



COUGARTECH
FIRST TEAM 2228

**FRC 2228, CougarTech
Honeoye Falls, New York
Business Plan**



2014-15 Season



COUGARTECH

FIRST TEAM 2228

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FIRST TEAM 2228

EXECUTIVE SUMMARY

Team Information
Team Rookie Year
2007
Team Name
CougarTech
Location
Honeoye Falls, New York
Team Motto
"Drive it like you stole it!"
Team Outreach Website
FRC2228.com
Team Education Website
HFLRobotics.com
Team Budget
\$21,410
of Students on Team
37
of Female Students
7
of Male Students
30
of Freshmen
8
of Sophomores
11
of Juniors
11
of Seniors
7
of Mentors on Team
19

Vision Statement

This year we took a comprehensive look out our team’s Vision Statement, including our Core Values and Our Purpose and made sure our mission and our goals were aligned to them.

Our Core Values:

- We believe in safety first
- We believe in having fun
- We believe in hands-on experiences
- We believe in open membership
- We believe in continuous improvement
- We believe in the spirit of competition
- We believe in energetic members
- We believe in fellowship
- We believe in supporting FIRST teams at all levels
- We believe in community involvement
- We believe in the pride of ownership
- We believe in gracious professionalism
- We believe in common loyalty

Our Purpose:

We will maintain a self-sustaining team that inspires young people to be leaders by engaging them in exciting programs that build science, technology, engineering, and mathematics (STEM) skills.

Our Mission:

We will strive to be recognized as a top tier FIRST team by developing unique initiatives that allow us to fulfill our Purpose by building and leading coalitions of fellow FIRST teams; winning major regional awards; and, ultimately, by attaining such achievements as qualifying for the FIRST World Championship in St. Louis on April 22-25, 2015



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Date Team Began:

CougarTech started in March of 2007 after a group of STEM interested students and mentors attend the Finger Lakes Regional at the Rochester Institute of Technology and within a year, CougarTech was born.

Team Summary:

CougarTech was started in 2006 by a group of STEM interested students who attended the local Finger Lakes Regional Competition and the following year we brought a robot and our team of 25 students and nine mentors.

The following year, Team 1930 of the Rush Henrietta School District was abolished, leaving many students unable to enjoy FIRST and receive its benefits, so when their members came to CougarTech asking if they could merge with us, the team decided unanimously to accept them into our family, and even today CougarTech continues to field many students from both districts. Two years later, we found out that we were no longer able to rely so heavily on our school for funding, so we forged a partnership with the nonprofit Mendon Foundation, providing more flexibility, smoother cash flow, and greater sustainability. Our next challenge came in the dwindling of our lowerclassmen members as without our FLL team, we had place for them to come from so in order to prepare for the future, we restocked our FLL team and left them with some of our more experienced members as mentors in order to allow them to grow in the right direction.

Today, the team is composed of 37 students and 19 mentors including engineers, programmers, project managers, financial professionals, and teachers, who work in a broad variety of STEM related fields as well as marketing, media, and finance.

Program Summary:

FIRST robotics is a way of immersing students in many important concepts of STEM to in order to teach them as well as assist them in deciding which career choice as to pursue through showing them what each field is like by building different parts of the robot.

Current Location and Sponsors:

Location: Room 151 of the Honeoye Falls-Lima High School

Sponsors: General Motors, Xerox, Carosa Stanton Asset Management, Quality Vision International, Southco, Pittsford Federal Credit Union, Skyport IT, Guida's Pizzeria, Mendon Foundation

Team Impact/Outreach:

In additional to boosting the local community promotions we've historically committed to, this year we began preparing for major statewide and national/international initiatives that would allow us to lead in partner with other FIRST teams.

Local Community: Team 2228 participates in a number of activities outside the scope of competition in order to spread the message of FIRST. These include the presentation of our robot at school events, local festivals, as well as in hometown parades. Our team also volunteers service hours to such activities as community good works projects like food drives to benefit our local food pantry, the running of a food stop in the Tour de Cure, as well as cleaning up apples in our local park.



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State-Wide Outreach: On the state level, together with local and state elected officials, we have developed a non-binding resolution to be passed by local town and school boards that would encourage New York State to recognize FIRST as a Varsity activity.

International Outreach: On the national/international level we have created a 21st Century Internet Safety program that makes high school students aware of the critical importance to proactively address reputation management on the web. We call it the “#ClaimYourName” campaign. This social awareness crusade is intended to prevent the potentially damaging consequences of mistaken identity as well as outright identity theft. We’ve spoken to nationally recognized leaders in social media, reputation management, and marketing awareness campaigns. In the process, we’ve identified five specific actions students can take.

Relationships & Information Regarding Current Sponsors:

Mendon Foundation: Facilitates our 501-c3 status in order to maintain our non-profit status.

General Motors: Provides substantial financial support and has in the past provided us various parts and materials for use in building the robot.

Xerox: Provides substantial financial support.

Carosa Stanton Asset Management: Provides substantial financial support and media design and social media expertise.

Quality Vision International: Provides financial support.

Southco: Allows us to use their onsite metal shop, as well as donates certain materials for our robot.

Pittsford Federal Credit Union: Provides financial support and web-site programming expertise.

Skyport IT: Provides financial support and electronic equipment.

Guida’s Pizzeria: Provides free and discounted pizza during the build season.

Summary of Team Growth:

Although we lost more than half our team last year due to graduation, due to our revival of our FLL team, our team is fielding large amounts of underclassmen that eventually go on to hold leadership positions and lead our team once trained and experienced. Furthermore, we’ve enhanced our organizational structure by beginning to introduce a “career leadership” track.

Summary of Future Team Plans:

This year we planted the seeds for initiatives that will take our team to the next level. These initiatives are the New York State Varsity Activity recognition effort and the “Claim Your Name” Campaign design to help high school students become more aware of 21st Century Internet Safety Techniques. Not only will implementing these ideas help grow the stature of the team, but they both offer excellent leadership opportunities to individual team members.



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TEAM OVERVIEW

Preamble:

This business plan incorporates a three year system that, if done properly, will allow our team review how well we met last year's goals, tweak this year's goals based on new inputs, and provide guidance as to the following year's goals. Ideally, this three year planning cycle keeps team leadership aware of the immediate history of team strategy and gives future team leaders a leg up when it's their turn to take over. The HFL school districts uses a similar three year cycle in its annual budgeting process. We patterned our new efforts after theirs.

Unfortunately, FIRST recently changed their criteria for how Business Plans should be written, forcing us to adapt our Business Plan to their format. After adapting to the new criteria, our new FIRST business plan seemed less robust than our original business plan template. So in order to add more, we adapted some of the SCORE format recommendations while still retaining the general FIRST format in order to continue satisfying the Entrepreneurship award requirements.

