churchill
***Jerry Heneghan***

### The Virtual Heroes' Story (Business/Serious)

Founded in January 2004 by veterans from the interactive entertainment and defense simulation communities, Virtual Heroes creates collaborative interactive learning solutions for the healthcare, federal systems and commercial markets. In April 2009, Virtual Heroes was acquired by Applied Research Associates. In this presentation, Jerry Heneghan describes how the company went from two employees to a successful acquisition in five years and provide a frank discussion regarding the highs and lows involved in creating some of the most successful serious games to date including "America's Army", "Pamoja Mtanni", "Hilton Ultimate Team Play", "HumanSim" and the "Virtual Peace Project."

Location: Newbury
***Jeremy Vanhoozer, David Hensley***

### Art Directors Roundtable (Pros Only)

Art direction is a lot more than handing off pretty concept pictures for other people to create. Art directors need to schedule, budget, work with programmers, understand a wide array of tools, clean up problems, and sometimes even create art. Few people in game design have to deal with as many contractors as an art director, and they are the ones most likely to have to deal with offshore contractors as well. Join us as we delve into the areas of art direction no one thinks about before they get the job, and how we can actually free up time to make art as well as manage people.

Location: Stratford
***Alan Wilson, Casey O'Donnell, John Lyons***

### Funding Your Own Startup (Boot Camp)

*Sponsored By:*

We like to think creativity is what fuels game design, but money always seems to burn faster. The traditional developer/publisher model has become rarer and rarer, and developers have to become as innovative in their funding as in their designs. Learn from those who have done it successfully, mixing self-funding, grants and prizes and more to keep themselves operating.

Location: Surrey
***Jesse James Allen***

### A Complete Introduction to Interactive Sound Design (Audio Keynote)

Jesse James Allen from Electronic Arts presents "A Complete Introduction to Interactive Sound Design." Learn how audio enhances the emotion of a game as well as how to create compelling sound design.

The Audio Keynote runs until 8:30 pm

# SATURDAY

## Saturday 10:00 - 11:00

Location: Berkshire I
*Jon Selin,*
*Teemu Vilen*

### Game Design on a Massive Scale (Design)

*Sponsored By:*

CCP developers talk about the challenges of massively multiplayer game design and how best to organize extreme creativity and intellectual power into a viable production pipeline through idea creation, harvesting, design and team review.

Location: Berkshire II
*Jesse Jacobson,*
*Ed Hobbs,*
*Ken Lightner*

### Camera Controls (Programming)

The movie industry and the game industry have been working cross-purposes for years. Movies spend a fortune trying to get evenly saturated lighting and eliminate lens flare, and game makers do the opposite to seem cinematic. Movie studios ruin Doom, and game studios ruin ET.

But one area where games and movies both benefit is the careful positioning of the camera in the scene. What lessons can be drawn from almost a hundred years of the movie maker's craft?

Location: Canterbury
*Stephanie Chergi,*
*Mick Larkins,*
*Daniel Lilleberg*

### Is MoCap MoBetter? (Art/Programming)

In the realms of technology people are always looking for more realism, but one thing they know very well, is other people. The most effective way to make natural motion, is to record it, and play it back when you need it. But more than a few companies have encountered difficulties trying to incorporate the data as they need it, leaving artists concerned that they could have done it faster and better by hand. What are the hazards to avoid and the ways to make the most of mocap?

Location: Churchill
*Ian Bogost,*
*Simon Ferrari*

### Newsgames (Serious)

Journalism has embraced digital media in its struggle to survive. But most online journalism just translates existing practices to the Web: stories are written and edited as they are for print; video and audio features are produced as they would be for television and radio. This session introduces "Newsgames," a new way of doing good journalism with videogames.

Location: Pickwick
*James Simpson*

### First Days in the Industry (E for Everyone)

*Sponsored By:*

The Art Institute of Atlanta®

Art Institute of Atlanta alums discuss where to go and how to grow once you have your foot in the door. You landed your dream job at your favorite game company and want to grow? You took the job at your not-so-favorite company just to get the experience – now what? Lively discusions with those in the know ensure in this interactive panel. Open to vigorous Q&A.

Location: Stratford
Anna Sweet

*Sponsored By:*

**Anna Sweet: Steam Business Development at Valve: How to Make It on Steam as an Indie (Business)**

Steam has revolutionized PC game sales worldwide, and no one in the industry can ignore the role it plays. Join Anna Sweet from Valve's Steam business development team for an inside look at how Steam operates, how indie developers can get the most out of Steam, and how your game can become part of its success.

Location: Surrey
***Blair McIntyre, Tony Tseng***

**Handheld Augmented Reality Games (Design)**

Handheld Augmented Reality Games present an exciting opportunity for mobile game designers by combining a virtual game world with the real world. By moving games out into the real world, Augmented Reality Games have the potential to sidestep the limitations of small mobile displays by creating the illusion of looking through a window into a much larger world. As a result, Augmented Reality Games create new opportunities for physical and social play that we explore in this session, using examples of game prototypes to illustrate Augmented Reality game mechanics with a focus on social, physical, and tangible interaction. Our panelists discuss the design process and technology behind augmented reality games, using examples from their collaborative classes and studio projects. They will give a sneak peek into the ongoing work in the collaborative "Qualcomm Augmented Reality Game Studio," physically located in the Georgia Tech Augmented Environments Lab, and the latest example of their multi-year inter-institutional collaboration between Georgia Tech and Savannah College of Art and Design - Atlanta.

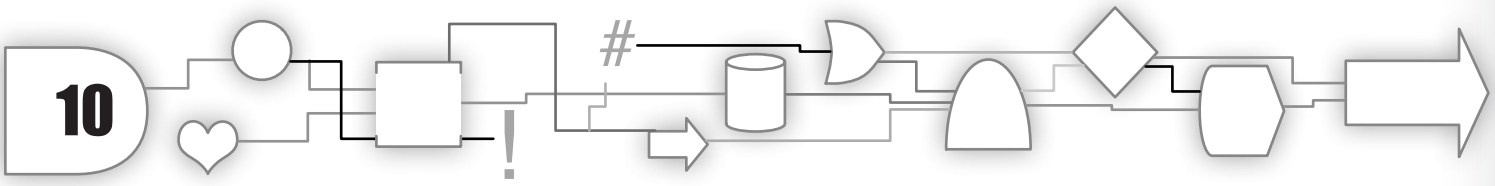
This session also analyzes numerous unique elements of the studio, discuss important issues regarding interdisciplinary collaboration and mobile augmented reality gaming, and share several viable design strategies for the creation of future handheld augmented reality experiences.

## Saturday 11:30 - 12:30

Location: Berkshire I
***Rafael Chandler, Bill Bridges***

**Creating Interactive Narrative (Design)**

What's the story of your story? Where does narrative production begin, and how should it end? In this presentation, attendees learn how to establish a narrative for the creation of a game's story and script, while learning about the nuts-and-bolts process of story design. Subjects include the Diminishing Returns theory of pre-production, the Screen/Play method of documentation, and the Postpartum Analysis technique. We cover the process of game writing through pre-production (designing the story, developing the concept), production (writing dialogue, integrating narrative), and postproduction. (polishing content, testing narrative). Other topics of discussion include voice acting (casting, directing, and recording), technical writing, and creating compelling stories while grappling with shifting goals and parameters.




Location: Berkshire II
*Chad Carter*

### Xbox 360 Game Development with XNA (Programming)

Come learn what it takes to create a game and have it running on your own Xbox 360 immediately. The XNA Framework makes game programming for the Xbox 360 possible. In this session we will cover the tools needed and show several demos with code to get up and running on the 360.

Location: Canterbury
*Tom Biondolillo,*
*John Bridges,*
*Jeremy Vanhoozer*

### Concept Art (Art)

You've finished your brainstorming. You've finished your write ups. You've succeded in selling your ideas to at least a few people. Now comes the part where you have to show people what it's all about. If you want your project to move forward, you better be able to show a clear vision of the future. Even after the producers say yes, your team needs to know what they are doing.

Location: Newbury
*Jared Collins,*
*Andrew Howe*

### QA Roundtable (Pros Only)

Testing used to be something tacked on during alpha and beta to catch the main problems. Now, in this era of unending metrics, it is a continuous process of bug catching, usability testing, engine modifications and more. How do you plan for QA? How do you handle outside testers? And, perhaps most important, how do you get programmers to test their code before they submit it!

Location: Pickwick
*Abby Joslin (m),*
*Michal Adam,*
*Kelley Barnes,*
*Suzanne Meiler,*
*Michelle Menard,*
*Anna Sweet*

### Getting Girls in the Game Presents: Pwning the Glass Ceiling (Business)

The game industry is not a traditional industry, but some of the same traditional obstacles exist for women to advance professionally. Difficulties include breaking into the "good-ol-boys network," as well as finding mentors; the expectation to sacrifice professional time for family time, as well as the lack of family friendly workplaces; ensuring equal pay for equal work; and straight up harassment. Getting Girls in the Game presents a number of women who have successfully moved through an industry seen far-to-often as a playspace for men.

Location: Stratford
*Scott Steinberg,*
*Wendy Rutherford*

### PR/Marketing: What's the Difference and Why Should You Care? (Business)

Game developers often lump public relations and marketing into the same pile, and it's often a pile they dislike. However, more than one excellent game has been forgotten due to poor handling of these important areas. This session covers the ways in which PR and marketing work together as well as their differences, and focuses on how developers can both handle them better and work more effectively with the people whose job it is to get their products attention.

Location: Surrey
*Christopher Drummond (m),*
*Chris Rickwood,*
*Jesse James Allen,*
*Hamilton Altstatt*

### Breaking and Entering (Audio)

Game audio is what the cool kids are all about and you want a piece of the action. Listen in on this panel and get some sure fire tips on how to break the code and get into the game audio biz.

# Saturday 2:00 - 3:00

Location: Berkshire I
***Todd Harris (m), Michelle Menard, Ed Piper***

*Sponsored By:*

## Release Early and Often

Agile development is gaining traction in the industry as an effective design philosophy, but more than a few studios have been clumsy at implementing it. The pitfalls are many for those just learning to be agile, but the advantages include quickly realizing if your game works and is fun, or if you need to back up and try again. Our panelists have used these methods with great success, and share both what has and has not worked.

Location: Berkshire II
***Ken Lightner (m), Eric Evans, Adam Gensler, Ed Hobbs***

## Building Your Own Tools (Art/Programming)

Programmers know that creating content is a solved problem. If you put enough artists in a room, with enough time, they'll eventually create something worthwhile (maybe). The problem is no deadline allows for enough time, and no budget allows for enough artists. The trick then, is to multiply the effectiveness of each artist.
In some cases, this can be done by simply giving them a faster or more intuitive way to get their mental images onto the screen. Sometimes it means letting them try 10 things before finding one that works. And sometimes it means letting them reuse their work so they're not starting from scratch each time.

Location: Canterbury
***Clinton Lowe (m), Paul Carahan***

*Sponsored By:*

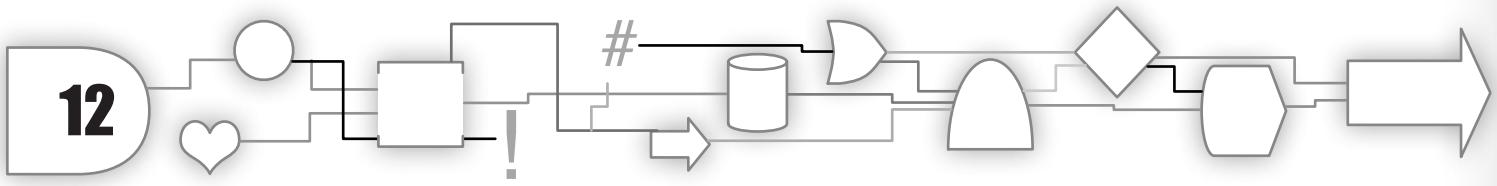
## Building an Art Pipeline and Leveraging Offshore Talent (Art/Boot-camp)

The game industry today is one of the most demanding industries of our generation. Fitting explosive creativity into increasingly stringent budgets is a well-known problem for all game studios. Understanding and implementing resource-optimizing methods is crucial to becoming and remaining competitive in the market. Regardless of team size, a well-defined art pipeline is advantageous in production accountability, investor confidence, product quality, team efficiency, and--most importantly--management sanity. Leverage your art pipeline to unlock offshore opportunities, avoid common pitfalls, and turbo-charge your production schedule and budget.

Location: Churchill
***David Warhol***

## The Five Ms of Serious Game Development (Serious)

Those who are interested in creating a serious game usually have no formal background in game development, because, by definition, they possess subject matter expertise in another domain. So it can become problematic to even begin to scope out what can be done in the creation of a serious game. In this session, Mr. Warhol suggests five categories representing design factors that determine what the overall experience of a serious game may become. The session looks at a few completed serious games and shows how those factors determined their design and production. Then, in a participatory segment, the audience suggests ideas for three serious games, to which three different budgets are randomly attached. Based on the budget for each idea, we explore the influence of the budget on the different categories of production, what the resulting serious game might become, and how to maximize the goals of the games given those trade-offs.



Location: Newbury
*Lukas Bradley,*
*Randall Coston,*
*Mike Finley,*
*John Gibson*

**Managing Programmers Roundtable (Pros Only)**

Getting behind on the programming? Just add another code monkey, right? Only if you really like pain. From the Mythical Man Month to the Unspoken Truth of Managing Geeks, programmers are their own distinct breed of employee. Even other coders can't always keep them on course. Those managers who can often have to mix creativity and discipline to get the most out of their people. Join us for a look at what does and doesn't work in monkey wrangling.

Location: Pickwick
*Mick Larkins,*
*Jin Pei*

**Programmers v Artists: Shaders (Art/Programming)**

Shaders add a level of realism to games we could only imagine on the early systems. Their first appearances in games were revelations, but now they seem omnipresent in graphics systems. However, they are not always done well. Who incorporates them better, programmers or artists? Is there a way to combine these skills effectively?

Location: Surrey
*Chris Rickwood (m),*
*Watson Wu,*
*Chris Groegler*

**Make It Fresh: Field Recording for Original Sounds (Audio)**

What's more fun, searching a database for some explosion sounds or flying out to a remote location and blowing stuff up in the name of art? Find out the who, what, when, where, and how of recording your own original sounds.

## Saturday 3:30 - 4:30

**10 Games Every Designer Should Know (Design/Bootcamp)**

Top 10 lists are trendy and fun, but which ones matter to game designers? For the experienced and beginner alike, our speakers will dish out their thoughts on the games which all game designers should consider across many genres and times. Which games are going to make it on this list, and how many have you already played? It's either time to pat yourself on the back or get to playing these gems in game design history.

