

August 19th - Site Location: FireUp Lounge, Roseville, CA

1601 Douglas Blvd Ste. A, Roseville, CA 95661

(Online Educational Expo)

Public Viewing Links: <https://www.twitch.tv/fuelnetwork> ; <https://www.twitch.tv/team/calstateesports>

7:30am – 9:30am Good Day Sacramento TV Interview, CW affiliate local/Teams invited to practice

8:00am – 9:00am Sign-In and receive welcome packets

9:30am **WELCOME to the CESI 2021 “Esports Educational Seminar”**

Gordon Hinkle and Donna Walters - Welcome Kickoff

Special opening message from CA Community Colleges/CITC Educational Leaders/CESI Organizers

9:45am – 10:45am **AI, IOT and Crypto Currency –** (AI = artificial intelligence; IOT = internet of things) **"The Impact of New Tech on Esports, Sports, and Gaming Industries"**

Panelist & Moderator - Ralph Simon - Chairman & Chief Executive Officer Mobilium Global Limited
(dialing in from London)

Special Guest Panelists:

Muriel Clauson - Co-Founder and CEO, Anthill; Professor at Singularity University; World-Renown AI Expert

Richard Donovan - UC Irvine Assistant Director of Research Development for Sustainable Smart Manufacturing; California Institute for Telecommunications and Information Technologies

Ian Wheat - Director of Innovation & Esports, Sacramento Kings Guard

10:45am – 11:00am **Special Presentation – Marissa Blake & Diane Buchwalder, TEA**

Marissa Blake - Themed Entertainment Associate (TEA), NextGen Committee Chair

Diane Buchwalder - Themed Entertainment Associate (TEA) University Clubs

11:00am – 12:00pm **"Student Career Pathways and Entrepreneurship in Esports as a Growth Industry"**

Panelist & Moderator - Gordon Hinkle – CESI Event Organizer and Committee Chair

Special Guest Panelists:

Bubba Gaeddert - Executive Director at the Varsity Esports Foundation

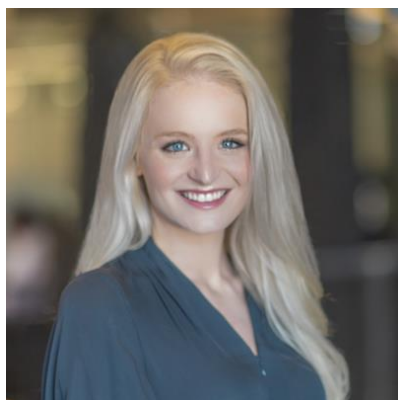
Thomas Megna - Megna Entertainment; Past President of Themed Entertainment Association; Asia Board

Megan Van Petten - Founder/Managing Director, Esports Trade Association

Peter Lefevre - Senior Director of Corporate & Foundation Relations Development; California State University, Dominguez Hills

12:00pm **Students break for lunch and special activities planned – see the schedule**

Additional Speaker Bios and Information:



Muriel Clauson

Co-Founder , [Anthill](#)

Muriel Clauson is the co-founder of **Anthill**. Anthill's technology provides a personal coach for every employee. Muriel has been an active speaker, advisor, and thought leader on the future of work and artificial intelligence. She has authored scientific publications, is a scientific advisor for several governments and organizations around the world, and is an advisory board member for Humans for AI.

In the past year, Muriel has advised ambassadors, prime ministers, and presidents across four continents on their future of work policy. She has appeared in publications such as the **Wall Street Journal**, **Fast Company**, **Conscious Company**, and **Forbes** and is a speaker with emerging technology think-tank Singularity University. She speaks on technological change and the future of work globally with organizations including the **World Bank**, **China's SAI Task Force for Innovation**, the **Milken Institute**, **United States Embassies**, the **Aspen Institute**, the **InterAction Council**, the **Young Presidents Organization**, **Palo Alto Networks**, **Silicon Valley Bank** and more.

Muriel is completing her doctorate in industrial-organizational psychology at the University of Georgia and conducts research at Emory University's Goizueta School of Business and the Carl Vinson Institute of Government. She is the director of a research initiative building the skills map (Oppticity) – a future-oriented approach to labor data.



Ralph Simon

Founder and Chairman, [Mobilium Global](#)

Ralph Simon has enjoyed a spectacular 30+ year career in music, music publishing, artist management, mobile entertainment, and mobile technology innovation. Well-known and highly respected in innovation tech and entertainment, Ralph has a formidable range of contacts and creative activities with musical talent around the world. His focus is finding new innovation/music creative talent, start-ups, social media ideation, and digitally driven entertainment innovations. As one of the founders of the global mobile entertainment and mobile social media industry, he is popularly known as "*the father of the ring tone.*"

In the 80s and 90s, he co-founded and grew **The Zomba Group** and **Jive Records**, acquired by Sony/BMG, to become the world's most successful global independent music label, music publisher, producer management, and copyright owner of its era. He was then executive VP at **Capitol Records** and **Blue Note** in LA, helping break **Radiohead** in the USA. In the late 1990s, he founded the world's first international commercial ringtone service, sparking the start of the international mobile entertainment era.