History:

CougarTech 2228 is a student driven team based in Honeoye Falls New York. CougarTech, primarily sponsored by Alstom at the time, was founded in 2006 by a group of driven children and adults willing to mentor them in the fields of Science, Technology, Engineering, and Mathematics. In our rookie year we competed in the local regionals and received many awards including the highest seeded rookie award, as well as the rookie all-star award. Two years later, in 2009, the Rush Henrietta Comets Team 1930, in danger of losing their FRC team, inquired about merging with the HFL team. The team leads unanimously voted to accept the remnants of the endangered team in order to build and cultivate an even stronger team. More recently, a member of our team was selected to be a candidate for the Dean's list. After arduous decision making and interviewing by the judges, Peter was selected to move on to the National competition in Saint Louis. Due to a lack of activity because the whole team was not attending, Peter was put to work as a Tour guide, and while on this tour he was able to meet very prestigious people such as Dean Kamen, the founder of FIRST, as well as building friendships with people from around the country

Student Team Members:

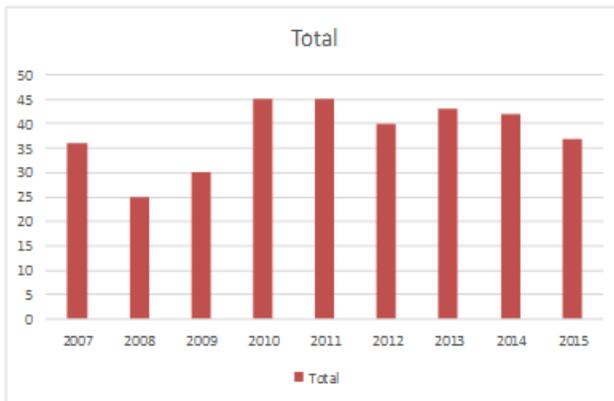
Many driven, STEM interested students represent both the districts of Rush Henrietta and Honeoye Falls Lima, in order to form FRC team 2228. Our partnership is due to FRC team 1930's lack of members, and 2228's acceptance of them into their team. Together, there is a large compilation of skills and abilities between the two school's students and this compilation forms a strong team with unique members that each has their own specialty and necessary position.

The strong bond between the two schools allows us to work as a single team despite any of our geographic differences. Our team is unique because we are student led, empowering our veteran students and permitting them to further enhance their leadership skills. Still, we cannot understate the importance of the help mentors provide in assisting us in certain aspects of business, marketing, project management, engineering, programming, and media.

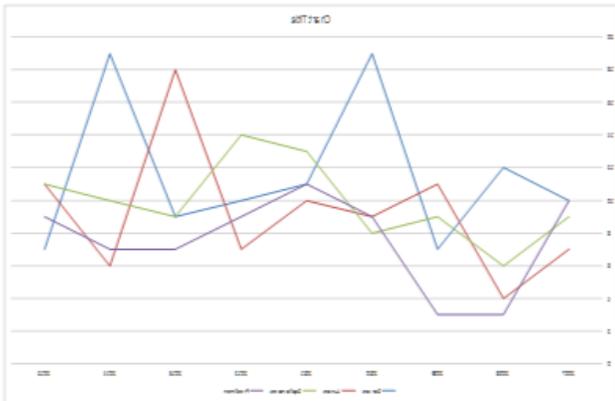


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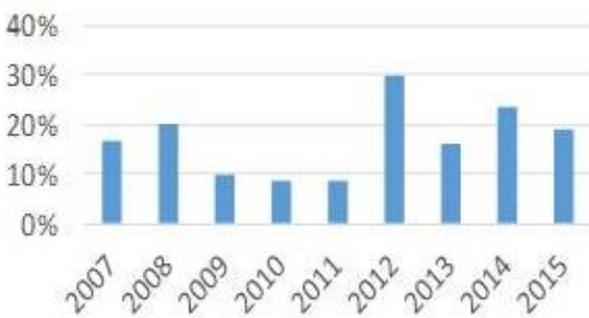


As the graph on the right shows, our total student membership, while going up and down over the years, has remained relatively stable. What the graph doesn't tell the whole story, though. Last year, 50% of our team graduated, including 85% of the team leadership. We understood the risk last year when a large number of seniors that had been working together for a long time wanted to continue to work together as leaders on the team. Unfortunately, our recruitment ranks had thinned due to the temporary hiatus of our affiliated middle school FLL teams. Aware of this, last year we emphasized resuscitating those FLL teams.



The graph to the right here gives you a sense of the demographic bubble problem that has periodically occurred with our team. This tracks the team membership by high school class. You can see that, although the senior bubble wasn't as big as it had been in the past, there were significantly lower reserves among underclassmen to replace these graduating seniors. Not only do we expect the resurgence of the FLL team to address this problem of "low reserves," but we've also modified our organization chart to help "spread the wealth" of leadership among multiple classes. Hopefully, no future team will be put at risk by having a single class dominate leadership positions.

Female Percentage



On the other hand, this year is one of our better with female to male ratio with females making up almost a fifth of the team. Even though a minor portion of the team is composed of females, they tend to hold many of the leadership positions, such as Shelly leading Mechanical, Victoria leading Safety, and Mackenzie leading Community Outreach

(See Appendix One for year by year team history)



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Team Mentors:

Around twenty mentors assist our student-led team every year in various fields including robot design and manufacturing, as well as on the marketing side with various elements including, attaining and retaining of sponsors, writing business plans, as well as helping out with different aspects of different awards such as Chairman's award, and the Entrepreneurship award.

Although we are a student led team, mentors are also the driving force behind CougarTech. As seen below, every year there is a different set of mentors who help lead the team headed by a Lead and Co-lead mentor, followed by mentors who are active on the board known as foursquare. Additionally on foursquare are the student Captain and Co-Captain, as well as the leads of the Marketing and Technical teams.

Category	2007	2008	2009	2010	2011	2012	2013	2014	2015
Lead Mentor	Dave Ghidiu	Dave Ghidiu	Darin Ledwith	Darin Ledwith	Darin Ledwith	Darin Ledwith	Linda Hunt	Linda Hunt	Linda Hunt
Co-Lead Mentor	Darin Ledwith	Darin Ledwith	Dave Ghidiu		Meghan Tobin	Meghan Tobin	Geoff Gretton	Geoff Gretton	Geoff Gretton
Active Mentors	Paul Fleming	Paul Fleming	Terry Gossard	Terry Gossard	Terry Gossard	Rick Nashburn	Edmund Napp	Mike Gushue	Bonnie Coddington
	Nancy Richardson	Terry Gossard	Doug Stewart	Doug Stewart	Rick Nashburn	Mike Gushue	Rick Nashburn	Rick Nashburn	Rick Nashburn
	Doug Stewart	Doug Stewart	Rick Nashburn	Rick Nashburn	Linda Hunt	Linda Hunt	Dan Albin	Dan Albin	Dan Albin
	Clark Hochgraf	Will Hunt	Mike Gushue	Mike Gushue	Will Hunt	Will Hunt	Bonnie Coddington	Bonnie Coddington	Richard Versluys
	Holly Smith	Edmund Napp	Linda Hunt	Linda Hunt	Paul Browne	Edmund Napp	Claudia Blumenstock	Claudia Blumenstock	
	Rick Nashburn	Rick Nashburn	Will Hunt	Will Hunt	Edmund Napp	Geoff Gretton	Will Hunt	Will Hunt	

Team Sponsors:

Originally due to a connection through a mentor, our main sponsor was Alstom and they supplied us with most of the funding necessary to sustain our FRC team. As time went on, Alstom started slightly pulling some of their sponsorship and then due to poor economic conditions, in 2010 Alstom pulled their sponsorship. Luckily, we were able to attain supplementary funds through a NASA grant, the continued support of Xerox, and new support from Forsythe Technology, which after severe budgeting, allowed us to attend both the Finger Lakes regional, as well as the North Carolina Regional in Raleigh. Since, we've continued to be sponsored by Xerox, as well as General Motors and Southco.

(end by pointing to fundraising strategy)

General Motors

GM's mission is to Design, Build, and Sell the World's Best Cars and Trucks.

GM is a Founding Sponsor of FIRST and proud supporter of CougarTech 2228 and their role in developing the future engineers, scientists, and leaders who will help fulfill our mission in the future.





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Carosa Stanton Asset Management

Carosa Stanton Asset Management, LLC is a Registered Investment Adviser headquartered in wonderful Western New York. We specialize in providing exclusive private independent investment counsel to individual trustees and fiduciaries. The firm was established in 1996 by Christopher Carosa, CTFA and Gordon Stanton. A leader in using techniques derived from Behavioral Economics Theory to help diminish downside risk and reduce fiduciary liability, our principals offer veteran experience. We offer the Next Generation in Investment Management.