Location: Berkshire II
*Brad Merritt,*
*George Skleres,*
*Lukas Bradley,*
*Matt Woomer*

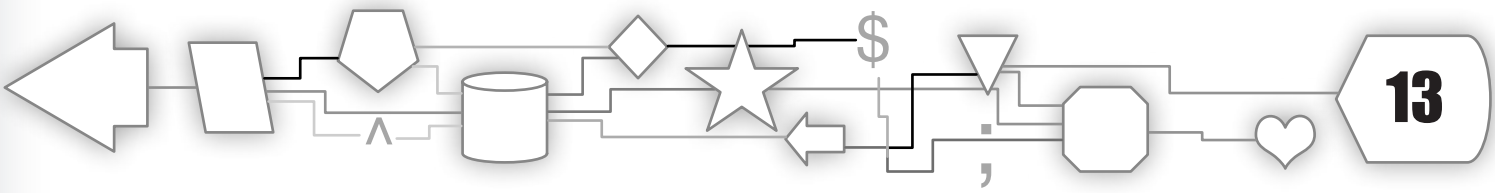
**Making the Most of Flash (Programming)**

Flash's ActionScript 1.0 started with a drop-down menu with options like "if" and "while". For the past four years it has used ActionScript3, a full-fledged ECMAScript variant (like JavaScript.) A large number of built-in classes and components formed a foundation upon which to build. Recently, it has moved into the database-driven, communicating with the server, Farmville-style game. How can we bend Flash to our will, and bring our imagination to life?

Location: Canterbury
*Leland Scali (m),*
*Eric Hartz,*
*Will Burns,*
*Jeremy Vanhoozer*

**Environmental Art (Art)**

The world is a big place, but your players only care about the parts of it that impact their game. Environmental art can be an excellent way to guide players through a fun experience or it can become a serious obstacle to completing the game, as players keep trying to interact with objects you accidentally tricked them into believing were important. What are the secrets to good environmental art, and what are some examples? What should you avoid?




Location: Churchill
***Karl Kapp,***
***Matt Swarts***

**The Why and How of 3D in Serious Games (Serious)**

In the first part of this session, Kapp explores why 3D matters for game-based learning and collaboration. Do 3D graphics and interactions really make a difference in how a learner interacts with content or other learners? Is a 2D environment as effective for serious games as a 3D environment? Studies are beginning to reveal the elements that make 3d characters more engaging and intriguing to learners. Additionally, research indicates that the interactions learners have with 3D characters have an impact on learners behavior both within the 3D environment and for some time after the learner leaves that 3D environment. It turns out that 3D does make a difference in terms of learning, motivation and impact on behavior. This session discusses research that supports the argument that 3D learning environments add additional cues and inputs that make them ideal for teaching certain types of content.
In the second part of the session, Swarts explores navigating information spaces. Do the skills for navigating 3D virtual environments translate into skills for navigating information space? The ability to navigate information is a skill that is important to the process of learning. While some studies have delved into the issue of information navigation, an approach unique to the field of architecture may be able to provide a new method of analysis. Space syntax is a set of theories and tools used to analyze spatial configurations. Using 3D immersive environments, researchers have conducted experiments correlating the theories and predictions of space syntax with the actual flows of people in reality. This session covers the results of these studies and the meaning of translation into learning space.

Location: Newbury
***Jared Collins,***
***Stewart Chisam***

**Community Management Roundtable (Pros Only)**

Letting a community manage itself can be as dangerous (and as dirty) as letting a baby potty train itself. The community manager often turns into the public face of both the game and the company, and ends up in the unenviable position of not satisfying either the boss or the fans. Too much of a fanboy for the boss, and too much of a shill for the fans. How do you avoid this fate and the spam that comes with it?

Location: Pickwick
***Chris DeLeon,***
***Michael Ayers,***
***and special guests***

**iDesign (Design)**

Between conventional videogames, our designers bring developer-side war stories from a broad range of iPhone/iPad entertainment projects. What worked, what didn't, what were the pleasant and not-so-pleasant surprises from player responses? Learn how to squeeze the most value out of the increasingly modest budgets invested in smartphone game development, a few design strategies that get players to market the game, and important lessons in player expectations. Although the talk will be focused on design, the intersection of design with business and technical challenges on Apple's platforms will also be addressed.

Location: Stratford

**Credit Processing, Security and Low Latency (Business)**

*Sponsored By:* peak 10 DATA CENTER SOLUTIONS

Location: Surrey
*Joe Shiver (m), Jesse James Allen, Simon Horrocks, Elizabeth Elkins*

**Plug and Play: Music Licensing (Audio)**

Got music? Think it will be perfect for a video game? Listen while this panel of experts tells exactly what it takes to get your music into a game.

# SUNDAY

## Sunday 10:00 - 11:00

Location: Berkshire I

**How in the _____ Did We Get Here? (Design)**

SIEGE's speakers have been there since the very earliest days of video games. Join them for this wide-ranging discussion of their paths into and through the industry, as well as the many lessons they have learned (and especially the lessons they regret learning).

Location: Berkshire II
*Stephen Griffin*

**Making It Social (Programming)**

People are naturally social creatures and enjoy being around those they consider friends. Online communities like Xbox Live, Facebook and even Atlanta-based Kaneva have been trying to blur the line between playing a game by yourself and interacting with your friends. However these fora only provide a framework; the games themselves need to insert themselves in the social interaction.

Location: Canterbury
*Jeremy Vanhoozer, Jerry Fuchs, Randall Coston*

**"The Toughest Audience: Creating Appealing Art For Kids Games" (Art)**

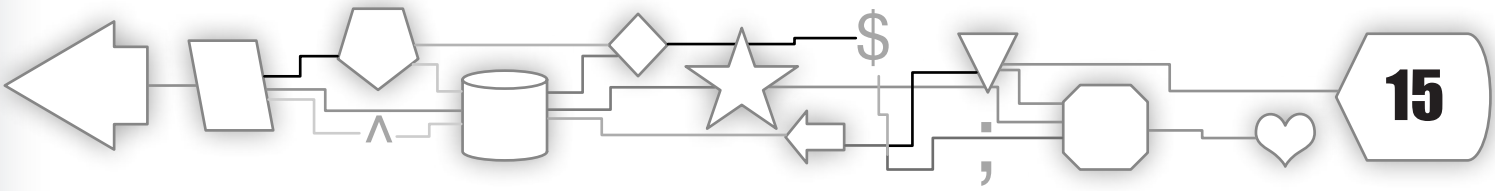
*Sponsored By:*
CN CARTOON NETWORK GAMES STUDIO

Just because your audience is young doesn't mean you can take it easy on the art. Kids are notoriously picky and demanding when it comes to their games, and finding the right combination of characters, environments, animations and gameplay has left more than a few design groups scratching their heads. Join the creative team at Cartoon Network Games Studio for a look at what it takes to make a good kids game.

Location: Churchill
*Sigmund Tobias, Dexter Fletcher*

**Can Computer Games Be Useful for Instruction? (Serious)**

Our speakers update a continuing review of empirical studies examining computer games for the delivery of instruction. The studies reviewed to date were conducted from 1992-2009 and have been posted at https://sites.google.com/a/adlnet.gov/references/. The review is based on a long chapter in "Computer Games and Instruction" to be published by Information Age Publishers early in 2011. The presentation will differentiate between games and simulations, and review research on 1) the popularity of games, 2) frequency of game playing, 3) near and far transfer from games to external tasks, 4) enhancement of perceptual and cognitive processes from games, 5) the effects of aggressive games on players, and 6) characteristics of game players. Finally, research-based recommendations for game design will be made, emphasizing ways of improving learning and transfer from games.




Location: Newbury
*Clinton Lowe (m)*

### GGDA Roundtable: Playing For Keeps: Strategies for Industry Growth (E for Everyone)

This is a Members-Only session. If you want to play an active role in building the video game industry in the southeast, then don't miss this session. Various leaders of GGDA's Board of Directors, Chapters, Academic Committee, Business Committee, and SIEGE Committee will discuss and plan the future of the association. If you're a member and not yet serving in an official role, this is a great opportunity to find your niche.

Location: Stratford
*Andrew Greenberg (m), Rob Hassett (m), Thomas Mihill, Blake Sorensen*

### Schwarzenagger vs the World, and then Some (Business)

The legal landscape for games changes faster than n00bs get ganked in WoW. Join our legal panel as it looks at a wide range of issues, from the video game law before the Supreme Court, DRM, your contract issues, and much more. Bring your questions.

Location: Surrey
*Chris Rickwood (m), Chris Groegler, Watson Wu*

### Desert Island Discs (Audio/Bootcamp)

If you want to be in the business of game audio, you better be doing your research. This panel will discuss what games are required listening to truly understand the art of game audio.

Location: Pickwick
*Lincoln Hamilton (m), Jesse Jacobson, Ken Lightner, Lukas Bradley*

### Memory Management (Programming)

Memory Management is an onion – solve one layer and you just keep digging deeper. At one level you're concerned about leaks slowly consuming everything and trying to read what is no longer there. Managed Code promises to fix that problem, but brings a different set of memory management concerns. At another level, you can be concerned with arranging and packing objects so that the CPU's prefetcher is optimized.Join us as we peel the onion (and try not to cry)

## Sunday 11:30 - 12:30

Location: Berkshire I
*Michelle Menard, Ed Piper*

### Not Losing Your Balance: Making Gameplay Fair, or at Least Seem that Way (Design)

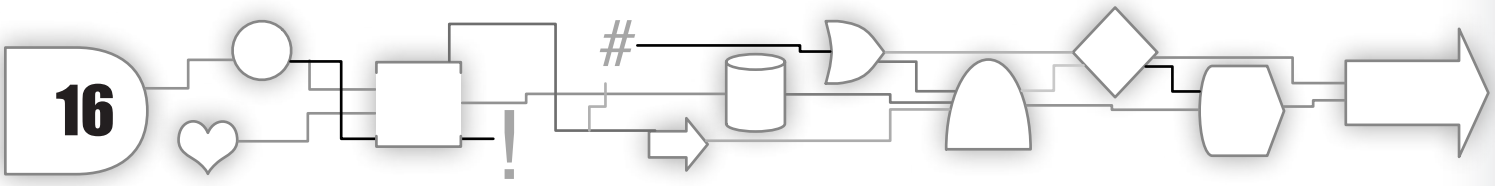
Game balance is a tricky thing to get right, as evidenced by all the times your favorite game has nerfed your favorite class. But what does balance mean anyway, and why is handled so differently in different genres. Are there different ways to approach it for single or multiplayer games? And does balance really matter at all?

Location: Berkshire II
*Gary Brubaker (m), Lukas Bradley, Rick Copeland, Matt Woomer*

### Version Control (Boot Camp)

*Sponsored By:* SMU

Whether you accidentally formatted your hard drive or know that a bug started appearing between Monday and Thursday of last week, version control can save your skin. (In fairness, the "blame" tool can also put it in jeopardy.) But version control isn't always implemented, and certainly isn't always implemented well.



Location: Canterbury
*Eric Rice,*
*Stephanie Chergi,*
*Lani Mathis*

### Art for Mobile (Art)

Once upon a time, game art was 2D and forced to work within serious memory constraints. But then came 3D, video cards, accelerators, and massive art budgets, and all those restrictions were quickly forgotten … until mobile games brought them all back, and with an even smaller screen. Still, artists for mobile games have managed to make their game art shine. Learn some of the tips and secrets for getting mobile to glow.

Location: Churchill
*Noah Falstein,*
*and Friends*

### Through a Glass Darkly: Reflections on the Future of Serious Games

All speakers and conference attendees are invited to this brainstorming session on the future of serious games. Participants identify challenges and opportunities related to the growth of serious games in education, business, and government.

Location: Pickwick
*Tony Tseng,*
*Rene Archambault,*
*Casey O'Donnell*

### Academic Roundtable (Education)

This round table is open to everyone within the academic community who teaches, advises, recruits, places, or otherwise incubates the next generation of talent for the video game industry. The round table will address issues of best practices, professional standards and certifications, and guidance for using game-related topics in high school and youth education curriculums.

Location: Stratford
*Robert Minnear*

### Latency as the Achilles Heel (Business/Programming)

*Sponsored By:*
INTERNAP

Location: Surrey
*Joe Shiver (m)*

### Demo Deconstruction Roundtable (Audio)

You have learned what it takes to be in the game industry, now let's hear the most important part... you demo. Play your demo for some critical ears before you start sending it out to the masses. Bring you music, sound, or voice over demo to this session. First come, first served.

Location: Newbury
*Ken Lightner,*
*Susan Drescher*

### Project Management Roundtable (Pros Only)

Project management is easy, right? Assign the work, plug it into a Gantt, and sit back and get the glory. Ah, if only. Scope, time and resources never change, do they? You never have to worry about PR wanting screenshots, or marketing suddenly needing a demo. Successful managers know that project management is often as much about improvising as it is about planning. And what do you do when your resources demand to be treated like people?

# Sunday 2:00 - 3:00

Location: Berkshire I
***Ian Schreiber***

## Advanced Game Design Improv (Design)

Are you ready to take on the impossible and do it anyway? Back by popular demand, teams will compete in this advanced version of the Game Design Improv session to make the best non-digital game in a short period of time. Based on attendee vote, one group will reign supreme as SIEGE 2010's Ultimate Iron Designers.

Location: Berkshire II
***Jason Bolte,***
***Chris Cowger,***
***Nathan Knaack***

## Story in a Sandbox: Evolving Narrative in an MMO (Design)

*Sponsored By:*

EVE Online developers talk about storyline creation, involvement of players and unleashing fiction into a massively multiplayer context.

Location: Canterbury
***Jin Pei,***
***David Hensley***

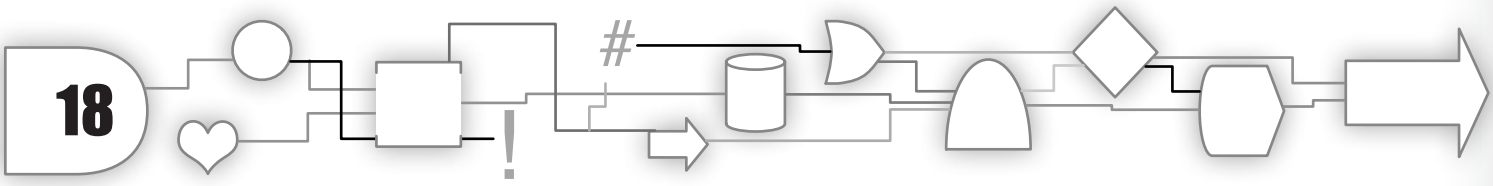
## 3D Sculpting (Art)

Zbrush and Mudbox are changing the 3D landscape, with some users calling for the day 3D sculpting replaces modeling. What are the strengths and weaknesses of this approach, and how do these software packages change the artist's job?

Location: Churchill
***Benn Konsynski,***
***Richard Teach***

## Serious Games in Management and Commerce (Serious)

The session will consider experience and examples of gaming in learning environments related to management skills and commerce practice. Management education has long employed games and gaming related to leadership development and decision making. The emerging environment presents new opportunities and new challenges in the transformation of the environment for management education. In addition, we consider the environment of games as a blank pallet for experimentation of buying and selling behaviors and new commerce practice.
Cases and examples will be used to illustrate and seed our discussions.




Location: Pickwick
***Cecilia Holman,***
***John Foster***

**Privacy and Data Integrity (Business/Programming)**

Data privacy is becoming more and more critical to remaining competitive in today's marketplace, especially within interactive entertainment and gaming. Even while micro transactions and monthly MMO subscriptions soar, many game developers focus on a great game but not on protecting customer information. A breach can halt business altogether, resulting in fines or penalties, or even keeping great game ideas from ever coming to fruition. Prepare for the worst in order to ensure the best.