Ralph and his business partner Rick Blaskey are currently developing [The Virtuosos](#) - a new generation of A&R-ed extraordinary virtuoso performers and musicians, whom they have discovered and creatively developed, from around the world. Ralph is also developing a global eSports initiative with artist managers who understand this key space.

Over the past 2+ decades, Ralph has become an in-demand keynote speaker and interviewer/moderator around the world. He is on the **Advisory Board of the GSM Association**, the global mobile industry body that organizes the annual **Mobile World Congress** and the **UN's World Summit Awards**.

Founder and chairman of **Mobilium Global** - "the international cool hunters," he is based in London and travels frequently around the world to find great artists and what's coming next.

Ralph is also a fellow of the Royal Society of Arts (FRSA).



Richard P. Donovan

Assistant Director of Research Development for Sustainable Smart Manufacturing, California Institute for Telecommunications and Information Technologies

Dr. Donovan's uniquely broad professional background spans structural engineering, materials science, advanced manufacturing, energy systems, intelligent security networks, sustainability science and research development. He holds degrees in Civil Engineering (BS- UT Austin, MS from Montana State University) and Mechanical Engineering (PhD-University of Wyoming); has served as a structural engineer (Santa Fe NM); served on the faculty at three universities; and conducted research in structural mechanics, continuum mechanics, intelligent sensor systems, sustainability, renewable energy, advanced manufacturing, information theory for supply chain management, Coupled Human and Natural Systems and machine learning.

Professional Experience

UC Irvine. California Institute for Telecommunications and Information Technologies, Assistant Director of Research Development for Sustainable Smart Manufacturing, Development of the Data Engineering ThinkTank as a "makerspace" for Machine learning. Development of the Smart Connected Worker in Advanced Manufacturing program

Michigan Technological University. Operations Manager, Senior Engineer and Scientist of the Sustainable Futures Institute. PI, co-Pi and development for: private foundation supported Great Lakes Ecosystem studies; NSF Funded Bioenergy Sustainability; industry funded Life Cycle Analysis; International foundation support for bioenergy sustainability research.

RAVE Technical Development Center @Montana Tech. Director. Center to establish collaborative research enterprises for airport security sensor networks , precision fabrication, Micro-mechanics for micro-composites, high performance computing.

Montana Tech. Assistant Professor. Faculty in the Geophysical Engineering and General Engineering programs teaching civil and mechanical engineering, engineering mechanics and CAD/CAM/CAE

NASA-Lewis and NASA Langley Research Center. ASEE Fellow. ASEE fellow developing micromechanics code for zero CTE material



Ian Wheat

Director, Innovation & Esports at Sacramento Kings

Experienced Technology Innovation Manager with a demonstrated history of working in the sports industry. Skilled in Sales, Event Management, Public Speaking, Sports Marketing, and Marketing. Strong information technology professional with a Bachelor's degree focused in Business/Managerial Economics from University of California, Santa Barbara.

Past Experience:

Project Manager

G.O. Langlois Construction Inc.

Project Manager

Wheatwood Construction LLC

Feature Casting Intern

Warner Bros. Entertainment Group of Companies



Marissa Blake - Themed Entertainment Associate (TEA), NextGen Committee Chair

Experience Designer

Museum EXP

1249 Wales Drive

Fort Myers, Florida, 33901

United States

As an experience designer, Marissa crafts specific moments to trigger the senses and the subconscious. Path, color, lighting and scale are just a few of the tools sculpted within a space to create unique memories for each user. Marissa has spent the past decade as an interior design contractor for Walt Disney Imagineering, as an interior designer at a large architectural firm serving clients such as Universal, Disney and Legoland, and most recently as an exhibit designer at the John G. Shedd Aquarium. A NCIDQ Certified Interior Designer, Marissa has her MFA in Interior Design from Savannah College of Art and Design (SCAD) and her BFA in English: Creative Writing from Tulane University.