Quality Vision International

Quality Vision International is the world's largest vision metrology company. QVI® is a leader in innovative and advanced technologies used in industrial measurement and inspection for quality and process control. Over the past 65 years the QVI companies have delivered more than 35,000 inspection and measurement systems with a total value of \$2 Billion, to manufacturers in more than 65 countries.



Xerox

One thing successful businesses do to navigate through this unpredictability is make sure the technology, software and work processes that form the backbone of their organizations are operating as effectively and efficiently as possible. No one understands this better than Xerox. We are the world's leading enterprise for business process and document management. Our technologies, expertise and services enable your business to operate more efficiently and effectively, whatever the situation.



Southco

The people of Southco are passionate about connecting with our customers to create innovative engineered access hardware solutions aimed at enhancing the "touch points" of our customers' products. Our talented, committed and globally-connected team of associates collaborate with our clients, and with each other, to understand and respond to our customers' needs. Together, we seek to leverage our global resources and deliver customers proven solutions, while reducing the overall cost and cycle time of the project. Southco has built an unmatched portfolio of access hardware solutions, through innovation and strategic acquisitions. Our offerings include over 25,000 standard catalog products and more than 50,000 custom products that have been created to meet our customers' design needs. In order to meet the ever-changing needs of our customers, Southco has built and invested in a strong global footprint of technical sales, marketing, engineering and manufacturing operations throughout the world.





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Pittsford FCU

Pittsford Federal Credit Union is a not-for-profit financial cooperative offering a full array of personal financial services including savings and checking accounts, auto and mortgage loans, credit and debit cards, and online services such as bill-pay and mobile banking. Anyone can join Pittsford FCU who lives, works, worships, volunteers, or attends school in the town or village of Pittsford, Mendon, Honeoye Falls, Lima, Avon, Brighton, East Rochester, Henrietta, Perinton, Rush, East or West Bloomfield, or Victor-or who is an immediate relative or permanent household member of a current or eligible member.



Mendon Foundation

The Mendon Foundation is the first and only member-directed not-for-profit organization dedicated exclusively to promoting the rich cultural heritage of the communities in and adjacent to Southeastern Monroe County. Our all-volunteer organization enriches the lives of our members and their community by working with the local municipal governments, major contributors and local residents to preserve, protect and enhance the scenic, natural, recreational, structural and historical resources of critical cultural significance.



SkyPort-IT

SkyPort-IT, Inc. is a full service IT support for business, specializing in medical and manufacturing markets. If you are thinking "It's not my job to do IT", do not worry because IT is our job. We can aid your current IT staff or BE your IT staff. We work to lower your cost of ownership. If you see too much of your current IT service provider there is something wrong. Many have paid for a solution and then paid yet again to have IT done right. We can provide customized IT Managed Services for a flat monthly fee that meets your budget.



Guida's Pizzeria

Since 1994 Guida's has been expanding its menu to become Rochester's premium pizzeria! They're known for their wide selection of delicious entrees that can easily satisfy even the biggest appetite! Stop by and see them at any of their 5 locations!





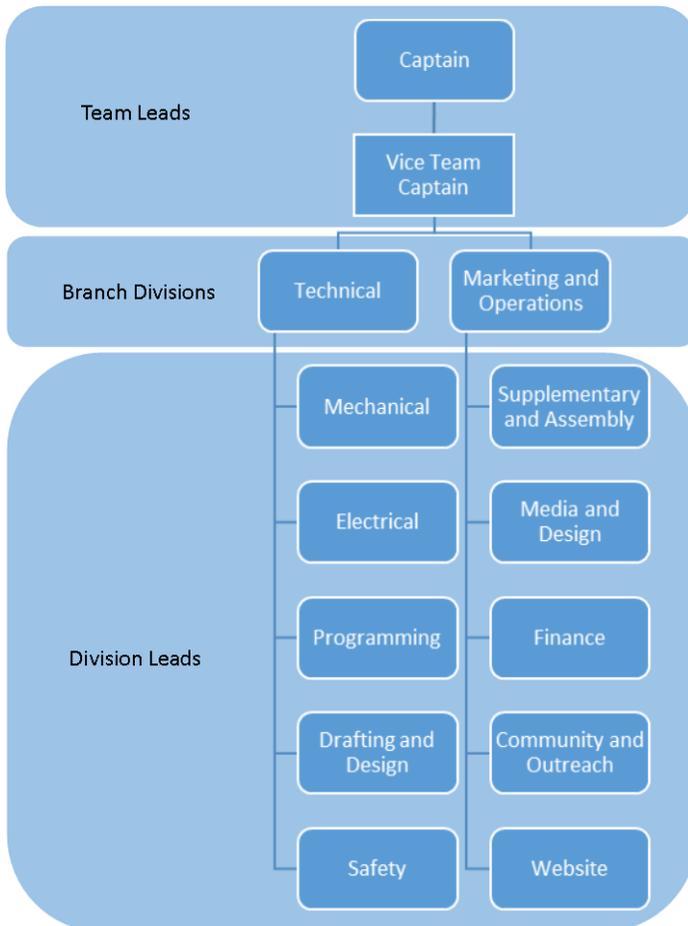
TEAM MANAGEMENT

Team Membership:

Although build season is only a short six weeks, and the competitions are complete about a month later, CougarTech strives to be a full year team. With meetings being held all year long and over the summer, many vital tasks are performed outside of build season, such as the Finance division members building sponsor relationships and the Community and Outreach division members spreading the message of FIRST while Technical members brush up on many necessary techniques that will be used for building the robot. For these reasons, members are expected to be fully committed to the team year round.

Most of our recruiting occurs in the spring. We target incoming freshmen, mainly those on the FLL team, as well as STEM interested students in the high school that have yet to receive the message of FIRST. In the fall, when the school has its annual activity fair, the Robotics team presents itself to students with a booth and pamphlets that showcase all of the fun you can have and all the knowledge you can attain.

Team Structure (diagram and overview):



The Team Leads are elected as a team and are empowered to make decisions that affect the entire team. They set the direction for the team and are responsible for communications from the team to outside organizations.

The Team Captain is responsible for approving the final budget for the team as well as other major responsibilities. Vice Team Captain is expected to assist the Team Captain and to stand in when the captain is absent.

In order to add more leadership positions to encourage more involvement by younger members and to help in our self-sustaining efforts, this year CougarTech reorganized the team operations. Major changes in the organization were the splitting up of the Marketing division, the creation of Branch Directors, and the creation of new divisions. These changes will also improve communication, equalize and divide the workload of the Marketing Branch, and to improve relations between the Executive and the Technical and Marketing Branches.

Furthermore, in order to prevent the leadership void we had coming in to this year, it is expected juniors will hold the Director positions.