Location: Stratford
***Zach Bishop (m),***
***Rob Hassett,***
***Blake Sorensen,***
***Thomas Mihill***

**Winning the IP Game: Copyrights, Patents and Protecting Your Intellectual Properties (Business)**

You and your team have just made the best game ever. Now you see some of the art in another person's game. The code appears in at least two more. Then your main character shows up in a comic book. What's going on, and why are you being told you can't stop it? Join our legal experts in this analysis of copyrights, trademarks, patents and maybe even trade secrets. Bring your questions and share them freely.

# Speakers

## Michal Adam

Michal's project and team management skills are crucial to her role as the Associate Producer on Global Agenda™, along with her main responsibilities at Hi-Rez of managing the press and public relations for both the Studio and Global Agenda. Michal honed her experience in public relations with her work for the Israeli Foreign Ministry where she coordinated press conferences for upper echelon international politicians and executed programs for public events relating to affairs in the Middle East. Michal is also a member of the Atlanta Entertainment Society's DigiTainment board, a collaborative initiative to band together Georgia's growing entertainment industry. Michal graduated with a BS from the University of Arizona's Honors College where she majored in International Studios, Communications and Journalism. Michal also does all of the motion capture for the female characters in Global Agenda (look out for her signature drop-kick action in the game!). Little known fact: Michal is a semi-pro Ms. Pacman player with high scores in small pubs throughout the country.

## Jesse James Allen

Jesse James Allen started at EA Sports in September 2002; since then he has been a part of thirty two video publicly released video game projects and has won nine awards within EA for outstanding achievements. He is currently the studio director of audio overseeing multiple game franchises. Jesse gained interest in synthesizers and samplers at age 13 and convinced the Yamaha Music Corp to do a MIDI/Sampling/Synthesis seminar at his high school at age 16. He studied music composition, audio engineering and physics at a magnet high school program in Denver Colorado for three years and continued his education and experience through audio engineering internships and independent studies of electronic theory and design for six years. Jesse did the opening sound design for the Garth Brooks Denver tour at age 20 and was named one of the top ten best Colorado music artists of the year in 1993 on KTCL radio. He has produced 7 albums under the alias Kid Sonic; three of them made local radio top ten charts and produced a Dance Remix for Joi Cardwell called "You Got to Prey" that hit the #1 spot on the Billboard top 100 in September of 1996. Mr. Allen Worked for ten years in the post production audio industry, credits include New Line Cinema, Lucasfilm, Disney, Discovery Channel, ABC, Donna Dewey Productions and many others. Prior to his employment at EA he was chief of audio operations at the prestigious Denver Center for the Performing Arts for three years (Live sound for theater, post production audio and large scale orchestral/choir music recording).

## Hamilton Altstatt

Formerly the Director of Audio Production for such companies as Disney Interactive and Knowledge Adventure, and currently the owner/operator of Greatwaves Digital Media Inc, Hamilton has music/sound/audio director credits on over 80 interactive titles, including best sellers such as SpongeBob Squarepants "Lights, Camera Pants", Jimmy Neutron's "Attack of the Twonkies", 3D Dinosaur Adventure, 101 Dalmations, Casper, Descent, and Steven Spielberg's MovieMaker. He has produced music for some of the top name music libraries in the industry, such as APM, Sonoton, 5 Alarm and Cue Source Music, where his work has been placed in nationally syndicated shows such as Desperate Housewives, CSI, Lost, Survivor, 90210, The Jay Leno Show and Teen Idol. He has been a contributing composer for popular animated TV series such as The Sitting Ducks and Jimmy Neutron, and has worked on the score for a number of independent films including Meridian, Half-Caste, Stoned Cold, and We R Family as well as a laundry list of commercial jingles/soundtracks for local and regional TV/radio.

A registered BMI/ASCAP composer, certified Pro Tools Operator and GIT graduate, Hamilton has recently joined the faculty at Clemson University, where he teaches courses in audio technology and production.

## Rene Archambault

Rene Archambault is responsible for the admission process for, and the recruitment of, all potential students for The Guildhall at Southern Methodist University. In her role, she also serves as a liaison between the graduate program and its' alumni. She joined The Guildhall at SMU in March 2004. A graduate of Texas Christian University in Fort Worth, Texas, Rene' began her career in Marketing as an intern with both Publicis Bloom in Dallas, Texas and KRLD News Radio 1080 in Arlington, Texas. After graduating with a bachelor's degree in Marketing, she joined the team of Gleason Calise Public Relations. Prior to SMU, Rene' was Director of Client Services with McSearch Personnel Consultants in Highland Park, Texas where she served as top producer for four years. She began her time at The Guildhall at SMU as a recruiter and now serves as the Manager of both Admissions and Alumni Affairs. She resides in North Dallas with her husband and their daughter, Zoe.

## Michael Ayers

Michael Ayers is the Lead Cocoa Developer for eVille™, a location based game where you play an evil genius bent on taking over the world. eVille™ is being created at extrafeet, where Michael is a co-founder. Prior to working on eVille™, Michael innovated new products while working for Fox Interactive Media and MySpace, focused on the SpringWidgets web platform, created and deployed many successful social media campaigns for clients such as General Motors, Target, and Disney. In addition to being the owner of the SpringWidgets web

platform project, he was also strategically involved with the MySpace Mobile team on their iPhone, Android, and Blackberry initiatives. Michael holds a BFA in Media Arts and Animation from the Art Institute of Atlanta. When not writing code, he enjoys thinking about how to optimize previously written code and solving problems in his sleep.

## Kelley Barnes

Kelley Barnes has been with CCP since November 2005 – first as the Marketing Director for White Wolf, then adding duties as the Global Event/Conventions Manager for several years, to Include supervision over CCP's annual Fanfest for EVE Online. In the last twelve months, Kelley has taken on a new role in the company as a Corporate Recruiter, helping CCP to hire over 175 new employees since January in Iceland, China, the United Kingdom and in Atlanta, GA.

In her time with the company, Kelley was a member of the design team for Changeling: The Lost and Scion. As a writer, her contributions to White Wolf's most recent releases include: City in the Sand and the SAS Group Kit: Legacy Security and she was a mission writer for the EVE: Apocrypha expansion in March 2009.

## Bob Becker

Robert S. Becker, PhD is the President of Becker Multimedia, Inc. (http://www.beckermultimedia.com) a premium custom e-learning and learning management consultancy and producer founded in Atlanta in 1994. One of Becker's first projects was a massive high-fidelity simulation of a retail system for the world's largest department store chain. He has since developed sims, scenarios and game-based learning for larger corporations in a wide variety of industries as well as leading nonprofits.

## Zach Bishop

Zach Bishop is an attorney with Wyrick Robbins in Raleigh, North Carolina. His practice is concentrated on technology and corporate transactions, including the licensing and distribution of intellectual property, business process and information technology outsourcing, technology acquisition and development, mergers and acquisitions, venture capital financings, joint ventures and general corporate matters. Zach's practice includes the representation of prominent video game and middleware developers on a full range of matters, and he frequently speaks at gaming industry conferences on legal issues facing gaming companies.Prior to practicing law in North Carolina, Zach practiced in the Atlanta office of a large national law firm, and he is licensed to practice law in North Carolina and Georgia. Zach received his B.A. in Economics from Duke University and received his J.D., magna cum laude, from Tulane University Law School. He was listed among North Carolina Super Lawyers "Rising Stars" in 2009 and 2010.

## Ian Bogost

Dr. Ian Bogost is a videogame designer, critic, and researcher. He is Assistant Professor at the Georgia Institute of Technology and Founding Partner at Persuasive Games LLC. His research and writing considers videogames as an expressive medium, and his creative practice focuses on games about social and political issues.

## Jason Bolte

Jason Bolte is an Associate Content Developer for CCP North America, focusing on games involving spaceships, laser beams, and things that go "pew." In the past, he has published texts about sons of Vishnu, animated corpses, and the red-eyed monsters of the Ohio River Valley. Though he's an ex-pat of the Mighty Midwest, he has immersed himself in the South's unique culture for most of the past decade.

## Asante Bradford

Asante Bradford is with the Global Commerce division of the Georgia Department of Economic Development. Asante helps identify initiatives that will help grow businesses for the state of Georgia in the interactive entertainment & digital media industry. He also helps educate potential prospects and clients information about the Georgia Entertainment Industry Incentives Act.
Asante was the founder of a game center entertainment arcade which provided gaming, training, and web access on state-of-the-art equipment in a LAN environment. He was also responsible for establishing educational programming, game licensing and acquisition as well as planning video game tournaments in the southeast for companies such as EA Sports, Red Octane and Microsoft.

## Lukas Bradley

Lukas Bradley is President of Thrust Interactive, specializing in multiplayer games, virtual worlds, and Rich Internet Applications. Executive-level manager that excels in product vision and software architecture. A programmer since age 8, Lukas has designed and developed systems on numerous platforms. With over 17 years professional experience in the software industry, he has traveled world-wide as a corporate and independent consultant.

Lukas has worked for IBM for 3 years on a cadre of educational games for children. Starting in 1996, he concentrated on high volume enterprise software systems with MCI and the Federal Reserve Bank of Atlanta. In 1999, he joined Arthur Andersen as a senior consultant with the Advanced Technology division. Since 2000, Lukas has started three companies concentrating on high volume Internet-based software.

## Bill Bridges

Bill Bridges is an MMO game designer at CCP NA | White Wolf. He is the co-creator of the "Fading Suns" science fiction game universe, and is the lead designer of the award-winning Storytelling system rules for all of White Wolf's World of Darkness games. He designed and developed the award-winning games "Mage: The Awakening" and "Promethean: The Created", and developed "Werewolf: the Apocalypse". His novels include "The Silver Crown" and "Last Battle". He has also written for Chaosium, and helped develop Last Unicorn's "Star Trek: The Next Generation" and "Star Trek: Deep Space Nine" roleplaying games. He co-wrote the scripts for Viacom's interactive horror movie "Dracula Unleashed", Interplay's "Starfleet Academy", and contributed to world design for Segasoft's "Emperor of the Fading Suns". He is an advisor for the Mythic Imagination Institute and co-chairs the content committee for Atlanta's Mythic Journeys conferences.

## John Bridges

As well as freelancing under the Red Crow Studio banner, John Bridges has also held a position as art director at Holistic Design in Atlanta, where he oversaw the graphic elements of the Fading Suns game universe in all its varied incarnations, from pen-and-paper role playing game books, to tabletop miniatures battles, and a vast, epic raiding-and-trading PC game of starship action. He is currently working full-time as a concept artist at CCP NA | White Wolf.

## Gary Brubaker

Over the years, Gary Keith Brubaker has been a development director, a manager of core technology, a lead programmer and a creative director (game play design). This breadth of experience in the game industry has given Gary a well-rounded perspective of the business, preparing him well to teach Game Studies at The Guildhall. He began his programming career at the Jet Propulsion Laboratories working on the Voyager and Galileo projects. He remembers playing one of the first (if not THE first) Pong machines in San Jose, California. Gary wanted more and quickly talked one of his friends at Cal Tech to "loan" him time on the mainframes to play other early games. His first individual game project was on the Apple II, a Lunar Lander clone in the early 80s. Gary turned his passion for games into a career in 1992 when he joined LucasArts Entertainment. While there he worked on Rebel Assault, Shadows of the Empire, The Curse of Monkey Island, The Dig, and Indiana Jones and the Infernal Machine. He later joined Stormfront Studios, where he worked on the EA title Lord of the Rings: Two Towers. He also contributed to a number of other titles including Lego MyStyle. Gary then moved to Dallas to join Atari/Paradigm to become Manager of Core Technology. He led a group that created the engine for a number of Atari games including: Terminator 3: The Redemption, Mission Impossible: Operation Surma, Dungeon & Dragons Heroes and Backyard

Baseball. Gary received a B.A. in Physics from the University of California, Berkeley and an M.B.A from Southern Methodist University. His research includes the mergers and acquisitions of game publishers.

## Nolan Bushnell

Mr. Bushnell is a technology pioneer and is often cited as the father of the video game industry. He is best known as the founder of Atari Corporation and Chuck E. Cheese Pizza Time Theater. Mr. Bushnell is passionate about enhancing and improving the educational process and truly enjoys motivating and inspiring others with his views on entrepreneurship, creativity, and innovation.

Over the past four decades, Bushnell has been a prolific entrepreneur founding numerous companies, including: Catalyst Technologies, the first technology incubator; Etak, the first car navigation system whose mapping is still the basis for car navigation systems today; Androbot, a personal robotics company; and ByVideo, the first online ordering system, which allowed customers to order and pay for product from kiosks. Additionally, he has consulted for numerous corporations, including IBM, Cisco Systems and US Digital Communications.

Currently, Mr. Bushnell devotes his talents to his two current companies: Tapcode and uWink. Tapcode develops digital media entertainment and hospitality software and uWink offers interactive restaurants that allow customers to order food, drinks, games and other media at their table through touch screen terminals.

Over the years, Bushnell has garnered many accolades and distinctions. He was named ASI 1997 Man of the Year, inducted into the Video Game Hall of Fame, inducted into the Consumer Electronics Association Hall of Fame and named one of Newsweek's "50 Men That Changed America." He is also highlighted as one of Silicon Valley's entrepreneurial icons in The Revolutionaries display at the renowned Tech Museum of Innovation in San Jose, California. In March of 2009, Bushnell was honored with the British Academy of Film and Television Arts Fellowship Award, the highest accolade the Academy bestows, for his outstanding creative contribution to the Video Games Industry. Currently a biopic about Bushnell, tentatively titled Atari, is in pre-production. The story was acquired by Leonardo DiCaprio's production company and is set to star Leonardo DiCaprio as Mr. Bushnell.

Bushnell received his B.S. in Electrical Engineering from the University of Utah, where he is a Distinguished Fellow and also attended Stanford University Graduate School.

## Rob Cameron

Rob Cameron is a Developer Evangelist with Microsoft Corporation based out of Atlanta, Georgia. As part of Microsoft's Communications Sector DPE team, Rob focuses on enterprise development tools and technologies for large wireline, wireless, satellite, cable, and media & entertainment companies. Rob co-authored Building ASP.NET Server Controls published by Apress and recently authored the BizTalk Operations chapter for Pro BizTalk Server 2006 also published by Apress. He has a Master's Degree in Information Technology Management and a Bachelor's Degree in Computer Science.

## Tanya Cannon

Tanya has spent 19 years in corporate working as a system analyst, project leader and information system consultant in the IT industry for General Electric Company, PaineWebber Brokerage Firm and MetLife Insurance Company before coming to DeVry University as a Professor in the College of Engineer and Information Sciences. She has taken her many years of experience in industry into education where she has found her passion. In her 10 year career at DeVry University she has received several awards demonstrating excellence in and outside of the classroom

Tanya is very active in the Game and Simulation programming development process and specifically in teaching the software engineering for game development course ensuring that DeVry students get a well round background in quality game development best practices based on established software engineering principles to complement their extensive technical and programming skills.

## Chad Carter

Chad has 15 years of experience in professional software development. He recently started his own company, GlobalCove Technologies, to provide software consulting services for medium to large size companies. GlobalCove Technologies specializes in customizing ERP systems, identity services, general system integrations and custom software development for Windows, Xbox 360, Web and the phone platforms.