Roles Served at the Themed Entertainment Association (TEA):

- TEA International Board Member
- TEA NextGen Committee Chair
- TEA Eastern Division Board Member
- TEA NextGen Committee Member

Savannah College of Art and Design

Masters of Fine Arts, Interior Design, Graduate Student Background:

2010 – 2013

Activities and Societies: Dean's List, Dean's Honor Scholarship, TEA Next-Gen Member, ASID & IIDA Student Member, IAAPA Student Member Interior Design Association Graduate Representative, Tau Sigma Delta - National Honors Society for the School of Building - Gamma Eta - Student Member, Vernissage (Public art show of student work) Student Representative, Collaborative Learning Center Participant on Cellular Sales Project, Beaux Arts Ball Director of Public Relations

Tulane University

Bachelors Degree, Liberal Arts; English; Creative Writing

Activities and Societies: Minors in Architecture and Art; Equestrian Team; Kappa Kappa Gamma Fraternity; Kappa Kappa Gamma Philanthropy Chairman 2008-2009; Leadership Academy Participant, Kappa Kappa Gamma Spring 2008



Diane Buchwalder - Themed Entertainment Associate (TEA) University Clubs

Show Set Designer

American Scenic

930 Colorado Blvd

Suite #4

Pasadena, California, 90041

United States

EXPERIENCE

Show Set Designer

American Scenic Design, Inc.

March 2018 - Present

Pasadena, CA

- Developed CAD show set packages
- Modeled 3D assets for animations and show set designs
- Created ride and show moments for feature attractions

Show Set Designer

Rethink Leisure & Entertainment

March 2015 - March 2018

Burbank, CA

- Designed and managed large 3D digital project models
- Created a complete set of standards for SketchUp modeling and management
- Documented designs as technical drawings
- Generated concepts for small projects such as collectibles and toys

Creative Studio Intern

Herschend Family Entertainment

Summers 2013 & 2014

Norcross, GA

- Assisted in CAD site plan updating
- Modeled architectural designs to aid communication with other departments
- Researched and documented existing projects
- Created concept designs for small park projects

SKILLS

- Proficient in AutoCAD, SketchUp, Photoshop, Microsoft Excel, Microsoft Word, other basic office and internet programs
- Experience in hand-drafting, basic drawing, 3ds Max, Lumion, Revit, Rhino, InDesign, Illustrator, and physical modeling
- Strong technical skills, focus in structural engineering
- Excellent communication skills
- Broad interest in creative design and problem-solving
- 4 years of high school Spanish
- Accomplished in music and competitive performance

EDUCATION

Savannah College of Art and Design

Master of Fine Arts in Themed Entertainment Design

- Graduated December 2014

University of Hawaii

Post-graduate studies in the school of Architecture

- Attended Jan-Dec 2012

University of Dayton

Bachelor of Civil Engineering, minor in Art History

- Graduated May 2011
- Attended a semester at UD's sister school, Chaminade University of Honolulu, with a cultural exchange program in the spring of 2008

ACTIVITIES

- Themed Entertainment Association (NextGen Committee — University Relations Chair)
- Boney Island Skeleton Crew
- drum and bugle corps
- costuming



Bubba Gaeddert - Executive Director at the Varsity Esports Foundation

Bubba has been a gamer ever since childhood as his Dad worked at Radio Shack. He is a self-proclaimed “**NERD**”. His passion for disenfranchised families, games, technology, sports, music, events, and serving others guides him as he leads the Varsity Esports Foundation. Bubba has been working in the non-profit sector and traditional sports industry for over 20 years through organizations such as the YMCA, NCAA, NAIA, Parks and Recs, Sports Commissions, and the Chamber of Commerce. During these years he has been able to support families and youth in disenfranchised areas. When he learned of the esports industry, he noticed an issue that needed some attention, so out of necessity, this charity was created.

In July 2017 he dove deep into the world of online streaming through Twitch. At first, he wanted to create content of random Fortnite squads using impressions. Then he starting streaming his own artwork for his channel. Viewers started watching and they began to ask if Bubba could make logos and backgrounds for their channels. Two years later he had over 100 clients, and over 1,000 pieces of art made for Twitch streamers.

By 2018, Bubba was still organizing traditional sports events such as marathons, basketball, soccer, football, and others through the sports commission in a suburb of Kanas City. He then partnered with a few gaming and esports organizations in Kansas and Missouri to create the KC Esports Expo that hosted over 800 gamers.

One of the booths at the event was a local Kansas City organization called the High School Esports League (HSEL) that worked all across North America supporting schools and students with school esports clubs and running online competitions for them. Bubba got to sit down with Mason Mullenieux the founder of HSEL. He looked at the HSEL map of 1,500 schools they had at that time and noticed there were not very many schools in the urban cores or rural areas. He realized that schools in the suburbs had access to equipment and league fees due to higher levels of support and income, and the students in the urban areas could not even compete on the same playing field when it came to accessing esports programs. He told Mason there needed to be a non-profit to support these schools with access, and the scholarships they were giving out needed a non-profit to partner with so those funds could be distributed tax-free to students.