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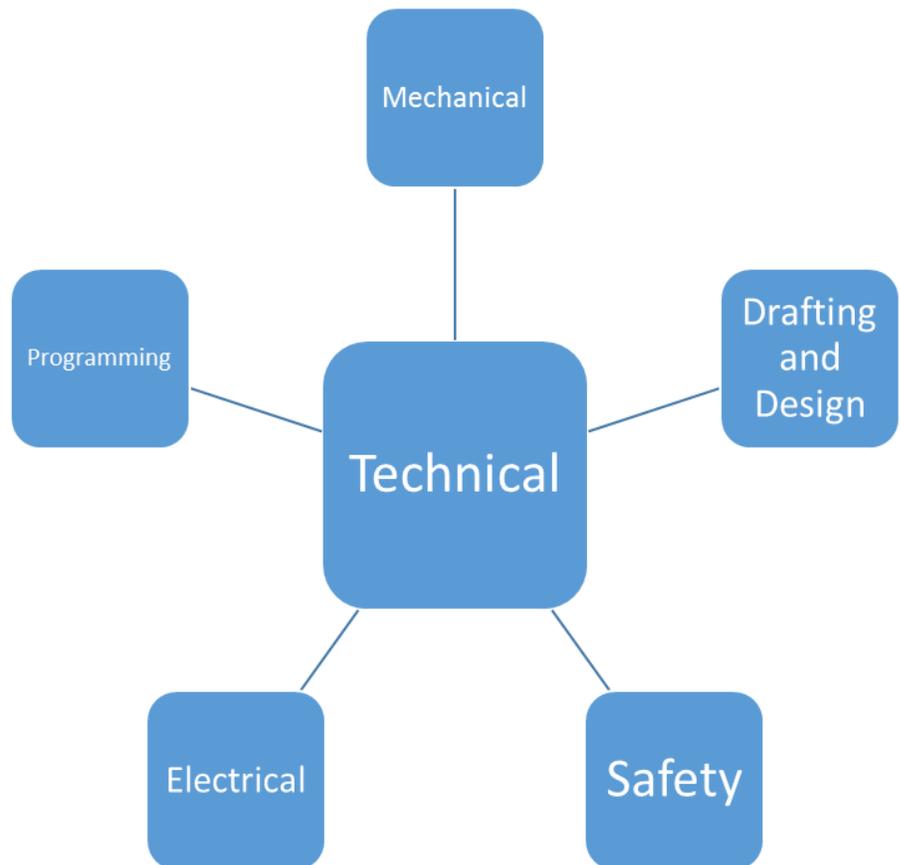
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Traditionally, in the spring of each year, persons interested in heading the team, a branch, or a division are elected by majority vote of students and mentors. As noted in their nomination statements, the new leaders can focus on training, recruitment, fundraising, community outreach or off-season build. The strength of Team 2228 is in the passion of the student leadership. The downside of electing these leaders is it becomes a popularity vote, when what we're looking for are qualified and competent candidates. Businesses may elect their president, but staff leaders are generally hired, not elected. Like how we removed the subjective voting element from our design process prior to this year's build season, we plan to revisit the idea of voting for division leads following this year's tournament season.

Division Breakdowns:

Technical - the lead for this branch is appointed by team captain to define the general work of each of the following sub teams, steps in if skill training is needed, seeks mentor assistance, and works with executive branch.

- **Drafting:** Responsible for drafting all the robot hardware elements. This team maintains the mass, properties, and other data on the robot. They are responsible for submitting the Autodesk Award to *FIRST*. They also perform training and process improvements relative to CAD in the off-season.
- **Electrical:** Responsible for designing, procuring, assembling, and testing the robot's electrical system. They perform electrical system training, research, and development in the off-season.
- **Mechanical:** Responsible for designing, procuring, and testing the robot's mechanical systems.
- **Programming:** Responsible for designing, procuring, and testing robot control software. Perform programming training, research, and development in the off season.
- **Safety:** Responsible for educating team members on safety rules, regulations, and procedures (team developed and school required). They are responsible for ensuring safety of anyone who enters the pit during competition.





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Marketing and Operations- the lead for this branch is appointed by team captain to define the general work of each of the following sub teams, steps in if skill training is needed, seeks mentor assistance, works with executive branch, as well as overseeing the completion of various award submissions such as Chairman's Award and Entrepreneurship Award, along with grant submissions, such as the NASA grant.

- **Community and Outreach:** Works on public relations as well as sponsor relations. The responsibilities of this sub-team involve all communication involving the team with outside organizations as well as regularly updating the team's social media accounts.
- **Media and Design:** Creates necessary graphics for the team image, such as buttons, t-shirts, pit design, and banners. Posters and other projects are completed as needed.
- **Website:** Responsible for designing, procuring, and testing the website.
- **Supplementary and Assembly:** Responsible for designing, procuring, and testing field elements. Perform projects like crate and cart improvements in the off-season.
- **Finance:** Finance is responsible for sending letters to, attaining, and updating our sponsors, as well as maintaining accurate bookkeeping for all the team's expenses.





STRATEGIC PLANNING PROCESS/SWOT ANALYSIS

Typically, when undertaking the strategic planning process, an organization will complete what's called a "SWOT" analysis. "SWOT" is an acronym for "Strengths," "Weaknesses," "Opportunities," and "Threats." When done correctly, a SWOT analysis quickly identifies areas the team excels in, areas the team needs to improve upon, areas that might take the team to the "next level," and areas that might catastrophically damage the team. From these internal and external influencers, the team can better determine its goals and priorities.

The following represents FRC 2228's complete SWOT analysis.

Strengths

- A Unique School/ Independent 501(c)-3 Joint Partnership
- Social Media Mentor Experience and Mentor Experience
- Consistent Record of Safety Documentation an Implementation
- Disciplined/Student Led Team
- A Broad and Reliable Stable of Sponsors

Weaknesses

- Develop a Stronger FLL Farm System
- Student Skills/ Leadership Training
- Student Recruiting
- Engaging other Teams
- Making our Team Resources More Accessible

Risk Analysis

Opportunities

- Awarded Grant and Received New 3-D Printer
- Implementing Improved Design Process
- Promoting STEM/FIRST with Elected Officials
- Taking Advantage of Upgraded Social Media Opportunities
- Developing FIRST/STEM integrated K-12 Curriculum
- Broaden R-H School District & Community Involvement

Threats

- **Losing Sponsors**
- **School Policy Changes**
- **School Accessibility**
- **501(c)-3 Changes**
- **Declining Population**



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TEAM IMPACT/OUTREACH

School Community

Due to the fact that our team is kindly sponsored by generous members and organizations in our local area, many of our team members feel a strong desire to give back to our community. Also, because many of our members share the belief that the message of FIRST extends well beyond just the competition and our team alone, we participate in many community activities annually including participation in cardboard city, a fundraising event to aid the homeless. As part of the experience, participants lived in cardboard boxes for a night to simulate the life of a homeless person. We also performed some garden maintenance and repotting for an elderly couple in the town of Honeoye Falls. Also, we maintain a booth at the Mendon Fireman's Carnival and the Mendon Station Festival every year. Several of our team members assisted team 1511 with their community outreach, Rochester Ramage, at the Monroe County Fair. The Rochester Institute of Technology held a Google Sponsored Event, CS4HS (Computer Science for High School Teachers). Our team was invited to lead a workshop for teachers about application of technology in high schools. Every year the Rochester Museum and Science Center offers a summer fun camp for K-12 students. Some members of the team helped and mentored at the camp. Several members of the team presented and demonstrated the robot while spreading the message at The University of Rochester during the FLL Regional Championship.