Chad has authored two books on the XNA Framework: "Microsoft XNA Unleashed: Graphics and Game Programming for the Xbox 360 and Windows" and "Microsoft XNA Game Studio 3.0 Unleashed". He also holds sessions at Conferences, Code Camps, .NET User Groups, in high schools and even in virtual worlds. He can be contacted at: http://kewlniss.com/ XNA Essentials: http://xnaessentials.com/ GlobalCove Technologies: http://globalcove.com/

When Chad is not in front of a computer working with the latest technology you will find him spending time with his lovely wife and two precious daughters.

## Daniel Cazan

Daniel Cazan, Lead Faculty, Game Art and Design at the Art Institute of Atlanta, has been working diligently to strengthen the presence of the game industry in Georgia for over four years. In the past Daniel has been the Atlanta Chapter Coordinator for the Georgia Game Developers Association, has worked as Art Lead for Waveform Studios, worked as a contract artist for multiple game studios, and has developed courses for both Savannah College of Art and Design (online) and the Art Institute of Atlanta. His educational background includes a BS in Computer Science from the University of Georgia (Yamacraw certified), an MFA in Computer Art from the Savannah College of Art and Design (with focuses on Level Design and Procedural Graphics), and he is currently pursuing an MS in Computer Science at the Georgia Institute of Technology (with specializations in Computer Graphics and Artificial Intelligence).

## Rafael Chandler

Freelance game writer Rafael Chandler has worked for Sony, Sega, Ubisoft, Zipper Interactive, Edge of Reality, Slant Six Games, SouthPeak Games, NHN Corporation, XLOC, and 1C Company. His games include M.A.G. (Massive Action Game), Cipher Complex, SOCOM: Fireteam Bravo 3, SOCOM: Confrontation, Rainbow Six: Lockdown, Ghost Recon 2, and various unannounced projects currently in development. Rafael is the author of The Game Writing Handbook (which was a finalist for the 2007 Game Developer Front Line Awards), and he writes Screen/Play, a column at Gamasutra.com. He has been a speaker at the 2006 Game Writers Conference, the 2007 Russian Game Developers Conference in Moscow (where he taught the six-hour master class), the 2008 Montreal International Game Summit, and the 2009 Carolina Games Summit (where he co-delivered the keynote). For more information, please visit www.game-writing.com.

## Stephanie Chergi

After graduating from SCAD with a B.F.A. in Interactive Design and Game Development, Stephanie began working at Games That Work, both as an artist and a designer. In her time here, she has helped develop internal systems, tools and pipelines. Since Games That Work installed a motion capture system in 2008, Stephanie has worked with the technology and developing the motion capture workflow for various projects.

## Stewart Chisam

Stewart Chisam is Vice President, Game Operations for Hi-Rez Studios, an independent developer of on-line games based in Alpharetta, GA. He is responsible for IT Operations, Support, Community Management and Financial Operations/Billing for Global Agenda, a massive, multi-player online game currently in early end-user testing. Prior to joining Hi-Rez, Stewart spent 12 years in the

enterprise software space. As Chief Technology Officer of BlueCube Software, and subsequently Senior Vice President of Technology at RedPrairie Corporation, Stewart built the global hosting and support operations for a software-as-a-service merchandising and workforce management solution used by many of the world's largest retail and hospitality companies. At Radiant Systems, Stewart served in a variety of senior technical roles as the company expanded globally and grew from under $30 million in annual revenues to over $150 million.Stewart holds a bachelor of arts in Economics from the University of North Carolina in Chapel Hill. He lives in Forsyth County with his wife Amy, and two children, Ben, 6, and Meredith, 4.

## Chris DeLeon

Chris DeLeon has developed more than half a dozen iPhone/iPad games - several blitz titles made in less than 48 hours, a few built on a modest budget, and multiple in the top charts (including Topple, Burnit, iZombie Death March, and Tumult). He developed experimental gameplay projects daily for 7 months, was the lead developer for 45 freeware PC games, and co-architected the online drag-and-drop game making tool for kids at PlayCrafter.com. While an undergraduate at Carnegie Mellon he established the Game Creation Society, a student group that creates 10-14 games each year. His professional break into the industry was as a Technical Game Designer with Electronic Arts on Medal of Honor Airborne and Boom Blox. Chris is passionate about helping others get into videogame development, not only as a profession but as an artistic and technically engaging hobby.

## Susan Drescher

Susan Drescher is currently the Chief Herder of Cats and President for the game start-up, extrafeet, inc. (see http://extrafeet.com/eVille) Drescher keeps the wheels on the wagon by bringing more than 20 years of enterprise, academic and start-up experience to her role of creating an innovative and productive culture. She has previously held such positions as COO, VP of Operations, Director of Client Development, and Director of Client Services, to name a few.

Prior to extrafeet, inc., Drescher focused all of her attention co-leading FIM-Labs in Atlanta, GA, an innovative R&D team for Fox Interactive Media and MySpace, overseeing the necessary supporting functions (HR, finance, customer support, client development, project management, IT, and Legal) to "keep the wheels on the wagon" of an independent division operating as a start-up.

A native of Wisconsin, Drescher earned her Bachelor of Science and Master of Arts Degrees in Communication from the University of Wisconsin -- she is also a Six Sigma Black Belt.

## Christopher Drummond

Christopher Drummond is a classical recording and mixing engineer, music producer, composer, and session violinist. In 1996, he founded Cairo Productions, a film scoring and audio postproduction company. Christopher has composed and produced original musical scores for film, including collaborations with Fulvio Valsangiacomo (editor on the Eddie winning/Oscar nominated editing team for The Gladiator) and Ralph Farris (Grammynominated arranger of The Lion King NYC, Roger Daltrey, and Depeche Mode). His engineering and production style is greatly influenced by a six year mentorship with the renowned seventime Grammy nominated, Emmy winning classical engineer, Edward Kelly and by electronic music pioneer and IMAX scoring veteran, Michael Stearns.

Christopher operates in Washington, DC, and Atlanta, GA, and is the technical director for Robert Aubry Davis's Millennium of Music, a weekly radio program celebrating the mainstreams of European music for the thousand years preceding the birth of J. S. Bach. Millennium airs on Sirius XM Symphony Hall, XM Public Radio and over 150 National Public Radio affiliates. Christopher has produced feature programming for XM and NPR featuring Paul McCartney, Sting, Billy Joel, Jon Anderson, Kiri TeKanawa, Bryn Terfel, Anonymous 4, the Cistertian Monks of Stift Heiligenkreuz and many others.

## Elizabeth Elkins

Elizabeth is an award-winning songwriter whose songs have appeared on more than ten television networks, and in numerous films. A Grand Prize winner of the John Lennon Songwriting Contest, Elizabeth wrote one of the highest-charting unsigned singles on commercial specialty radio show playlists, and has been a featured musician in several publications including Guitar Player magazine.

Elizabeth holds a Master's in Mass Communication from the University of Georgia and has an extensive background in marketing and publishing.

She has more than ten years of strategic planning and management experience at one of Georgia's largest non-profit institutions and has edited a number of regional and national magazines. She serves as a Governor on the Atlanta Chapter of the National Academy of Recording Arts and Sciences, where she is active on the Advocacy and Indie Outreach committees.

As a co-managing partner at Placement Music, Elizabeth combines her business and planning acumen with her talent and passion as a songwriter and musician.

## Joel Esperanza

Joel Esperanza is a full-time faculty member at AIU-Atlanta. He teaches in the area of Visual Communication, Game Design, and Fashion Design. Prior to joining AIU, Mr. Esperanza was the Technical Support Executive for North America for 3dMD, a 3Q Company, who are the World's leading developer of high-precision, ultra-fast 3D surface imaging technology for documenting and 3D visualization & simulation software analyzing the human anatomy and simulating treatment results. While working for 3dMD, Mr. Esperanza had the opportunity to work with creative professionals in the Entertainment Industry (Game design development and Hollywood productions). Before joining 3dMD, Mr. Esperanza served as a Project Manager and Medical Illustrator for Adam.com, a company dedicated to creating and offering the most effective educational tools possible for teaching and learning about the human body.

Mr. Esperanza holds a B.F.A. degree in Interdisciplinary Studies in Scientific Illustration from the University of Georgia and an M.F.A from the University of Michigan Medical School in Medical and Biological Illustration. He is a Certified Medical Illustrator (C.M.I.) by the Board of Certification of the Association of Medical Illustrators (A.M.I.). Mr. Esperanza is also a Professional member of the AMI and has been a coherent speaker at their annual conference. He has also served on many AMI committees. Currently he is a member of the Artist Rights Committee, fighting to ensure copyright protection for artists and illustrators. In addition, he is a Co-Trustee for the Delta Delta Chapter of Epsilon Pi Tau, the International Honor Society for Professions in Technology. Mr. Esperanza is currently pursuing his Ph.D. in Instructional Design for Online Learning at Capella University, which he plans on completing by 2011.

## Eric Evans

After earning an MFA in Computer Art at the Savannah College of Art and Design, Eric worked as a Character Artist/Jack-of-All-Trades at Kaneva (an Atlanta-based, virtual world/social networking company) for 3 years. About a year and a half ago seizing upon an internal opportunity at Kaneva, Eric made the fateful decision to pursue a career as a technical artist. In this capacity, Eric has assisted in the design of asset pipelines, helped to remedy all manner of asset related bugs and supported a team of artists using various white magicks such as MaxScript and AHK scripting. At present, Eric serves as a technology advisor for Kaneva, assisting software engineers with the development of proprietary, UGC-enabling technologies. On occasion he still manages to squeeze in a smidgen of art here and there as well for good measure.

## Noah Falstein

Noah Falstein began making games professionally in 1980, but was a fan of video games ever since, at the age of 14, he was lucky enough to find one of Nolan Bushnell's Computer Space coin-op games at his local pinball arcade.

He was one of the first 10 employees at Lucasfilm Games/LucasArts Entertainment, The 3DO Company, and Dreamworks Interactive. Noah was also the first elected chairman of the IGDA and wrote the Game Developer Magazine design column for six years. Since 1996 he has run The Inspiracy, offering freelance design and project startup expertise on both entertainment and serious game titles. A few games he designed or co-designed include Sinistar, Koronis Rift, Indiana Jones and the Fate of Atlantis, Hungry Red Planet, Freedom Fighter 56, The Cisco Mindshare Game, and Mata Hari. He also was a creative contributor to Secret Weapons of the Luftwaffe, The Secret of Monkey Island, Empire at War, and Alan Wake.

## Dexter Fletcher

Dr. Dexter Fletcher is a research staff member at the Institute for Defense Analyses where he specializes in manpower, personnel, and training issues. He holds graduate degrees in computer science and educational psychology from Stanford University, where, as a research associate, he directed numerous research projects for the Institute for Mathematical Studies in the Social Sciences. He has held academic positions in psychology, educational psychology, computer science, and systems engineering at the University of Illinois, the University of Oregon, and George Mason University. He has also worked as a research psychologist and program manager for the Navy Personnel Research and Development Center, the Army Research Institute, and the Defense Advanced Research Projects Agency. He has assisted the White House Office of Science and Technology Policy and the National Science and Technology Council in developing cross-agency plans and programs for education and training. He has published widely and serves on the editorial boards of professional journals in psychology, instruction, and human factors. He is a Fellow in three Divisions of the American Psychological Association and recently received the Lifetime Achievement Award from the National Training and Simulation Association. He has designed computer-based instruction programs used in public schools and training devices and simulators used in military training.

## John Foster

John Foster is an information security and compliance professional. He has 16 years of Information Security experience with 7 years of experience in the gambling and casino industry. He is founding partner at Bianco Foster Group, LLC (BFG), a Georgia based management consulting firm focused on Information Security Management, Quality Management, and Environmental Management. He has prior experience as a software engineer for information security companies including IBM-Internet Security Systems and Verisign Managed Security Services. His recent gaming experience involves establishing security governance programs for organizations involved in the design, delivery, and/or operation of instant win lottery games, sweepstakes drawings, sports wagering, multi-state lottery games (Powerball & Mega Millions), Keno, and "Video

Entertainments With Prizes" across the Americas, Europe, Australia, and China. He is a member of the Information Systems Audit and Control Association and holds the Certified Information Security Manager, Certified Information Systems Auditor, and Certified in the Governance of Enterprise IT credentials. He is also a member of The International Society of Forensic Computer Examiners and holds the Certified Computer Examiner credential.

John has been involved in the indie music scene in Atlanta for 12 years as anindependent booking agent and promoter. He also has been a trader of equities, futures, foreign currency, and derivatives for 12 years and currently manages the Greenergy Resources Renewable Energy and Vice Fund.

## Jerry Fuchs

I grew up in Minnesota, and after graduating high school, I moved to Dover, New Jersey, where I attended the Joe Kubert School of Cartoon and Graphic Art, Inc. I studied cartooning and animation, taught by professionals in those fields. In 1993, I moved to Georgia to work with Stone Mountain Productions as an animator, and eventually as the Art Director.

It was there that I helped create animtions for the laser show at Stone Mountain Park, Cedar Point, Dorney Park, and many other amusement parks across the country. In 2008, I went to work with Ultimate Arcade, creating animations for some of their most popular online games, such as Monsters Gone Wild, and Turkey Attack. In 2009, I submitted a Flash animated short, " Loser Pays, Winner Stays ", to the Dragon*Con Independent Film festival, and it was one of the three finalists in its division

## Nettrice Gaskin

Nettrice Gaskins' work explores the intersection of art, technology, and community. In both real and virtual worlds her work is about extending notions of the inter-medial by breaking down the boundaries between various art forms in radical ways. In fact she chooses not to distinguish her work in one area or space. In Second Life , as the avatar Nettrice Beattie, she has created several immersive and artistic installations including a recent one for IBM's Exhibition Space. Nettrice received a BFA in Computer Graphics, with Honors, from Pratt Institute and an MFA in Art & Technology from the School of the Art Institute of Chicago . This Fall she enrolled in the Digital Media PhD program at Georgia Institute of Technology.

## Adam Gensler

Adam Gensler works at GamesThatWork in Atlanta, developing a COLLADA parser and editor for use with 3D engines. Adam started programming in the mid 1980ís, when he got his first computer. Since then, he has been interested in programming and game design as a hobby, and has recently decided to

make a career or it. He is currently attending the Art Institute of Atlanta.

## John Gibson

With an early passion for music John started out with aspirations of becoming a professional musician. The band Aeturnus which he formed in high school went on to record an internationally released album for an independent label, as well as touring throughout North America. As the leader of Aeturnus John co-wrote, and co-produced the band's album as well as performing lead vocals and guitars.

John got his start in game development working his way up through the ranks on several mod development teams, starting first with creating music and sound for the mods, and later doing programming. The culmination of this mod development effort was the mod Red Orchestra for Unreal Tournament 2003/2004. It was here that John honed his skills as a programmer and leader as he organized a group of highly talented amateur programmers, artists and designers from around the globe. This project would go on to win in the grand prize in the "Make Something Unreal" contest sponsored by Epic and Nvidia beating out over a 1000 other teams from around the globe.

After seven years of working for the General Electric Corporation as an engineer, John accepted his first commercial position in the game industry as a programmer for the MOVES Institute on the popular America's Army game for the PC. After winning the MSU contest John left the Army game to form a professional development studio, Tripwire Interactive, with the other core members of the Red Orchestra mod team.

Today as President of Tripwire Interactive John leads a talented team of developers creating hit games such as Red Orchestra: Ostfront 41-45 and Killing Floor.