By December 2018 the Varsity Esports Foundation paperwork was completed. Then in the Summer of 2019, Bubba sat back down with Mason to find someone to handle the day-to-day operations. That is when Bubba left traditional sports to become the first employee of this charity. In order to help drive more grants and scholarships to help students and schools in low-income areas with access to esports clubs, funding was needed to be secured. The foundation has gotten many great sponsors and donors such as Optic Gaming and Gillette. There are now over 5,000 high schools and middle schools with esports clubs in North America, and the foundation is looking to help 1 million students over the next 5 years gain access to STEM education through esports clubs.



Thomas Megna

Megna Entertainment; Past President of Themed Entertainment Association; Asia Board

Expert in Consulting, Third Party Reviews, and Project Management

Thomas Megna has spent the last three decades producing, designing, managing and building entertainment projects around the world. His career spans three continents, dozens of cities, for clients who are the giants of themed entertainment: Disney, Universal, Knotts, Sega, Sanrio and many more. He directed the design and implementation of numerous Sega GameWorks throughout the USA and Sega Republic in Dubai.

About Megna Entertainment Group

Megna Entertainment Group has an extensive network of the best designers, engineers, technical specialists, fabricators and suppliers give us the ability to create immersive attractions worldwide.

Thomas has over 40 years of experience, which fuels the capability to produce entire theme park attractions including, Concept, Schematic, Detail Documents, Samples, Sculpted Models, Facility Input Documents and much more.



Megan Van Petten

Founder/Managing Director, Esports Trade Association
CEO & President

Megan Van Petten is an advocate and leader who has spent over 20 years managing, building, and transforming nonprofit associations, foundations, and societies into best-of-class organizations. Serving as CEO & President of Van Petten Group, Inc. (VPG), Megan oversees all the strategic and operational solutions provided to VPG's clients from fundraising and sponsorship to event strategy and execution. VPG provides the full package of services to meet an association's needs, working to promote and embody the client's mission and vision by providing industry collaboration, networking, advocacy, and education for professional and industry growth.

Driven by a passion to serve others, Megan has created Van Petten Group as an organization that provides clients with a hands-on, personable experience not typically found in other association management companies. This same passion for service allows her to empower teams, entrepreneurs, and leaders of other organizations to excel in growth, development, and enacting change in their communities.

Having served as the Fantasy Sports Trade Association (FSTA) Association Director since 2010, Megan has been instrumental in scaling the association into one of the top 10 fastest growing industries in the country. She was also named by HuffPost as the Top 5 Most Influential Women in Fantasy Sports. Megan is an energetic leader who is no stranger to organizational advancement through increased market penetration and expanded product and service offerings. She is proud to initiate and oversee these projects and experiences for the entire VPG team in order to help streamline and grow organizations into reaching their full potential. This experience and breadth of knowledge spurred Megan to launch a new association — driven by her passion, vision, and experience in successfully managing multiple trade associations, Megan founded the Esports Trade Association (ESTA) in 2017 and has been actively overseeing and contributing to growth and development of this organization, with dedication and passion.

Megan provides thought leadership as the author of Insights, a VPG publication that highlights strategies for effective association management. She is a host for Esports Connected, the official videocast of ESTA, designed to showcase member stories and create personal and business connections within the esports community. Megan supports growth across many industries and sectors by serving as an Advisor at Stadia Ventures, which promotes innovative business ideas and solutions, as well as being a member of the Board of Advisors for several non-profit organizations.

Megan holds a Master's degree in Industrial-Organizational Psychology and is a member of the Association Forum, AMC Institute, American Society of Association Executives, IATA, and PCMA.

Favorite motto/quote: The mind is everything; what you think you become

When you're not at VPG, you're: Engaging with art, church, fitness, volunteering or exploring Chicago.

One person you'd like to meet (dead or alive): Jesus Christ

What do you want to be when you grow up: I want to do what I can to thank everyone who has shared my road and been part of this fantastic journey we call life

Greatest achievement: Building my company from the ground up with a truly special group of people I respect and love.



Peter Lefevre

Senior Director of Corporate & Foundation Relations Development; California State University, Dominguez Hills

Executive-level fundraiser. Award-winning journalist.

Past Experience:

Director of Foundation Relations

Children's Hospital Los Angeles (CHLA)

Reporter

Freelance

Journalist/Editor specializing in classical music and opera. Former program annotator for the Chicago Symphony Orchestra and Pasadena Symphony. Awards from the L.A. Press Club and the Orange County Press Club. Publications: Orange County Register, Los Angeles Business Journal, Opera News, Performing Arts magazine, Orange Coast magazine, Daily Breeze, Santa Monica Outlook, Men's Fitness magazine, Multimedia World, Beverly Hills [213].

Director Of Foundation Relations

Caltech

Development officer, front-line fundraiser.

Institute Editor

California Institute of the Arts

Responsible for editorial integrity of all institutional publications.