Local Community

Additionally, CougarTech has a robot that we call the ParadeBot, which we show off at local events such as the Mendon station festival, the Mendon Carnival, and the local Firemans' parade. The small ParadeBot, is a simple robot that CougarTech maintains, that is able to shoot small pieces of hard candy through the use of air compressors located on the sides of the robot while showcasing the sponsors that so generously support us. We've also brought the ParadeBot to Red Wings Stadium to promote FIRST. Another activity to promote FIRST that CougarTech performs is refereeing and mentoring local Jr FLL teams and their competitions, as well as mentoring and finance FLL team GearFreeze and mentoring our schools fifth grade Robotics Club. Cougar Tech also won "Let's solve Water 2013," participates in Ra Cha Cha Ruckus and Rally, we shared our innovative reversible bumpers with many rookie teams, and shared our Award Winning Business Plan with the Naples FRC Team 1551



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State: Recognizing FIRST FRC as a New York State Varsity Activity

This year, in order to move our team to the next level, we initiated two new outreach projects. The first involves creating an advocacy campaign that would have the New York State Board of Regents declare FIRST Robotics a varsity activity. Working with state and local elected officials, we've created the following draft resolution to share with other FIRST teams to advocate their local board adopt:

Resolution Recognizing FIRST FRC as a New York State Varsity Activity

WHEREAS, the U.S. Department of Commerce states that “Fast-Growing STEM Jobs Offer Higher Pay, Lower Unemployment” (<http://www.commerce.gov/>); and

WHEREAS, STEM (Science, Technology, Engineering, and Mathematics) together represent a central objective of education in New York State; and

WHEREAS, the organization “For the Inspiration and Recognition of Science and Technology” (FIRST) is attempting to “inspire young people to be science and technology leaders, by engaging them in exciting mentor-based programs that build science, engineering and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership”; and

WHEREAS, since 1992, FIRST has offered the FIRST Robotics Competition (FRC) to high school students to promote STEM through an innovative competitive framework, that it calls “the varsity sport of the mind”; and

WHEREAS, in many communities throughout New York State, FIRST Robotics has grown beyond the traditional format of an extracurricular club, and has developed into a competitive sport that involves complex physical, mental, and social skills; and

WHEREAS, competition enhances the moral, physical, mental, and social development of the young people of this State, preparing them for the future by instilling in them the value of teamwork, encouraging a standard of healthy living, imparting a desire for success and developing a sense of fair play and competition; and

WHEREAS, it is the sense of this body that young people represent their community with pride and determination while participating in competitive events, they should be celebrated and recognized by all the citizens of the great State of New York; now, therefore, be it

RESOLVED, that this body encourages the New York State Board of Regents to make the First Robotics Competition a recognized varsity sport, and we call upon the State Assembly member and State Senator representing the people of [NAME OF TOWN or SCHOOL DISTRICT] to support this effort.



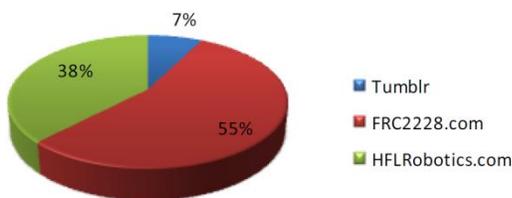
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International: The #ClaimYourName Campaign

The second initiative grew out of our social media efforts. As part of our efforts to improve our use of social media platforms to deliver FIRST and STEM promotions, we created a second web-site (www.FRC2228.com) specifically for outreach. We retained our original web-site [www.hflrobotics.com] for archival content, education programs, and training in html program.

Impression Per Day (Post-Kickoff)



The outreach web-site allowed us to more quickly deliver timely content in order to increase engagement. In the beta test we conduct during the build season, this move proved successful as our total Twitter impressions increased from 4 per day prior to Kick-off to 1,318 per day by the end of the test period. In addition, as expected, our outreach site experienced a majority of the daily views compared to our education site and our Tumblr site (which the outreach site replaced). Incidentally, visitors stayed longer at our education site, again as expected.

Team members posting to the outreach site, where their names are listed as authors of the published content, experienced positive search engine results. This led to these members wondering: Was there something to this experience? Is that something worth sharing? and, Can sharing this something benefit other FIRST Teams? The ensuing research resulted in the creation of a new social awareness campaign: The #ClaimYourName Campaign.

Young people, specifically high school and middle school students, are not currently taught how to establish an appropriate online presence or profile. In some cases, they are being taught the exact opposite. The traditional approach to avoid online exposure may pose greater risks than originally thought. It is particularly important for students to establish themselves for the purposes of scholarships, college admissions, job interviews, and general networking.

We spoke to a number of experts to help develop both the specific actions we recommend students take and the explicit activities we would undertake to promote this social awareness campaign.

For many years, parents have been told the best way to protect their children from on-line predators was to simply prevent them from engaging in any on-line activity. While this might be a sound strategy for younger children, on-line abstinence can have negative consequences as teenagers become young adults. Here's why:

A 2010 Microsoft survey indicated "70% of hiring professionals rejected job candidates due to what they found online." The existence of negative content can harm the chances of people achieving their goals. (source:Stuart A. Johnson, <http://www.internetnews.com/webcontent/article.php/3861241/Microsoft+Survey+Online+Reputation+Counts.htm>)

A 2012 survey by Harris Interactive concluded "Despite the importance of having a positive presence in search engines, most U.S. adults are not accurately represented online, with no clear idea what to do about it... As more of our lives move online, parents need to be conscious of the search presence of their



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children... In the future people will need a better understanding of how to take better control of their new first impression, or they risk losing opportunities throughout their life. ” This survey was sponsored by a company called BrandYourself, and it stemmed from a very unique, compelling and nearly tragic story. (source: 2012 Harris Interactive Survey, <http://blog.brandyourself.com/wp-content/uploads/Harris-FULL-Study-Report-3.pdf>)

According to its About page, “BrandYourself started when our Co-Founder Pete noticed his Google results were a mess and full of criminals who shared his name (including a sex offender and a prisoner). Not good, considering he was applying for internships and 75% of HR departments are required to Google potential applicants. “ (source: BrandYourself web-site, <https://brandyourself.com/info/about>)

Our captain had the opportunity to meet David Meerman Scott and speak to him about FRC 2228’s social media efforts in general and the #ClaimYourName Campaign specifically. Mr. Scott liked what we were doing and was impressed by our knowledge regarding social media. When we told him about #ClaimYourName, he responded by provided us with a video he made that addressed this subject. He said, “The idea of creating a persona for yourself on the web is the best way to get hired for that first job.” (source: David Meerman Scott, <https://www.youtube.com/watch?v=RoDCFDZtxv4>)

More important to high school students is the college admission process. Here, the role of a social media portfolio cannot be understated. “All upperclassmen high school students need to create LinkedIn profiles for networking and even scholarship opportunities” says Ashley Hill, founder of College Prep Ready and creator of the Get More Money for College Program.

But perhaps the greatest inputs came from Mick DiMaria. As 72andSunny’s Group Creative Director, Mr. DiMaria oversees the Carl’s Jr., Hardee’s and has also contributed to Activision and Anheuser-Busch. But his most relevant promotion has been the ongoing national Truth anti-smoking awareness campaign, recently featured in a SuperBowl commercial. He told us of his coworker who had the same name as a serial killer. His coworker was only able to stop the confusion when he began putting his middle name on all his social media accounts. Mr. DiMaria also said it was important for us to collect peer testimonials and that the campaign has a great chance for success because it’s students talking to students. He also suggested we change the name from our original #OwnYourName title to the #ClaimYourName Campaign, in part because it rhymes. Finally, he said, “This campaign has potential for broad exposure. You should try to get national media to pick it up what you’re doing.”

We pieced together all this advice and came up with five action items high school students should immediately do (we call these “The Five New Rules of 21st Century Internet Safety”):

If you are a high school student we want you to #ClaimYourName by doing the following:

- Inventory the use of your name.
- Create social media profiles on all major sites (Twitter, Facebook, and LinkedIn) to secure your first, middle, and last name, including a recent photograph.
- Add positive content to create a digital portfolio.
- Actively seek to get legitimate sites to link to your content.
- Connect with others across the world with similar interests in positive ways.



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But it's not all on the high school students. Their parents should get involved, too.

If you are a high school parent we want you to help your child with the #ClaimYourName Campaign by doing the following:

- Sit down with your child to complete the above.
- Create family oriented social media engagement destinations.