## Andrew Greenberg

Andrew Greenberg, best known for designing computer games and roleplaying games, co-created the "Fading Suns" roleplaying and computer games and was the original developer of White Wolf's "Vampire: The Masquerade." He has credits on more than 50 White Wolf products and more than 20 HDI books. He has also worked on products with other roleplaying game companies, including "Star Trek: The Next Generation" and "Deep Space Nine." His computer game credits include Dracula Unleashed, Star Trek: Starfleet Academy, Emperor of the Fading Suns, Warhammer 40K: Final Liberation, Merchant Prince II, Mall Tycoon, Dungeon Lords, Global Agenda, the Virtual World of Kaneva and more. He serves as SIEGE's Conference Director, and he regularly writes for publications as diverse as Prick Magazine and the Matthew Bender legal reference series.

## Chris Groegler

Chris Groegler is a Senior Sound Designer at Ubisoft ñ Red Storm Entertainment, where he has worked on the critically-acclaimed Rainbow Six and Ghost Recon franchises. With over 15 years of industry experience, heís credited on over 20 published titles, and is currently working on an unannounced multiplatform title. He has extensive field recording experience covering a variety of locales, including Japan, Central America, Canada, and multiple US locations. In addition to his work in games, he also mixes live sporting events for the Carolina Hurricanes and North Carolina State football and basketball programs, and has served as a re-recording mixer and supervising sound editor for private and film festival-circuit films.

## Lincoln Hamilton

Lincoln is the co-founder of Blue Mammoth Games, an independent MMO company that is currently developing their first title, Dungeon Blitz. Before Blue Mammoth, he started and sold his first web business, Arena Junkies, in 2008. His expertise is in MMO server achitecture, networking, and gameplay. He has been in the game industry for five years, working at Cryptic Studios and CCP.

## Cord Hamrick

Cord Hamrick is a 12 year veteran of web application design, development, and data services integration for businesses in the Atlanta area. He does contract development through Cordsworks Consulting & Design and Horizon Technologys, with expertise in nearly all major web development technologies including HTML/XHTML, XSLST, CSS, JavaScript, jQuery, ExtJS, Adobe Flash, Adobe Flex, Adobe ColdFusion, ASP.NET, JSP/Struts. For 10 years Cord has taught advanced training and certification prep classes for for Certified Internet Webmaster, Java OOP/SCJA/SCJP, Macromedia and Adobe web development products, ColdFusion, JavaScript, and performance SQL for Web Developers.

## Rob Hassett

Rob is an attorney with the law firm of Casey Gilson P.C. in Atlanta, GA. He practices in the areas of technology, entertainment and corporate law. He frequently represents companies that are licensing, selling or acquiring intellectual property.

Rob is a founding board member of the recently formed Intellectual Property Law Section of the Atlanta Bar Association . Rob is the co-author of Volume 5 on Internet and Interactive Media Law of LexisNexisí 10 volume treatise on Entertainment Law Contracts. For 1998-1999 he was Co-Chair and for 1999-2001 was Chair of the Subcommittee on Policies for Managing Generic Top

Level Domains of the Special Committee on Trademarks and the Internet of the Intellectual Property Law Section of the American Bar Association. He teaches Information Security Law in the Professional Education Program at Georgia Tech. Rob has served on the Boards of SERIS and IMAGE. Rob was the Chairman and co-founder of the 1995 Atlanta Interactive Media Expo. He has written numerous articles which have been published concerning software, entertainment, internet, copyright, and trademark law. He has also given numerous presentations in these areas. He has, from time to time, appeared on television programs to discuss issues relating to Internet law. Rob has been listed as a ìSuper Lawyerî in the Georgia edition of Law and Policy Magazine most years since it was started in 2004. Rob has also been named as a ìFellowî by the highly selective Knights of the Bar. Rob graduated from the Georgia Institute of Technology with a Bachelorís degree in Industrial Engineering. While attending Georgia Tech, he was a co-op for the Georgia Power Company. He attended law school at the University of Georgia where he was a member of the editorial board of the Law Review and graduated cum laude.

## Adam Hatch

Adam Hatch is the Lead Level Designer at Tripwire Interactive. In 2003 Adam was originally involved in the Make Something Unreal Contest modification, Red Orchestra, that in 2005 spun off the creation of Tripwire Interactive and the retail release of Red Orchestra: Ostfront 41-45. Before Tripwire Interactive was started Adam parted ways and worked in the Serious Games industry for 3 years, before rejoining the Tripwire team in 2008. Adam has since then worked on the retail release (2009) of Killing Floor and Red Orchestra: Heroes of Stalingrad, due for release in 2011. Adam is self-taught and has been working professionally in the games industry for nearly 5 years.

## Brandon Hembree

Brandon Hembree is a Partner with Massey & Bowers LLC. He joined the firm in November, 2004. During the 1998 Session of the Georgia General Assembly, Brandon served as staff aide for the Senate Appropriations Committee. After graduating from college, he took a position with Ford Motor Company as a legislative associate. During his tenure at Ford Motor Company, Brandon researched and monitored business and manufacturing legislation for eight states in the southeast. He also coordinated state and federal grassroots initiatives, Political Action Committee efforts, and local business development projects related to the Hapeville Assembly Plant. Desiring to learn more about the political process and governmental operations, Brandon later took a position with the Georgia Department of Administrative Services (DOAS) as governmental relations manager in 2001. DOAS is the chief procurement agency for state of Georgia government. Prior to the formation of the Georgia Technology Authority, he was an IT account manager for politically sensitive agencies like the Georgia General Assembly, Supreme Court, Office of the Governor,

Secretary of State, and many others. Brandon's responsibilities at DOAS also included managing the agency's legislative agenda and monitoring legislation impacting the day-to-day operations of Georgia government, as well as public affairs and marketing activities. At DOAS, Brandon was responsible for many of DOAS' business development initiatives with local governments, the business community, and special interest groups, particularly in the area of government contracts. Brandon is active on the Georgia Chamber of Commerce Governmental Affairs Committee and Gwinnett Technology Council. He also serves as Chairman of the Technology Association of Georgia Government Affairs Task Force, which is an organization formed for the sole purpose of acting as an advocate at the Capitol for the IT industry on legislative and procurement issues. Brandon was born in Georgia and has lived in and around metropolitan Atlanta his entire life. He graduated from Georgia State University with a B.A. in Political Science/Pre-Law. Brandon and his wife Tara currently live in Sugar Hill.

## Jerry Heneghan

Mr. Jerry Heneghan is the founder and CEO of Virtual Heroes Inc. Most recently, Jerry served as an Executive Producer for the America's Army Game Project (www.americasarmy.com) focusing on the creation of training applications based on the game. Prior to starting Virtual Heroes, Jerry was a Program Manager in the Technology Assisted Learning Division of the Research Triangle Institute (RTI). Before his work at RTI, Jerry was a Game Producer at Tom Clancy's Red Storm Entertainment. Prior to work in the interactive entertainment industry, Jerry served as a U.S. Army Aviator (AH-64 pilot) in assignments all over the world. Jerry holds an MBA from the Fuqua School of Business at Duke University, and a BS in Engineering from the U.S. Military Academy. Jerry is the President and Co-Founder of the North Carolina Advanced Learning Technology Association and Advanced Learning Technology Summit. He is a published author, most recently appearing in The Design and Use of Simulation Computer Games in Education.

## David Hensley

David started his career doing computer graphics and compositing it with green screen/blue screen footage on several science fiction and children's films for "Trimetro Pictures" in Youngstown, OH.

In 2003 David journeyed to New York City and entered the game industry working for Gameloft as a 3d artist and game designer. He helped lead, design and produce the award winning 3d "Massive Snowboarding" for cutting edge VCast mobile phones.

In 2005 David joined the newly formed Tripwire Interactive in Atlanta, GA to help produce the retail version of the award winning mod "Red Orchestra: Combined Arms."

| | FRIDAY START 3:30 PM END 4:30 PM | FRIDAY START 5:00 PM END 6:30 PM | FRIDAY START 7:00 PM END 8:00 PM | SATURDAY START 10:00 AM END 11:00 AM | SATURDAY START 11:30 AM END 12:30 PM | SATURDAY START 2:00 PM END 3:00 PM |
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| **BERKSHIRE 1** | | **KEYNOTE** **NOLAN BUSHNELL "THE BEST IS YET TO COME"** | Advanced Game Design Improv (Design) | CCP Presents Game Design on a Massive Scale (Design) | Creating Interactive Narrative (Design) | Hi-Rez Studio Presents: Release Early and Often (Business/Design) |
| **BERKSHIRE 2** | | **KEYNOTE** **NOLAN BUSHNELL "THE BEST IS YET TO COME"** | Unity Tools and Workflow (Programming) | Camera Controls (Programming) | Xbox 360 Game Development with XNA (Programming) | Building Your Own Tools (Art /Programming) |
| **SURREY** | | | Audio **Keynote**: A Complete Introduction to Interactive Sound Design (Audio) | Handheld Augmented Reality Games (Design) | Breaking and Entering (Audio) | Make It Fresh: Field Recording for Original Sounds (Audio) |
| **NEWBURY** | | | Art Directors Roundtable (Pros Only) | | QA Roundtable (Pros Only) | Managing Programmers Roundtable (Pros Only) |
| **PICKWICK** | Legislative Round-table: How Laws and Tax Incentives Impact the Digital Enter-tainment Industry | | | Art Institute of Atlanta Presents First Days in the Industry (E for Everyone) | Getting Girls in the Game Presents: Pwning the Glass Ceiling (Business) | Programmers vs. Artists: Shaders (Art /Programming) |
| **CANTERBURY** | Going Pro (E for Everyone) | | The Art of Machinima-Based Filmmaking (Art) | Is MoCap MoBetter? (Art/Programming) | Concept Art (Art) | World Touch Games Presents: Art Design for Pipeline Production |
| **CHURCHILL** | Serious Games for Training (Serious) | | The Virtual Heroes' Story (Serious) | Newsgames (Serious) | | The Five Ms of Serious Game Development (Serious) |
| **STRATFORD** | Speed Dating (Boot Camp) | | Tripwire Presents: Funding Your Own Startup (Boot Camp) | Tripwire Presents Anna Sweet, Steam Business Devel-opment at Valve: How to Make It on Steam as an Indie | Gamesbizwire Presents PR/Marketing: What's the Dif-ference and Why Should You Care? | Digital Object Trading (Business) |

| SATURDAY START 3:30 PM END 4:30 PM | SATURDAY START 5:00 PM END 6:30 PM | SATURDAY START 8:30 PM END WHENEVER | SUNDAY START 10:00 AM END 11:00 AM | SUNDAY START 11:30 AM END 12:30 PM | SUNDAY START 2:00 PM END 3:00 PM | SUNDAY START 3:30 PM END WHENEVER |
|---|---|---|---|---|---|---|
| 10 Games Every Designer Should Know (Design) | **KEYNOTE** **NOAH FALSTEIN "VALUED GAME DESIGN"** | SUITE PARTIES | How the _____ Did We Get Here? (Design) | Not Losing Your Balance: Making Gameplay Fair, or at Least Seem that Way (Design) | Pro Game Design Improv (Design) | **Town Hall Meeting** (E for Everyone) |
| Making the Most of Flash (Programming) | **KEYNOTE** **NOAH FALSTEIN "VALUED GAME DESIGN"** | | Making It Social (Programming) | Guildhall Presents: Version Control (Boot Camp) | CCP Presents: Story in a Sandbox: Evolving Narrative in an MMO (Design) | **Town Hall Meeting** (E for Everyone) |
| Plug and Play: Music Licensing (Audio) | | | Desert Island Discs (Audio) | Demo Deconstruction Roundtable (Audio) | | |
| Community Management Roundtable (Pros Only) | | | GGDA Roundtable (E for Everyone) | Project Management Roundtable (Pros Only) | | |
| iDesign (Design) | | | Memory Management (Programming) | Academic Roundtable (Education) | Privacy and Data Integrity (Business /Programming) | |
| Environmental Art (Art) | | | Cartoon Network Presents The Toughest Audience: Creating Appealing Art for Kids Games (Art) | Art for Mobile (Art) | 3D Sculpting (Art) | |
| The Why and How of 3D in Serious Games (Serious) | | | Can Computer Games Be Useful for Instruction? (Serious) | Through a Glass Darkly: Reflections on the Future of Serious Games (Serious) | Serious Games in Management and Commerce (Serious) | |
| Peak 10 Presents: Credit Processing, Security and Low Latency (Business) | | | Schwarzenagger vs the World, and then Some (Business) | Internap Presents Latency as the Achilles Heel (Business /Programming) | Winning the IP Game: Copyrights, Patents and Protecting Your I.P.s (Business) | |

As Senior Artist, David was responsible for nailing down many of the art pipelines used in the production of "Red Orchestra: Ostfront 41-45". He worked closely with Bill Munk and the other artists in the trenches to help get the mass amount of content finished for the game. His most notable contributions to the game were creating the player models and rigs, assisting in modeling, rigging vehicles and texturing vehicle interiors, creating the art for the "Gore" effects, creating the majority of the effect emitters, and environmental art lead.

Currently David is the Senior Artist on Tripwire's Red Orchestra: Heroes of Stalingrad utilizing Unreal Engine 3 technology.

## Ed Hobbs

Ed has been a game programmer since 1982. He has been the lead programmer on ten published games, including 'Seafox' and the 'Castles of Doctor Creep.' He has published on platforms from the Apple II to the PC, with stops for Atari and Commodore along the way. He currently writes casual games under the brand of Cat's Eye Games (www.catseyegames.com).

## Cecilia Holman

Cecilia Holman is a Certified Information Systems Auditor currently working as a Compliance Systems Specialist for a large publicly traded Atlanta company with advanced experience in IT Project Management, systems development, data privacy, information risk prevention and information system compliance solutions. Prior to working in the public sector, she worked for various agencies within the U.S. Federal Government specializing in financial fraud investigations, forensic accounting and the utilization of information systems to identify fraudulent activity.

Outside of her role as an IS professional, Cecilia is the Atlanta Video Gaming Lifestyle Examiner for Examiner.com and a host of the geek culture programs Fanboys Radio and Fanboys TV. Whether she is on the on the radio live, on camera interviewing special guests or posting articles on Examiner.com, Cecilia is passionate about supporting and promoting the gaming, comic, and cosplay communities, or as she is often heard saying on Fanboys Radio, "Spreading the Nerd".

## Simon Horrocks

As both an artist and a business professional, Simon has over 20 years experience in the music industry. He began as a performing musician and writer in Detroit, and relocated to Chicago to study music business in the Columbia College Art's Entertainment and Media Management Program. While in the program, he began creating and selling tracks to House Music legend, Larry Sherman, and writing songs for the Latin Dance group TKA. Shortly thereafter, Simon negotiated and signed a production/publishing deal with Chris Black-

well for Island Records. After 5 records and 8 years of nationwide touring with Capricorn Recording artist The Freddy Jones Band, Simon transitioned from artist to manager, handling on behalf of Alliance Artist such clients as Survivor, Bad Company, Wayne, Blue Epic and the Grammy-nominated Howard Tate. Since 2004 he has been entrenched in Atlanta's Urban music scene as a management consultant for Multi-Platinum and Grammy-nominated artist Ciara, and as General Manger for Upfront/Universal Records where he spearheaded projects for four-time 2008 Grammy nominee Akon and Chilli (TLC).