We've presented the #ClaimYourName Campaign to our school's Teaching, Learning, and Technology Committee and received an enthusiastic endorsement. They've even asked us to help them put together some of our plans for parent meetings and have asked us to send them a copy of our presentation. Our next steps are as follows:

- 1) The landing page and Facebook are already created.
- 2) We are now creating rich media content to expand upon the basic elements so others across the world will be exposed to the #ClaimYourName Campaign.
- 3) As this content is created, we will use our social media delivery platforms that we tested so successfully during the build season.
- 4) We will have a simple placard detailing the Five New Rules of 21st Century Internet Safety Items of the #ClaimYourName Campaign and distribute them to other FRC teams at the various regional tournaments we attend.
- 5) We will invite other FRC teams to like our Facebook page, follow us on Twitter and otherwise join our efforts to help all high school students become more aware of the Five New Rules of 21st Century Internet Safety and undertake the actions defined in the #ClaimYourName Campaign.

The #ClaimYourName Campaign

FRC2228 CougarTech invites all FIRST Teams to join it in promoting awareness in 21st Century Internet Safety by:

- 1) Follow the #ClaimYourName Campaign on Twitter [@Claim_Your_Name](#)
- 2) Like the #ClaimYourName Campaign Facebook page <https://www.facebook.com/ClaimYourName>
- 3) Visit our site regularly to receive updates, templates, and other tools to help you promote the Five New Rules of 21st Century Internet Safety
- 4) Contact local school and community organizations to raise awareness
- 5) Write a blog post about why you think it's important to #ClaimYourName
- 6) Tweet your blog post (or any other relevant content) using the #ClaimYourName hashtag
- 7) Post your blog (or any other relevant content) on the #ClaimYourName Facebook page

Each month we'll list as the "monthly winner" the FIRST team whose Facebook post on the #ClaimYourName Facebook page with the most likes



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FUTURE PLANS

Long-Term Goals: Introducing the Rolling Three Year Planning Cycle.

Our Purpose:

We will maintain a self-sustaining team that inspires young people to be leaders by engaging them in exciting programs that build science, technology, engineering, and mathematics (STEM) skills.

FIRST team FRC 2228 CougarTech strives towards never-ending continuous improvement. To better accomplish this, we have introduced a three-year goal planning cycle to better help our team continuity and sustainability efforts. These are based on the Team Purpose and Team Values you read about earlier. These inspire such ongoing goals as:

- All member complete the 6 modules of safety training by Kick-off
- Improve team policy and procedure documentation
- Have an innovative t-shirt design for competition
- Provide training in the require dances for competition
- Establish a theme for every week of build season
- Recruit more women involved on the team as well as in STEM
- Replace members lost through attrition by recruiting under classmen
- Improve internal communication
- Provide a year round program
- Continue to encourage college scholarships applications
- Key members receive training in leadership, presentation and communication skills
- Development & implement small scale individual team member fundraising
- Increase community activities

Our Mission:

We will strive to be recognized as a top tier FIRST team by developing unique initiatives that allow us to fulfill our Purpose by building and leading coalitions of fellow FIRST teams; winning major regional awards; and, ultimately, by attaining such achievements as qualifying for the FIRST World Championship in St. Louis on April 22-25, 2015

This year we are bearing the fruit of the extensive planning from last year such as in our well planned and executed design process, however in order to continue receiving these benefits, we must continue to plan for the future. We base our goals off our team values in order to retain structure throughout the years. Unlike ongoing goals, goals in support of the mission are meant to be completed and recreated every year.



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One of the new things we introduced this year is the 3-year planning cycle. This is patterned after what the HFL School District uses in its annual budgetary planning process. It looks at last year's goals, this year's goals, and next year's goals. A 3-year planning cycle helps focus the team and where it's been, where it is, and where it's going. It also promotes continuity and makes it easier for next year's leadership to hit the ground running.

In addition to adding the 3-year cycle, we've also added something else new this year. We've broken down goals by the major branches within the team. Here are CougarTech's current 3-year planning cycle.

2013-14		2014-15		2015-16	
Technical					
<ul style="list-style-type: none"> Documentation in the form of schematics, drawings, and written notes 	Done	<ul style="list-style-type: none"> Systemize the design process 		<ul style="list-style-type: none"> Develop a field positioning system for 2016 competition (6) 	
<ul style="list-style-type: none"> Develop a scouting database that is easy to share 	Not Done	<ul style="list-style-type: none"> Educate members in the updated design process Develop a scouting database that is easy to share 			
Marketing/Outreach					
<ul style="list-style-type: none"> Have account and activity on 3 social media and websites 		<ul style="list-style-type: none"> Establish baseline of social media for the team 		<ul style="list-style-type: none"> Add Additional social media distribution channel 	
<ul style="list-style-type: none"> Create a marketing strategy to increase outreach engagement 		<ul style="list-style-type: none"> Based on above, create a social media-based marketing strategy to increase outreach engagement within the New York State FIRST community Based on above, create a social media-based marketing strategy to increase outreach engagement within the International FIRST community 		<ul style="list-style-type: none"> Implement New York State Varsity Activity Recognition Campaign 	
<ul style="list-style-type: none"> Design integration of robotics into HFL School District K-12 curriculum 	Done	<ul style="list-style-type: none"> Implement integration of robotics into HFL School District K-12 curriculum 		<ul style="list-style-type: none"> Share integration of robotics into HFL School District K-12 curriculum with other school districts across the nation via FIRST 	
Financial/Operations					
<ul style="list-style-type: none"> Identify skills needed for each team lead so as to prepare a skills based succession plan 		<ul style="list-style-type: none"> Update Business Plan to include 3-year cycle and create new team template 		<ul style="list-style-type: none"> Expand marketing strategy Business Plan 	
<ul style="list-style-type: none"> Restart middle school FLL teams and have FRC provide student and adult mentors 	Done	<ul style="list-style-type: none"> Create a succession strategy/leadership career track for juniors/seniors and incorporate into organizational chart Transition middle school FLL team to new adult leadership 		<ul style="list-style-type: none"> Create a succession strategy/leadership career track for freshman/sophomores and incorporate into organizational chart Recruit 10 incoming freshman from Middle School FLL teams 	
		<ul style="list-style-type: none"> Increase corporate sponsorship by 10 percent 		<ul style="list-style-type: none"> Increase corporate sponsorship by 10 percent 	
		<ul style="list-style-type: none"> Create a reserve fund to assure the team has fund to attend the World Championship 		<ul style="list-style-type: none"> Explore the use of and implement a plan to use Kickstarter as a source of funding for outreach efforts 	
		<ul style="list-style-type: none"> Organizing the closet by year end 			
		<ul style="list-style-type: none"> Submit the FIRST grant for a 3D Printer 			



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ACTION AND IMPLEMENTATION PLAN

Here we focus on the specific current year goals, the actions required to achieve those goals, the group or groups responsible for completing those goals and the target completion date of those goals. This is a new chart we have added this year. We feel it can be expanded in future years so that comprehensive action plans can be developed for some of the more full-bodied projects. We intend to include those action plans as part of the appendix in any future business plan.