Simon Is Co-Founder of Affix Music, an Atlanta-based music licensing company specializing in placing quality independent Urban Music in Television, Film, Advertising, Games and Digital Media. Affix uses the term "Urban" to represent the broad spectrum of today's cutting edge sounds and their lineage- Rap/Hip-Hop, R&B/Soul, Pop, and Electronic, as well as Jazz, Blues and Gospel. The company has placed Urban Music with some of the biggest brands in the world, including The Walt Disney Company, HBO, Clear Channel and Verizon, and the company's work recently helped garner a prestigious 2009 Silver Promax Award for WLS-TV ABC 7 Chicago and Blue Cross/Blue Shield. In November of 2009 Affix launched its music licensing platform that greatly simplifies search, audition and music licensing process for media clients. He is also a member of the Atlanta chapter of NARAS (The Grammys).

## Andrew Howe

Andrew Howe is a Senior QA Tester for CCP North America. He spent 12 years in various IT and QA capacities in the financial industry before making the shift to the gaming industry in May 2010. He currently resides in Athens, GA with his wife and two sons.

## Dov Jacobson

Dov Jacobson joined the game industry in 1979, developing online games for Time Warner, art games for NY galleries, and coin-op games for - well, the Mafia. Later, as head of Turner Interactive in the 90's, he was responsible for several briefly celebrated mainstream titles. He recently served on the game development faculty of NYU. His studio, GamesThatWork, creates specialty games for entertainment, learning, promotion and research.

GamesThatWork won a recent DARPA competition for a new approach to game development. Now they are busy building the infrastructure of a cloud sourcing platform.

## Jesse Jacobson

Jesse Jacobson has worked in the game industry since 1998. He has worked on a variety of titles from children's game "I See Sue" to advert game the "Vanilla Coke Mystery Game" to DoD-sponsored military simulations of African villages. Along the way he's architected a natural language scripting format, algorithms for emerging creativity from swarm intelligence, and individualized social interaction AI. He co-authored "Flash and XML: A Developer's Guide" and hopes to some day learn how to author one of these bios.

## Karl Kapp

Karl Kapp, Ed.D., Professor, Instructional Technology and Assistant Direct of the Institute for Interactive Technologies, Bloomsburg University, Bloomsburg, PA. Karl has been researching and studying 3D virtual immersive environments for a number of years and the culmination of his efforts is the book he co-authored with Tony O'Driscoll titled Learning in 3D: Adding a New Dimension to Enterprise Learning and Collaboration published by Pfeiffer. A noted writer and expert on the convergence of learning, technology and education, he is author of four books, including the widely-read Gadgets, Games and Gizmos for Learning and most recently (2010). In 2007, Karl was named one of the Top 20 Most Influential Training Professionals by TrainingIndustry, Inc. and in 2008 he received the Innovative Excellence in Teaching, Learning, and Technology Award from the International Conference on College Teaching and Learning and the Center for the Advancement of Teaching and Learning

Karl frequently speaks at industry events, conferences, government workshops and professional organizations. He has spoken about technology and education on radio and television programs and has been published in dozens of magazines. He advises Fortune 500 companies, government organizations, workforce investment boards, community colleges and start up organizations on the use of technology to encourage, promote and foster learning and innovation. Karl earned his doctoral degree at the University of Pittsburgh and has been a professor of instructional technology for over twelve years.

You can read Karl's blog Kapp Notes where he discusses the convergence of education, technology and learning at www.karlkapp.blogspot.com

## Rob Kischuk

Rob Kischuk recently joined Menue Americas, a subsidiary of Japan's largest mobile content provider, as CTO, and is the Executive Producer of the company's second title, an unannounced Facebook social game. He was previously CTO and Executive Producer of Xeko, an MMO for children connected online play to real world charities, and has been involved in the technical leadership of several other Atlanta startups. He holds a Bachelors of Computer Engineering from Georgia Tech and an MBA from Georgia State University.

## Nathan Knaack

As part of the Content team for EVE Online, Nathan is tasked with developing missions, writing fiction, and running live events, but he often finds time to do level design and even a little game design. Though the majority of the EVE team is in Reykjavík, Iceland, he lives right here in Atlanta, working out of the CCP office in Stone Mountain. In his spare time, Nathan enjoys motorcycling, reading, video games, hockey, and writing short autobiographical summaries.

## Benn Konsynski

BENN R. KONSYNSKI is the George S. Craft Professor of Business Administration for Decision & Information Analysis. He arrived at the Goizueta Business School in 1993 following seven years on the faculty at the Harvard Business School where he taught in the MBA program and several executive programs. Prior to arriving at the Harvard Business School, he was a professor at the University of Arizona, where he was co-founder of the university's multi-million dollar group decision support laboratory. He was named Hewlett Fellow at the Carter Center in 1995. He holds a Ph.D. in Computer Science from Purdue University. Professor Konsynski specializes in issues of digital commerce and information technology in relationships across organizations.

## Mick Larkins

As a technical artist, Mick's primary responsibilities are programming the animation and physics systems within Global Agenda™. Mick also works to create tools for the artists and audio team as well as character-centric gameplay features. Mick holds a Masters of Fine Arts in Digital Production Arts from Clemson University and received his BS in Computer Science from Furman University. He has published three books on Maya: Mastering Maya 7, Maya 8 at a Glance, and Mastering Maya 8.5. His past work includes working on various multimedia projects with major musicians. In addition to his work at Hi-Rez Studios, Mick is an adjunct professor at the Savannah College of Art & Design.

Within Global Agenda, Mick pwns using the Recon Specialist class and especially enjoys deceiving enemies using stealth and decoys. While his favorite genre of gaming is the first-person shooter, his latest obsession is drumming in the Rock Band series. Mick's other obsessions include music and cooking.

## Loretta Lepore

Loretta Lepore is the founder and president of Lepore Associates, LLC, a strategic communication and government relations firm based in Atlanta, Ga. Among Lepore's talents is her ability to move and operate seamlessly amid the worlds of government, politics, public relations and journalism in order to translate a strategic vision into a tactical blueprint on through to success-

ful implementation. Simply stated, she is a media expert who understands the political/public sector environment rather than being a political expert who understands media.

Her career spans more than 20 years as a journalist, CNN anchor, gubernatorial spokeswoman and lobbyist. Lepore started Lepore Associates after working in the government affairs practice of Atlanta-based law firm, McKenna Long & Aldridge LLP. In that capacity, she provided crisis and issues management counsel as well as guidance on navigating state procurement, regulatory and legislative processes.

Lepore has been in the political trenches with government experience serving as the press secretary to Georgia Governor Sonny Perdue as well as director of marketing and communications for the Georgia Department of Economic Development. Among her most notable achievements while working with the governor was serving as the state's chief communications liaison with the White House for the planning of the G8 Sea Island Summit. In that capacity, she oversaw the state's media outreach to international journalists on security, environment and economic developments issues and built and managed the communications infrastructure inclusive of various state agencies and local authorities.

Lepore spent 11 years at CNN covering politics and international affairs. She anchored CNN Headline News for six years, which included reporting live coverage of the U.S. Senate impeachment trial of President Bill Clinton and the U.S. bombing raids on Iraqi no-fly zones. She earned a national news Emmy for her role in CNN's coverage of the 1996 Olympic Park bombing.

She is a graduate of the University of Virginia with a degree in government and foreign affairs, specializing in Latin American studies. She received a Media Fellowship from Vanderbilt University on the Culture of the South.

Lepore is married and the mother of two.

## Clinton Lowe

Mr. Lowe is chief executive officer of C. Allen Lowe & Associates, LLC (www.callenlowe.com), an executive consulting and venture catalyst firm. Mr. Lowe is co-founder of Visioneering Holdings, Inc., and its respective subsidiaries: Visioneering Games, Inc. (www.visioneeringgames.com), SNAP e-Media, Inc. (www.snapemedia.com), and PrizeWagon, Inc. (www.prizewagon.com). Visioneering Games is an engineering firm that creates casual games for Internet destinations. SNAP e-Media represents a diverse group of Internet publishers and engages advertisers to provide highly-targeted Internet advertising brokerage and reporting services. PrizeWagon is a premier Internet destination where players enjoy free games with real prizes.

## Rep. Chuck Martin

Charles E. "Chuck" Martin is currently serving his fourth term of office in the Georgia State House of Representatives. In January 2007, Martin was appointed Vice Chairman of the House of Appropriations Committee, directly responsible for the Sub-Committee on Public Safety. Additionally, Martin is serving as the Vice Chairman of the Science & Technology Committee and as a member of the Energy, Utilities and Telecommunications, Budget and Fiscal Oversight, the Ways & Means Committees. The Vice Chairman represents House District 47, which covers Alpharetta, Roswell, Johns Creek, and Greater North Fulton County. After the 2007 Session, Representative Martin was named by the Georgia Chamber of Commerce as 2007 Legislator of the Year, and was also recognized for Legislative Leadership by the Association of County Commission for Georgia. After the 2008 Session, he was recognized by the Georgia Association of Fire Chiefs and the Georgia State Firefighters Association as 2008 Legislator of the Year. Prior to his legislative service, Chuck served his constituents in other public offices. From 1993 – 1995, he was a part of the Alpharetta City Council. The next year, he was elected as the city's Mayor, an office which he held until 2002, when his membership in the General Assembly began. He is a 1996 graduate of the Regional Leadership Institute, a member of the Regional Leadership Foundation, the Alpharetta Optimist Club and Lions Club, and served as President of the Milton Touchdown Club from 2003 – 2004. Martin was born & raised in Alpharetta and graduated from Milton High School. He attended the University of Georgia, where he earned a B.B.A. in Management Science in 1983. He then proceeded to pursue a career in Information Technology and Real Estate Consulting. Representative Martin is currently a Director with Ryan & Company. Chuck and his wife Johnna are the parents of two sons. Miles, 21, is currently attending Georgia Southwestern, and Lance, 19, is a freshman at the University of Georgia. Martin took an active involvement in their childhood and enjoys coaching youth activities such as baseball, football, basketball, and golf. Both boys play baseball at their respective schools, and Miles also coaches the Milton JV summer baseball team like his father and grandfather before him. The Martins are members of Macedonia Baptist Church in Canton.

## Lani Mathis

Lani Mathis is the Lead UI/UX Designer for eVille™, a location based game where you play an evil genius bent on taking over the world. eVille™ is being created at extrafeet, where Lani is a co-founder. Prior to working on eVille™, Lani innovated, architected, and designed cutting-edge viral marketing products for FIMLabs, an R&D division of News Corp's Fox Interactive Media and MySpace Inc. While at FIMLabs Lani was instrumental in defining the design/UI and UX for the successful widget platform, SpringWidgets. At MySpace, she worked closely with the MySpace Mobile team,

providing UI design for their iPhone, Android, and Blackberry initiatives. Her experience in digital media includes web applications, widgets, web sites, desktop applications, and mobile content delivery which were utilized by such clients as American Idol, Chevy, and Universal Pictures. Lani has a BFA in Graphic Design from the Art Institute of Atlanta.

## Blair McIntyre

Blair MacIntyre is an Associate Professor in the School of Interactive Computing at the Georgia Tech, where he has directed the GVU Center's Augmented Environments Lab since it was founded in 1999, and also directs the new Qualcomm Augmented Reality Game Studio. He has been conducting Augmented Reality research since 1991, with the goal of understanding the potential of AR as a new medium for games, entertainment, education and work. He has collaborated on a variety of AR gaming and entertainment projects over the years, and in the past few years has focused on handheld AR game design, interaction and evaluation. His research is supported by a variety of technology and content companies, including Turner Broadcasting, Sun Microsystems, Hewlett-Packard, Alcatel-Lucent, NVidia, Apple, Texas Instruments, Samsung, Qualcomm and Motorola and Nokia. He has written a wide range of academic papers, taught tutorials on Handheld Augmented Reality, and been Program Chair for the International Symposia on Wearable Computing (2000), Mixed and Augmented Reality (2003), and User-Interface Software and Technology (2003). He served as the guest editor of a 'Mixed Reality' special issue of IEEE Computer Graphics and Applications. He received a Ph.D. from Columbia University in the City of New York in 1998, and B.Math and M.Math degrees in Computer Science from the University of Waterloo in Canada in 1989 and 1991.

## Suzanne Meiler

Suzanne Meiler has over 10 years experience in the game industry. Most recently she was the Lead Environment Artist at Atomic Games. Suzanne has focused on managing a large team, hiring, scheduling, art critiques, and producing documentation. She also possess a wide range of environment art and level design skills and understands the trials involved in shipping games on schedule and the challenges of developing art assets for console hardware. Suzanne has created environments on AAA titles such as the Ghost Recon series, Rainbow Six, and Ghost Recon: Advanced Warfighter 2. At Atomic she worked on the highly anticipated and controversial game Six Days in Fallujah. Currently, Suzanne is a contract artist for Centerline Digital Productions in Raleigh, NC.

## Michelle Menard

Michelle Menard is a writer/designer currently at Firaxis Games, based out of Hunt Valley, Maryland. Previously she has worked as an editor and associate producer, and then for a brief stint as a UI programmer. When not attempting to finish her book on the Unity Engine, she procrastinates by breaking various

body parts on her spinning wheel, or by making Pokémon catch-rate charts in Excel. She has not, yet, caught them all.

Michelle holds an MFA in Game Design and Development from the Savannah College of Art and Design, and a double BA from Brown University in Applied Mathematics and Music. On the side, she has worked as an art contractor and masters-level course developer for SCAD, and will accept an event Regigigas or Darkai in payment for any future contracts.

## Brad Merritt

As Lead Game Designer for Cartoon Network's Games Studio, Brad Merritt has designed and directed dozens of games for CartoonNetwork.com and AdultSwim.com. While working in the web design industry, Brad started creating Flash games in 1999. He lives with his wife in Atlanta, where he is the organizer of the Atlanta Game Developer Meetup and has served as a guest instructor at the Art Institute of Atlanta.

## Robert Minnear

Robert Minnear has nearly 20 years of experience in the IP networking and CDN industries. He is currently with Internap as their vice president of engineering. Previously, he led engineering initiatives at Asankya, a cloud-acceleration services company. Over the course of his career, he has held numerous development and leadership positions, including overseeing the IP routing team at Ipsilon Networks, an early developer of tag switching capabilities that were the precursor to MPLS routing. He founded Springbank Networks, a startup company focused on developing CDNs for ISPs, which was later acquired by WAN application delivery leader Blue Coat Systems. He also spent four years at Tall Maple Systems, where he led the development of application management platforms for Internet appliances. Minnear began his focus on IP networking while obtaining his master's degree at Purdue University, continuing this emphasis at MIT where he worked to address quality of service for IP infrastructures with some of the experts that were key to defining the early TCP/IP protocol.

## Michael Nitsche

Michael Nitsche is Associate Professor at the Georgia Institute of Technology where he teaches courses on virtual environments, digital moving images, and digital performance. He heads the Digital World and Image Group, which focuses on the interconnections between digital and physical spaces. His methodology is highly interdisciplinary and includes architectural, film studies, and performance studies approaches that are applied to digital media analysis, critique, and production.

Michael's most current projects focus on social media on mobile phones and the new social and data spaces that are created by them. Within Georgia Tech, he is member of the Graphics Visualization Unit (GUV), the Georgia Tech Center for Music Technology (GTCMT), and the Experimental Game Lab (EGL). His book Video Game Spaces was published at MIT Press early 2009.

## Casey O'Donnell

Casey O'Donnell is an Assistant Professor in the Grady College at the University of Georgia. His research examines the complex socio-technical intersections/interactions that occur during the design and development of videogames. His research has spanned game development companies from Vicarious Visions in Upstate New York to Red Octane in India. He is the Creative Director and Co-Founder of IS3D-Online, a company devoted to creating great video games, that just happen to contain scientific learning at their core. The first such product, "Osy," is scheduled for release in January of 2011.

## Koreen Olbrish

Koreen Olbrish founded Tandem Learning to address an unmet need of effectively applying immersive technologies to learning. Koreen has strong ties to education, having received her M.S. in Curriculum & Instruction from Penn State, and showing a glimpse of her entrepreneurial spirit in helping start Freire Charter School in Philadelphia in 1999. The majority of Koreen's experience has been in the development of enterprise learning solutions. Having successfully taken on responsibilities in instructional design, project management, sales, and leading her own team, Koreen founded Tandem Learning to embrace her vision for the future of enterprise learning.

## Rep. Allen Peake

Allen Peake was born and raised in Macon, Georgia. Allen graduated from First Presbyterian Day School, attended Auburn University and graduated from Mercer University with a Bachelor of Business Administration, majoring in Accounting. Allen also attended Dallas Theological Seminary. Allen started his restaurant career as an accounting supervisor for RMS Family Restaurants (RMS) in 1985. In 1988, he was part of a management led leveraged buyout that took RMS private and resulted in his promotion to chief financial officer. Allen passed the CPA exam in 1989, therefore earning his status as a certified public accountant. In 1995, Allen was promoted to president and chief executive officer of RMS. He helped lead RMS to becoming the 10th largest restaurant franchise company in the U.S.A., operating over 130 restaurants in 3 different states, including Shoney's, Popeye's, Fazoli's, Church's, and Captain D's. In 1999, Allen and partner Mike Chumbley became Cheddar's Casual Cafe franchisees. They also purchased the 11 Captain D's from RMS in 2000. Allen now owns 5 Cheddar's in Macon, Warner Robins, Savannah, Columbus, and Augusta, and 12 Captain D's in Macon and surrounding areas, including Augusta.

Allen's business philosophy is based on servant leadership; the biblical principle that the best leaders are those that serve others. Allen's business model is based on service to customers, employees, and the communities in which his restaurants do business. Allen has been married to Betsy Middlebrooks Peake for 26 years, and has 3 children; Kristi, 23, recently graduated from cosmetology school; Joby, 21, a college junior at Auburn, where he runs on the Cross-Country team; and Corrie, 15, a 9th grader at First Presbyterian Day School. His mother, Ann Peake, has been involved in numerous charities in the Macon area. His father, George Peake, who passed away in 2000, was past president of Georgia Timberlands and also was a former chairman of the State Republican Party. His in-laws, Henry and Jane Middlebrooks, were both life-long educators, with Henry serving as headmaster at First Presbyterian Day School for 25 years. Jane passed away in 1994. Allen's hobbies include running, playing competitive amateur golf (he qualified in 2005 for the United States Mid-Amateur), and scuba diving. An interesting fact about Allen is that he applied for and was interviewed for the reality TV show The Amazing Race. Allen has been involved with numerous committees with First Presbyterian Day School, serves as a Trustee of the Georgia State Golf Foundation, and has supported numerous charities in the Middle Georgia area, including Save-a-Life Crisis Pregnancy Center, Covenant Care Adoption Agency, Methodist Youth Home, Fellowship of Christian Athletes, and Young Life. Allen is in his second term in the Georgia State House of Representatives. He was named to the powerful Ways and Means Committee during his first term, a rarity for a freshman legislator. He also served on the Health and Human Services, Banks and Banking, and Children and Youth Committees. He also was appointed to the Special Committee on Certificate of Need, and serves on the Republican Caucus Policy Committee. He was named the Legislator of the Year by the Advocacy Resource Center, and was selected to represent Georgia in the Emerging Political Leaders Program at the University of Virginia's Darden School of Business. This program is sponsored by the State Legislative Leadership Foundation. He also recently graduated from the Georgia Legislative Leadership Institute, a training program designed for rising leaders in the General Assembly. Allen served as a deputy whip during the 2008 and 2009 Legislative Session. And in July 2009, Allen was elected by his peers to be the Secretary/Treasurer for the House Republican Caucus. Allen has helped author and push through legislation in many diverse areas, including bills aimed at providing tax credits to rehabilitate homes and buildings with historic designations, improving adoption laws, and providing protections for Alzheimer's patients.

## Jin Pei

Jin Pei, CG Artist and full time faculty in Game Art and Design &Visual Game programming at the Art institute of Atlanta. She worked as freelance Artist for studios in LA, Florida, and shanghai. She is invited Speaker of GDC China 2009. Several of her work have been selected in international game and animation festivals such as Tokyo Game Show,CINEME International Animation Festival

etc. One of her students' work was selected in Orlando Siggraph Animation Festival when she worked as Assistant professor in Jacksonville University in Florida. She received Van Zante Artists from Department of Visual Arts, South Dakota State University in 2006. She holds MFA in Digital Production Arts from Clemson University and BE in industrial Design and computer science from Zhejiang University , P.R.China.

## Courtney Perry

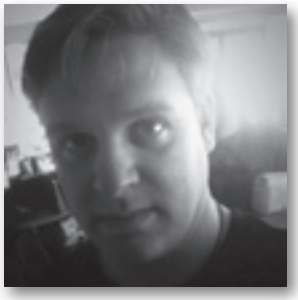
Courtney L. Perry is a practicing attorney in Atlanta and an adjunct professor at Emory Law School. She has a BA from The University of Virginia, a JD with distinction from Emory University School of Law, and an LLM in Law Teaching from Temple University School of Law. After practicing corporate law in Atlanta for five years, Courtney moved to Philadelphia to teach at Temple Law School as an Abraham L. Freedman Teaching Fellow. Upon her return to Atlanta in 2000, she opened her own legal consulting firm which specializes in small and mid sized businesses, with a focus on intellectual property issues and general commercial law. She has been teaching as an adjunct at Emory since 2000 and is the author of an intellectual property law school text book. Among her clients are several local science fiction and fantasy conventions, including Play On Con in Birmingham for which she also serves as a Director.

## Harrison Pink

Harrison Pink is an award-winning game designer, as well as a writer, level designer, and artist currently employed in Atlanta, Georgia. Harrison has designed and developed games for many different audiences, from child to adult. He is passionate about the immersiveness of the experience, and cites the Myst video game series as his inspiration (often and frequently!). Harrison always has more than a few board game ideas rattling around in his head, or half-prototyped on notecards scattered around his house. Harrison loves introducing people to new games, digital or otherwise. He graduated from SCAD with a degree in Interactive Design & Game Development.

## Ed Piper

An industry veteran with over 13 years of experience, Ed Piper is credited on over 30 products. Ed started his career in quality assurance and production, but has spent the last 6 years working as a designer under the tutelage of Sid Meier at Firaxis Games. Ed's latest product as a Lead Designer was Civilization IV: Colonization, which was acclaimed as both a critical and commercial success.



## J.P. Rhea

JP Rhea is a visual storyteller. His art can be seen in numerous White Wolf publications. His short story Cradle was featured in the Atlanta Outworlder's collaborative project and released at DragonCon 2003. He one of his latest projects was working as a World-Building GM for the MMO game Hero's Journey by Simutronics.

## Chris Rickwood

Chris Rickwood is an award winning composer known for creating dramatic musical scores for video games, film, and television. Rickwood's work can be heard worldwide on a variety of mediums for clients such as Activision, THQ, Microsoft, Cartoon Network, Capcom, and Nintendo. He began his career by composing intense orchestral cues for several game titles including Kingdom Under Fire: Circle of Doom, Evil Dead: Hail to the King, BloodRayne, and Maximo: Ghosts to Glory. Since then, Rickwood has composed over 20 scores for Cartoon Network New Media, contributed music and sound for several PC games including Law and Order: Criminal Intent, Civil War: Bull Run, and The Apprentice: Los Angeles, and experimented with other gaming mediums such as mobile phones and video poker machines. In 2006, Rickwood was invited to the team of composers hired to produce the new Monday Night Football theme for ESPN. More of his music was released on Associated Production Music's Endgame music library and has been placed in television broadcasts for ABC Family, G4TV, Comedy Central, and Fox. Currently, Rickwood is working on several projects including Hi-Rez Studio's spy-fi MMO, Global Agenda, a next generation RPG for Microsoft, and other titles coming to XBox 360, PS3, and the Wii.

## Mark Riedl

Dr. Mark Riedl is an assistant professor in the Georgia Tech School of Interactive Computing. As director of the Entertainment Intelligence Lab, Mark's research focuses on the study of artificial intelligence and storytelling for entertainment. Dr. Riedl's research addresses the question of how intelligent computational systems can reason about and autonomously create/enhance/control/modify engaging experiences for users of virtual worlds and computer games. Research projects include intelligent virtual cinematography, story generation, interactive storytelling, and adaptive games for entertainment, education, and training.

## Leland Scali

Leland Scali worked as an environmental and texture artist on Red Orchestra: Ostfront 41-45, creating a large number of art assets for the game's retail release. After being given a full time position at Tripwire Interactive, Leland took the role as lead environment artist on their hit zombie-killer, Killing Floor,

released in 2009. He is now Lead Environmental Artist on Tripwire's next title, Red Orchestra: Heroes of Stalingrad - due out in 2011. In addition he doubles as Concept artist, Graphic designer and Audio engineer for the studio.

## Ian Schreiber

Ian Schreiber has been in the game industry since the year 2000, first as a programmer and then as a game designer. He has worked on five published titles, two serious game simulations, and several other things he can't talk about. Ian has taught game design and development courses at Ohio University, Columbus State Community College, and Savannah College of Art and Design.

## Jon Selin

Jon Selin entered the video game industry in 2003 as one of the founders of Swedish studio Lockpick Entertainment. He was the lead designer for their flagship product, "Dreamlords", an MMORTS launched in 2007. Mr. Selin joined CCP later that same year, taking on the role of senior designer for World of Darkness and helping to refine internal game design practices, adapting them to operate smoothly within an agile framework. Jon has a B.A. in Media specializing in Game Design from the University of Skövde in Sweden.

## Joe Shiver

Songwriter, musician, engineer, composer, producer, and creative audio programmer that has always loved media and anything to do with it. Always pursuing the latest cutting edge technology, never sleeping and always working is the best way to describe myself.

I try to think outside the box and come up with creative solutions that not only answer the question but challenge myself to build something bigger. I am blessed to have many great contacts who I consider my friends and have the respect of my peers due to my constant efforts to keep pushing the media envelope in Atlanta.

## James Simpson

James Simpson has been dreaming of writing games since he first touched his Atari 400. He began his career in gaming by studying C/C++ programming as part of B.S. in computer information systems at DeVry University. James followed this up by teaching himself a variety of 3D art tools, and has just recently finished his second Bachelor Degree from Art Institute of Atlanta in Game Art and Design. As part of this he has been working with Autodesk's Maya and 3D Max programs and a variety of engines such as Unreal 2004, Unreal 3, C4, and Unity. His first published game with WildTangent was called "Invasion: The Last Stand" followed by a series of contract projects with various gaming studios such as Cartoon Network, Shifting Suns, The Game Creators, Vortex Games. At

the moment he owns the game company "Cellbloc Studios", contracting to create various casual games as well as working on a kid MMO called Bobbers World.

## George Skleres

George has been a part of the game industry for the past five years, working primarily on games for kids. He has worked on multiple titles for clients such as Nick Jr, Kaiser Permanente, and Good Egg Studios. George is primarily a game designer and programmer, but he can also serve as a level designer, producer, or audio engineer as needed. He has recently taken his leave from Atlanta to work with RIOT games in Los Angeles.

In his spare time, George enjoys reading, playing games, making games, writing about games, talking about games with friends, and pretty much anything else to do with games. If he didn't have his DS with him at all times to have something to do when waiting anywhere for 5 min, he would probably explode in a shower of confetti and sorrow. George's favorite color is blue and he is willing to negotiate gourmet cheesecake as compensation for freelance work.

## Blake Sorensen

Blake Sorensen is a registered patent attorney in the Atlanta office of Merchant & Gould with experience in drafting and prosecuting patent applications, writing patent opinions, and trademark registration. Prior to joining the firm's electronics and computer law practice group, Mr. Sorensen amassed seven years of industry experience in user interface design, statistical analysis software development, online computer game development and management, and embedded systems development. He is a member of the Intellectual Property and Science and Technology Sections of the American Bar Association and serves on the Virtual Worlds and Multi-User Online Games, Open Source Software, and Information Security committees.

## Matt Swarts

Matthew Swarts, Research Scientist, IMAGINE Lab, College of Architecture, Georgia Institute of Technology, Atlanta, GA. Matt has been creating 3D models and animations for facility management, marketing, and other visualization purposes for over a decade. He has developed applications in 3D virtual environments for analyzing human behavior, different spatial configurations, and visualizing simulation results in real-time. His role in 3D game engine development ranges from artist to tool developer to interaction programmer. Matthew also teaches courses at the Georgia Institute of Technology on programming in design to generate architectural forms and analyze the properties through simulation.

## Anna Sweet

Anna Sweet works on the Business Development team for Valve Software, focusing mainly on Steam Publishing. She works with everyone from large publishing partners to indie studios, helping them maximize sales for their products on the Steam platform. Prior to joining Valve in 2009, she worked as the Head of Project Management for MySpace and as a Software Development Engineer for Microsoft Games Studios. She holds a B.S. in Computer Science from Rochester Institute of Technology.

## Rich Taylor

Rich Taylor, a former senior executive with the Motion Picture Association of America (MPAA) and aide to Congressman Jim Chapman (D-TX), is the Entertainment Software Association's (ESA) new Senior Vice President for Communications and Research.

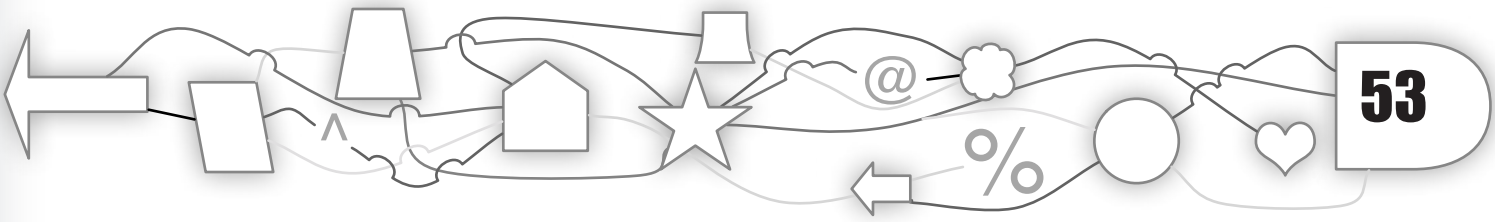
Taylor served as a Senior Vice President for the MPAA, the global voice and advocate of the American motion picture, home video and television industries. During his tenure with MPAA, Taylor was the overall head of the organization's communications department under former MPAA President Jack Valenti. In that capacity, he was responsible for overseeing all aspects of the Motion Picture Association of America's press and communications efforts, while serving as the primary spokesman and senior strategist for the American motion picture industry.