2014-15 Goals and Implementation Plan

Technical	Actions	Group Responsible	Target Completion
<ul style="list-style-type: none"> Systemize the design process 	<ul style="list-style-type: none"> Document and Update the Existing Design Process 	<ul style="list-style-type: none"> Captain/Vice-Captain/Lead Technical Mentor 	December 2014
<ul style="list-style-type: none"> Educate members in the updated design process 	<ul style="list-style-type: none"> Develop PowerPoint & Present at Team Meeting 	<ul style="list-style-type: none"> Captain 	December 2014
<ul style="list-style-type: none"> Develop a scouting database that is easy to share 	<ul style="list-style-type: none"> Design, Program and Implement System to be Shared with FRC Teams 	<ul style="list-style-type: none"> Programming Division 	March 2015
Marketing/Outreach			
<ul style="list-style-type: none"> Establish baseline of social media for the team 	<ul style="list-style-type: none"> Inventory Existing Channels, Identify Target Audience, Determine Appropriate Channels, Establish Test Criteria and Analytics 	<ul style="list-style-type: none"> Outreach Division 	February 2015
<ul style="list-style-type: none"> Based on above, create a social media-based marketing strategy to increase outreach engagement within the New York State FIRST community 	<ul style="list-style-type: none"> Create NY State FIRST Varsity Campaign; Draft Resolution to be Shared with FRC Teams; Get Mendon Town Board to Adopt 	<ul style="list-style-type: none"> Outreach Division 	March 2015
<ul style="list-style-type: none"> Based on above, create a social media-based marketing strategy to increase outreach engagement within the International FIRST community 	<ul style="list-style-type: none"> Create #ClaimYourName Campaign; Develop Promotional Strategy; Build Social Media Footprint; Present to HFL TLT Committee; Create Action List for FRC Teams 	<ul style="list-style-type: none"> Outreach Division 	March 2015
<ul style="list-style-type: none"> Implement integration of robotics into HFL School District K-12 curriculum 	<ul style="list-style-type: none"> Implement Integration as Defined in Previous Year 	<ul style="list-style-type: none"> HFL School District 	September 2014
Financial/Operations			
<ul style="list-style-type: none"> Update Business Plan to include 3-year cycle and create new team template 	<ul style="list-style-type: none"> Adopt Process Using HFL Budget Process as Guideline 	<ul style="list-style-type: none"> Finance Division 	December 2014
<ul style="list-style-type: none"> Create a succession strategy/leadership career track for juniors/seniors and incorporate into organizational chart 	<ul style="list-style-type: none"> Determine Track and Update Organizational Chart 	<ul style="list-style-type: none"> Executive Leadership (Four-Square) and Finance Division 	December 2014
<ul style="list-style-type: none"> Transition middle school FLL team to new adult leadership 	<ul style="list-style-type: none"> Meet With & Teach New Leadership 	<ul style="list-style-type: none"> Outreach Division 	September 2014
<ul style="list-style-type: none"> Increase corporate sponsorship by 10 percent 	<ul style="list-style-type: none"> Identify New Sponsorship Opportunities 	<ul style="list-style-type: none"> Finance Division 	December 2014
<ul style="list-style-type: none"> Create a reserve fund to assure the team has fund to attend the World Championship 	<ul style="list-style-type: none"> Update Budget Process and Reports 	<ul style="list-style-type: none"> Finance Division 	September 2014
<ul style="list-style-type: none"> Organizing the closet by year end 	<ul style="list-style-type: none"> Do the Work 	<ul style="list-style-type: none"> Supplemental Division 	December 2014
<ul style="list-style-type: none"> Submit the FIRST grant for a 3D Printer 	<ul style="list-style-type: none"> Draft, Submit Grant; Receive and Integrate Printer 	<ul style="list-style-type: none"> Technical Director 	December 2014



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TEAM BUDGET

2014/15 FRC 2228 CougarTech Team Income and Expenditure

Income	2013/14	Budget 14-15
GM	\$5,000.00	\$5,000.00
NASA	\$5,000.00	\$ -
OCD	\$5,000.00	\$ -
Carosa Stanton	\$3,000.00	\$5,000.00
Xerox	\$5,000.00	\$5,000.00
QVI	\$500.00	\$500.00
Southco	\$2,000.00	\$2,000.00
Forsyth	\$1,000.00	\$ -
PFCU	\$750.00	\$1,000.00
Qwiknet	\$500.00	\$500.00
In-Kind (GE)	\$1,500.00	\$ -
Individual	\$500.00	\$2,500.00
Fundraising	\$1,000.00	\$1,000.00
total	\$30,750.00	\$22,500.00
Expenses		
Technical		
drafting & design	\$50.00	\$50.00
electrical	\$4,000.00	\$2,000.00
mechanical	\$4,000.00	\$4,000.00
programming	\$300.00	\$100.00
safety	\$300.00	\$300.00
Marketing		
media & design	\$3,000.00	\$3,000.00
comms. & outreach	\$800.00	\$800.00
social media website	\$50.00	\$60.00
suppl. & assembly	\$1,500.00	\$1,200.00
finance	\$50.00	\$100.00
Misc		
Registration	\$9,100.00	\$9,500.00
Recurring	\$300.00	\$300.00
Total	\$23,450.00	\$21,410.00



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Additional Opportunities for Support: Mentors

Mentor Roles	Role Description
Finance	Assist with bookkeeping and sponsor relations
Website	Teach students how to use HTML to make a website
Community and Outreach	Monitor Social media to ensure appropriateness as well as coordinate community activities
Supplementary and Assembly	Oversee production of bumpers and field elements, as well as team awards given to other team
Media and Design	Teach members how to use Photoshop
Programming	Teach members how to use various programming softwares
Drafting and Design	Teach members how to use Computer Aided Design software
Mechanical	Inform members on how to use certain tools, and supervise to ensure they are used properly
Electrical	Inform our members of how
Safety	Ensure safe procedures are followed
Travel Coordination	Plan trips to regional competitions
Food supply	Ensure that our members are well nourished and ready to work



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SPONSOR BENEFITS

Degrees of Sponsorship:

SPONSORSHIP BENEFITS	<i>Platinum Sponsor \$10,000+</i>	<i>Sustaining Sponsor \$5000 - \$9,999</i>	<i>Leadership Sponsor \$2,500 - \$4,999</i>	<i>Associate Sponsor \$1,000 - \$2,499</i>	<i>Sponsor \$500- \$999</i>	<i>Patron \$100 - \$499</i>
Thank You Note	X	X	X	X	X	X
Pictures of Team	X	X	X	X	X	X
Website Presence	X	X	X	X	X	N/A
Print Media Presence	X	X	X	X	X	N/A
T-shirt Promotion (size/name)	Top Billing Largest Font	Second Billing Medium Large Font	Third Billing Medium Font	Fourth Billing Small Font	N/A	N/A
Robot Promotion (size/ name)	Large Sign	Medium Sign	Small Sign	N/A	N/A	N/A
Tickets to Team Awards Banquet	X	X	N/A	N/A	N/A	N/A
Team Support at Sponsor Corporate Event	X	N/A	N/A	N/A	N/A	N/A
Company Name Listed in Conjunction with Team Name	X	N/A	N/A	N/A	N/A	N/A



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TEAM FUNDRAISING OPPORTUNITIES

Oftentimes, CougarTech finds itself lacking in funds, so in order to make up this difference the team engages in widespread fundraising campaigns. This year, our main fundraising efforts were based on the sale of Niagara chocolate bars in and around our community, and promoting FIRST as we went. By saying that people would be donating to a good cause, many people were more than willing to buy a few chocolate bars, for each, CougarTech gets a net profit of \$0.50. Each member and mentor was given a box of chocolate to sell, and many took multiple boxes, as well as helping out at local events such as HFL's got talent, and a local HFL Cougar Hoops tournament.





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WHY IS YOUR TEAM UNIQUE?

CougarTech FIRST team FRC 2228 is a teaching team. This offers a unique opportunity to students, mentors, the local school districts, and the broader FIRST community by allowing young people a chance to learn business and engineering techniques far earlier than one would normally expect. We encourage our students to always be thinking of ways to take their team to the next level.



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APPENDIX I.: YEAR BY YEAR TEAM HISTORY

The Rookie Year Rack and Roll

Team 2228 began in 2006 when a group of interested adults spread the word about regional competition, LEGO Leagues, and engineering design. To raise interest, technology teachers filled a bus with students and administrators and attended the Finger Lakes Regional Competition at the Rochester Institute of Technology. Experiencing the spirit and energy of this competition energized -the group.