Prior to joining MPAA, Taylor was a Senior Associate with Ogilvy Public Relations Worldwide in Washington, DC. While there, Taylor spearheaded a number of national campaigns on behalf of agency clients.

The ESA is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. ESA members collectively account for more than 90 percent of the $7.4 billion in entertainment software sales in the U.S. in 2006, and billions more in export sales of entertainment software. For more information about the ESA, please visit www.theESA.com.

## Richard Teach

Professor Emeritus of Marketing, College of Management, Georgia Tech. Before Georgia Tech, Professor Richard D. Teach served as Associate Dean of the College of Management. He is a past president of the Atlanta Chapter of the U.S. Committee for the United Nations Children's Fund (UNICEF), and was a volunteer with the Atlanta Council on Battered Women, where he has had experience with the difficulties of fund raising.




He has served on the Board of Directors of the Graduate Management Admissions Council, an organization that owns the Graduate Management Admissions Test used by graduate business schools worldwide. In this capacity he designed and ran the first MBA Forum. This concept has changed the way most nationally known MBA programs recruit students. He has served on the Board of Directors of ABSEL, a U.S. academic organization, and he currently serves on the Steering Committee of ISAGA, an international academic organization. Both of these organizations' central themes are the development and use of simulations for education and corporate training.

In addition to his non-profit experience, Dr. Teach has been on the Boards of Directors of two computer software firms and a high-tech start-up company. He is currently on the Boards of Directors of a computer training publishing house, and a toy company (specialty dolls) a company producing high-tech medical equipment and a High-tech start-up firm in the financial services area using advanced telecommunications. He was an Associate Editor for Simulation & Gaming an International Journal of Theory, Design and Research. He was a founding member and has served on the Board of Directors of the Southeastern Software Association. He currently serves as the University Sponsor to the Atlanta Technology Executive Roundtable, a membership organization of high-tech CEOs.

Dr. Teach has delivered over 60 invited academic papers and lectures and over 50 competitive papers throughout the United States, and in Australia, Austria, Canada, England, France, Germany, Italy, Japan, Latvia, Romania, Scotland, Spain, Sweden and The Netherlands. He has held two visiting Professorships, one at Cheltenham - Gloucester College of Higher Education, Oxstalls Campus, Gloucester, Gloucestershire, England in 1991 and another at ICN at Université Nancy II, Nancy, France in 1996. He has published over 60 peer reviewed articles. Some of these have been published in Management Science, Operational Research Quarterly, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Academy of Management Review, Simulation and Gaming, and others. His research was awarded the "Best Simulation Research Paper" at the 1990 ABSEL conference and in 1996 was named an ABSEL Fellow. In 1994, he was the recipient of an award for "Outstanding Service" to Simulation & Gaming on the occasion of the 25th anniversary of the Journal (one of five granted). In 1995, he was named a co-chair of the American Marketing Association's International Entrepreneurship and Marketing Conferences being held in Melbourne, Australia and in Washington DC.

## Deborah Thomas

Deborah Thomas is a 25+ year training veteran. She started SillyMonkey LLC four years ago. SillyMonkey LLC is a boutique training company specializing in innovative games and activities. They design custom board games, card games, flash games, video games, social games and 3D immersive games and other interactive multimedia training components for instructor-led sessions, as well as, eLearning, mobile learning, social networks and virtual worlds. She is lead instructional-game designer for Siqur's 3D immersive Safety and Health game and social network training. This program allows players to experience real-world safety situations and reactions within a simulated world.

## Sigmund Tobias

Sigmund Tobias is Eminent Research Professor, University at Albany, State University of New York. Previously (2002-2009), he was Distinguished Research Scientist, Institute for Minority and Urban Education, Teachers College, Columbia Universty, and (1997-2002) Distinguished Scholar, Educational Psychology Program, at Fordham University, and he held appointments (1963-1997) from Assistant Professor to Research Professor at the School of Education, City College, City University of New York (CUNY). He was formerly Head of the specialization in Human Learning and Instruction at CUNY's Graduate Center. During summers 1991-1997 Dr. Tobias was a Distinguished Faculty Fellow at the Navy Personnel Research and Development Center in San Diego. During Spring 2002 he was a Visiting Professor at the Self Concept Enhancement and Facilitation Centre, University of West Sidney, Australia, and in the fall of 1988, Dr. Tobias was a Visiting Professor at the Shanghai Institute of Education in China. His Ph. D. is from Columbia University in Clinical Psychology, his MS (School Psychology) and his B.A. were earned at City College.

Among Dr. Tobias' academic and professional honors include his election (1987-1988) as President of the Division of Educational Psychology of the American Psychological Association (APA). He was also President of the Northeastern Educational Research Association (1975-1976). He is a Fellow of the American Educational Research Association and APA's Divisions of Educational and School Psychology. He has presented numerous papers and invited addresses at regional, national, and international meetings, as well as in Universities in the United States and throughout the world. Dr. Tobias has been awarded over $1,500,000 in research grants and contracts.

Dr. Tobias' editorial roles include being Co-Editor, Constructivist Instruction: Success or Failure? (Routledge, 2009), and Editor for Cognition and Educational Psychology of the international journal Instructional Science. He was also co-editor of the Handbook on Training and Retraining sponsored by APA's Division of Educational Psychology and has served on the editorial boards of many journals in educational psychology and educational research.

## Tony Tseng

An art director, game developer and educator, Tony has worked as an animator for Acclaim Entertainment, as a web designer and application developer for New York government, and as an art director for American Museum of Natural History, Aura Interactive and Nohero Interactive. He now focuses on teaching and developing interactive applications and games, and holds the position as the studio director at Nohero Interactive. He is also a professor at Savannah College of Art & Design (Atlanta campus), where he teaches interactive design and game development courses. He is an avid gamer and active member of ACM SIGGRAPH and IGDA.

## Jeremy Vanhoozer

As Art Director for Cartoon Network's Games Studio, Jeremy Vanhoozer is responsible for the visual direction of all games in production. Over the years he has worked on many Flash games that are featured on CartoonNetwork.com, and is now leading a team developing a large multi-player game using the Unity engine. Before arriving at Cartoon Network, he worked for several studios including Disney, Universal, and Big Idea Productions. Jeremy enjoys robots, monsters, and the occasional ninja pirate.

## Chuk Vinson

Under Chuk's direction, the character art department develops all player character, non-player character, weapon, and equipment assets for Global Agenda. His responsibilities include developing concept art, overall art direction, pipeline architecture and management, art integration, and art systems development. He also creates all the Special Effects art used in Global Agenda. Prior to joining Hi-Rez Studios, Chuk worked on Unreal 2, Wizards & Warriors and Dungeon Lords at Heuristic Park. Chuk holds a BFA in computer Art from the Savannah College of Art and Design. His interests include beer, PC games, art, and beer.

## David Warhol

"David Warhol is founder and president of Realtime Associates, Inc., one of the longest-established independent game production studios in operation today. Founded in 1988, Realtime Associates has released nearly 100 consumer products on game platforms ranging from the original Nintendo Entertainment System to current game systems, specializing in ESRB EC, E, E10+, and T-rated software. In addition to its consumer work, Realtime works extensively in the emerging field of Games Beyond Entertainment (Serious Games), developing HopeLab's medically themed breakthrough project Re-Mission, two full-scale serious game projects with the Institute of Creative Technologies (ICT), and a series of Games for Health prototypes, among other titles. For more information, please visit www.rtassoc.com."

## Alan Wilson

Alan started his working career in the oil industry 25 years ago, moving later to the defence sector, culminating in 2 posts as a Managing Director within GEC-Marconi. This was followed by working for a number of major names in the finance sector, such as JP Morgan Chase, Morgan Stanley, Goldman Sachs and Merrill Lynch in London, Frankfurt, Tokyo and New York.

Alan has been a military historian for 25 years, mixing that with game design over the same period. With a regular career in Information Technology, that included periods project managing major military solutions for current and future battlefield C3I concepts, Alan returned to the games industry with the new breed of WWII-themed FPS games. This started with bringing both military and project management expertise to a modification for Medal of Honor, called "The Russian Front". This was followed by a shift to "Red Orchestra", primarily to bring the historical expertise to bear.

When the team won the MSU contest, Alan supported the creation of Tripwire Interactive LLC along with the other key players in the original team. Alan worked on the design, budgeting and planning of the development of "Red Orchestra: Ostfront 41-45", as well as focussing on raising the required funding for the company to develop the game completely independently.

With the development phase complete, Alan concentrated on generating the PR and marketing attention required for a major game launch, with the eventual result that the game achieved well over 120 reviews world-wide, scored in the top 10% on Metacritic for 2006 and has now sold over 400,000 units on PC worldwide.

Since then, Tripwire has gone on to launch the hit co-op zombie shooter, Killing Floor, which went to #1 in the Steam sales charts and has now announced the follow-up to Red Orchestra – "Heroes of Stalingrad". Tripwire has pioneered selling games digitally, alongside traditional retail routes to market, with great success.

Alan has focused on the financial management and funding of the company, as well as the continued business development and PR over that time. Tripwire is now in its fifth year, with two hit PC titles delivered and a third on the way, fully-funded, profitable and completely independent – one of the very few developers to achieve this position.

## Matt Woomer

Matt Woomer is co-founder of Blue Mammoth Games, an Atlanta based game developer. He's currently developing Dungeon Blitz, a browser-based action MMO. Matt has been programming massively multiplayer online games for ten years. Matt served as lead graphics programmer on City of Heroes at Cryptic Studios, a senior programmer at Hi-Rez Studios, and a consulting programmer at CCP Atlanta. Matt is teased by fellow programmers because his degree is in American History.

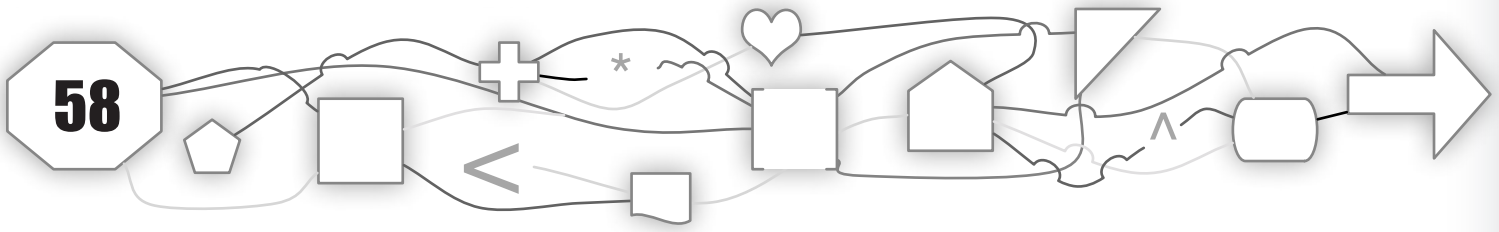
## Watson Wu

Watson Wu has been a professional composer/sound designer since the year 2000. With numerous experiences gained through school and after school music and live sound projects he was eventually offered multiple scholarships to various colleges and universities. During the early 90s Watson attended both Miami-Dade Junior college then later Florida International University. His major was Music Education with instruments of classical voice and piano. Composition, conducting, mixing, and music technology struck an interest to pursue a career into production work. Today Watson has successfully setup multiple studios with business partners in Boca Grande and Miami, Florida as well as Fallbrook, California (near San Diego).

## Late Addition:

## Paul Carahan

Paul Carahan is the Art Director at World Touch Gaming, a software company dedicated to bringing fresh new games for the Class II and Electronic Sweepstakes markets. Websites, games, motion graphics, and animation in 2D or 3D - all are delivered reliably and precisely to the technical standards required by the rest of the team. Leveraging his expertise in a variety of tools, Mr. Carahan can build anything he wants a user to see - and in record time. His focus on process and efficiency gives the company a massive boost in productivity while never compromising the attention to detail needed to deliver content of the highest quality. Mr. Carahan has contributed in developing online poker and mobile sweepstakes projects.



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We would like to extend our heartfelt appreciation to everyone involved in SIEGE Con 2010. Without our sponsors and speakers, this Con would not exist. Without our dedicated staff of volunteers, this Con could not happen. Without our wonderful attendees, this Con would have no purpose. To all of you who helped make SIEGE 2010 a success, you make this Con what it is, and it could not happen without each and every one of you.

*Thank You*

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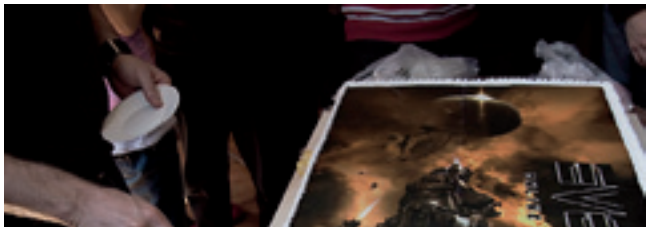

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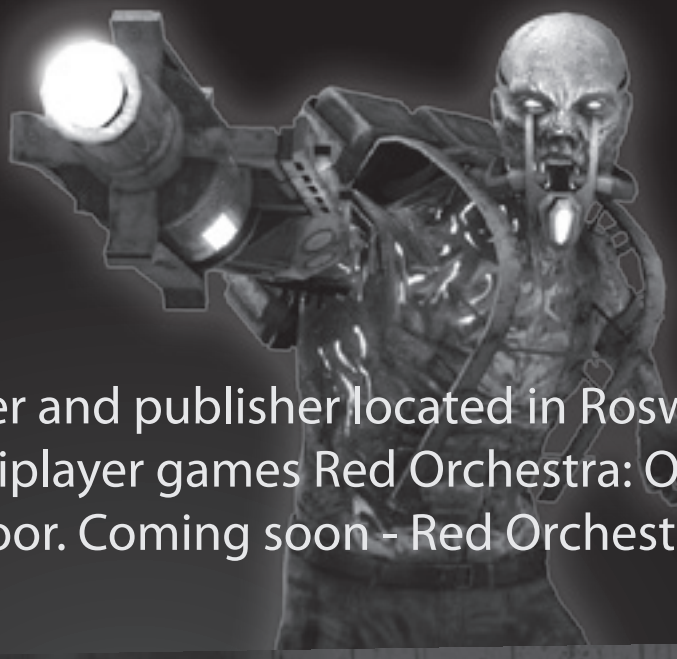

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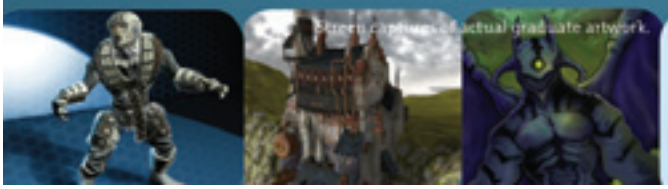

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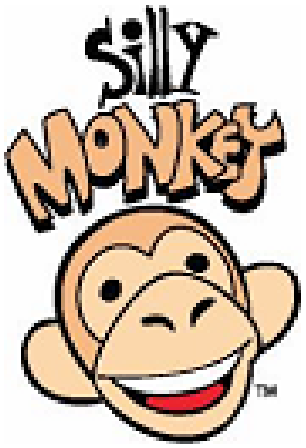

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