The robotics grassroots community formed a steering committee led by Paul Fleming, a mentor for many years. The committee built a base of support for the new team by enabling participation of local companies for machining, transportation and food. With a grant from a local legislator, and the support of the Honeoye Falls-Lima Central School District, CougarTech was born. Our start-up contributor, Alstom Corporation, supported the cost of building the robot, competition registration, travel expenses, teacher stipends, and team shirts. We also gained the support of the Xerox Corporation, Southco, Icuiti Video Eyewear, Kirkwood Oil, and Simcona Electronics.

In our rookie year, Team 2228 won the FIRST Rookie All Star Award and the Highest Rookie Seed Award at Finger Lakes Regional. This earned us a trip to the national competition in Atlanta, which proved to be a fantastic bonding experience for the team and good competitive start for a rookie team.

The 2008 Season, Our First Finals First Overdrive

In the 2008 season, our most notable achievements were made at the Ohio Buckeye Regional where we made it all the way to the finals. Our student retention rate for that year was ninety five percent, a great achievement for a second year team. Sponsors were Alstom Transport, and Xerox.

The 2009 Season, How Two Teams Became One Lunacy

In the 2009 season, Team 1930, The Comets of Rush Henrietta (R-H), New York found itself unable to continue as a FIRST FRC robotics team. Losing the team was devastating for its most dedicated members, especially since the school district could not provide assistance. The team was well respected and a symbol of technological innovation and scholarship. But there were no resources to draw upon. Early in November of 2008, members of former team 1930 came to HF-L to ask if there was any possibility of becoming part of team 2228. Without hesitation, the team unanimously voted to graciously accept seven complete strangers from R-H to their team. Since then, this relationship has become well cultivated.

Achievements for that year included advancing to the quarterfinals at the Finger Lakes Regional and participation in the Hartford regional. We also added Parsons Engineering as a sponsor. That year we received a generous donation from the Garelick family in memory of Lee Garelick, an important patron to the Rush-Henrietta team. Other primary sponsors were Alstom, Xerox, and Sage Ruty.

The 2010 Season, CougarTech Meets the Real World Breakaway

In the 2010 season we lost one of our lead sponsors, Alstom, a severe blow to the financial security of the team. Fortunately we received the continued support of Xerox, along with new support from Forsythe Technology. We also earned a NASA grant, which allowed us to travel to Raleigh to attend their regional. We were semi-finalists in Raleigh and we attended the Finger Lakes Regional for our fourth consecutive



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year. We also continued the partnership with the students from R-H, who formed a rookie FTC team that school year.

The 2011 Season, a Breakthrough Year Logo Motion

The 2011 Season was a year of accomplishment at competition. We placed 7th at the RIT Finger Lakes Regional. We won the Entrepreneurship Award sponsored by Kleiner Perkins Caufield & Byers and the Coopertition™ Award. This was the FIRST year a mini-bot was used for competition; our bot was very successful. This was also one of our most difficult financial years because of lack of sponsors. A large percentage of our financial support came from only two sponsors, Xerox and Forsythe Technology. Our other sponsors could not donate money, so instead they donated their services, i.e. welding, cutting aluminum, providing acrylic plastic, and electrical wire. We thank Smidgens, Dynak, Allworx and Mendon Foundation for sticking with us.

2012 Shooting for the Stars, Scoring in the Middle Basket Rebound Rumble

The 2012 season went particularly well for CougarTech. Our team consisted of 41 members, and was 17% female. This year our team competed at two regionals, the RIT Finger Lakes Regional and the Buckeye Regional, which was achieved through a record corporate sponsorship. At the Finger Lakes Regional, we won the Entrepreneurship Award sponsored by Kleiner Perkins Caufield & Byers. The highly reliable autonomous scoring helped us be alliance captains at both regionals. Additionally, we won the Industrial Safety Award sponsored by Underwriters Laboratories at the Buckeye Regional, something we had worked particularly hard to accomplish. Team 2228 achieved Website Excellence much to the pleasure of everyone on the team.

After the team's 2011 financial crisis, CougarTech made a plan to get more sponsors. Our plan consisted of finding a mentor who specializes in corporate sponsorship, having students give presentations to local companies, and asking our mentors to approach their management. General Motors and Carosa Stanton Asset Management became supporting sponsors. Along with our continued support from Xerox, Forsythe Technology, Allworx, and the addition of Quality Vision International, and Dynak we finally reached a sustainable level of contributions. We operate on about \$20,000 per year.

2013 The Year of the Flying Discs Ultimate Ascent

Reliability is the key word for 2013. At competition, Tiberius, the robot, consistently scored in autonomous mode guaranteeing 18 points. Robot designers perfected maneuverability and consistent high goal scoring. By the end of the competition season, the drivers could direct the robot to climb to the first bar of the pyramid while scoring in the middle goal. The highest competition ranking was 5th at Buckeye Regional. Off the field, the team sustained corporate sponsorship, and increased community projects to a record breaking 14. Primary sponsors are General Motors, Xerox, Forsythe Technology, and Carosa Stanton Asset Management. QwicNet, Quality Vision International and Southco rounded out the list of corporate sponsors.

Meanwhile, Honeoye Falls-Lima was exploring ways to increase STEM course offerings and interest. Team 2228 was tasked with helping the school district meet their strategic goal.



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2014 Aerial Assist

In 2009, FLL Team GearFreeze from Honeoye Falls – Lima Central School participated in the FIRST World Championship. By 2012, the students moved on to high school, the parents moved on with the students, recruitment was diminished, a new school advisor was not appointed until after competition registration was complete. The FLL team had degenerated into an afterschool interest activity. Over the summer of 2013, FRC Team 2228 decided that FLL needed to be revived. Team 2228 took responsibility for paying FLL team registration, finding a place to work, locating and consolidating parts kits, and supplying one student mentor.

Team GearFreeze competed in our 2013 local competitions. Corporate support is located for next year, and parent and advisor support is ready for future years. The student team mentor is now assisting with an afterschool robotics club for fifth graders. The goal of creating on-going interest in robotics is achieved for this year. Sustaining sponsors are GM, Xerox, Ortho Clinical Diagnostics, grant from NASA to attend New York Tech Valley Regional. Other sponsors are General Electric, Carosa Stanton Asset Management, QwicNet, Quality Vision International, Southco, and a gift in memory of Richard A. Loiselle.

2015 Recycle Rush

This year's current game requires the robots to stack recycling totes atop one another and if the teams desire, they may also stack garbage containers filled with litter above their stacks of totes for additional points. Hopefully this game will raise awareness of our Earth's poor physical condition and will help to support the ecology of our home planet



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TEAM CONTACT INFORMATION

Outreach Website: <http://www.frc2228.com/>
Education Website: <http://www.hflrobotics.com/>
Team Email: 2228cougartech@gmail.com
Facebook: <http://www.facebook.com/frc2228>
Twitter: <http://www.twitter.com/frc2228>

Main Contacts:

Mentor Name: Bonnie Coddington
Title: Marketing and Operations Mentor
Email: bcoddington@rhnet.org
Phone: 585-305-4850

Mentor Name: Geoff Gretton
Title: Technical Mentor
Email: Ggretton@rochester.rr.com
Phone: 585-624-5349

Team Meeting Information:

Location: Honeoye Falls-Lima High School; 83 East Street; Honeoye Falls, NY 14472
Dates: Monday through Friday, Saturday
Times: 6:00-10:00 PM, 9:00-4:00

Sponsorship Information:

Checks should be made payable to CougarTech 2228
Donations may be tax deductible; please contact the team for more information

Mailing Address

The Mendon Foundation
PO Box 231
Mendon NY 14506