High-flying Satcom Direct marks its 25th year; over 400 employees globally

By Ken Datzman

Twenty-five years ago, engineer Jim Jensen made a bold career decision to follow his dream, pursue his own ideas, and begin the journey to become an entrepreneur. The “risk-reward meter” for his startup idea, he believed, tilted toward reward. And he was right.

Early in his career, Jensen worked for a multinational corporation that provided avionics and information-technology systems and services for government agencies and aircraft manufacturers.

While there, he thought he had a novel idea for the company to tap new growth in an emerging business-aviation sector. Jensen shared his idea with leadership, but it didn’t get off the ground. They thanked Jensen for his effort and told him it didn’t fit their business model.

Jensen was so confident in his idea, he left the company and in 1997 founded Satcom Direct Inc., which serves the business-aviation industry and today has a growing global presence, in both office locations and number of employees.

He started Satcom Direct with six employees. Today, the company has more than 400 team members around the globe. Roughly 150 of the employees work locally, and the number is projected to grow significantly in the years ahead.

“Jim [Jensen] is investing back into the business, looking to the future,” said Karen Gathercole, Satcom Direct’s vice president of human resources. “These are exciting times for Satcom Direct. Business has been amazingly good.”

Melbourne-based Satcom Direct, and its group of companies, provides global connectivity solutions for business aviation, military, government, and head–of–state aircraft in over 20 countries.

Since its founding, privately held Satcom Direct has worked to advance the technology of global connectivity, being first–to–market in many new capabilities in communications.

“While a lot of companies in our industry were pulling back on research and development during the pandemic, Jim [Jensen] went in the opposite direction,” said Gathercole.

“He believed that pause, from a global standpoint, could end up being a competitive advantage for the company. Coming out of the pandemic, we are now positioned better than ever in the industry. We moved into an expanded facility in Canada last year.”

Launched by an entrepreneur targeting the business–aviation market, Satcom Direct has grown to become one of the most successful ventures of its kind. The company holds more than 18 technology patents. Twenty Satcom Direct employees are licensed private pilots, including the majority of its executive leadership team.

Now, it has just introduced a “revolutionary” antenna system, touted as the biggest product launch in company history. “The new antenna we designed — Plane Simple — is the first of its kind for business aviation,” she said. “It was introduced at Satcom Direct’s 17th annual ‘Connecting with Customers’ conference Feb. 15–18 at the JW Marriott Grande Lakes in Orlando. This is the company’s technical training and customer–appreciation event. More than 400 customers and partners attend each year.”
Young male lions arrive at Brevard Zoo, temporary habitat in Wild Florida Loop

MELBOURNE (May 2, 2022) — Projects featuring CubeSats, bioreactors and an examination of the best ways to capture harmful carbon in the shipping industry took home the top prizes in the 2022 Northrop Grumman Engineering and Science Student Design Showcase.

More than 125 projects across 14 categories were shown at the annual event held April 22. Along with winners in each category, projects were also recognized with top awards from university leadership and event sponsor Northrop Grumman.

It was in 2009 when a $1 million endowment gift from Northrop Grumman provided critical ongoing support for students’ work. Sponsorships and support from other local and national companies also assist. These gifts reflect a commitment to boosting interest in Science, Technology, Engineering and Math (STEM) programs and the value of learning beyond the classroom.

Here’s a look at the winners:

**President’s Cup Award winners**

- **Engineering**
  - “CROPP (CubeSat Research on Plant Platforms),” Zachary Ewing (team lead), Andrew Chrustic, David Daughenbaugh, Miranda Easton, Michael Hoadley, Jose Lopez, Devlan McDaniels, Jason Morgan, Briana Student and Briella Sweeney.
  - **Science**
    - “Post–Combustion Carbon Capture for Marine Shipping Applications,” Alice Pennings.
    - Northrop Grumman Best in Show winners
  - **Engineering**
    - “CROPP (CubeSat Research on Plant Platforms)”
    - **Science**

**Best in Show category winners**

- **Electrical and Computer Engineering**
- **Biomedical Engineering**
- **Chemical Engineering**
- **Ocean Engineering**
  - “Wave Generating Mechanism,” Benjamin Komita, Caroline MacLeod, Brennan Banks, Morgan Leonard, and Alex Johnson.
- **Aerospace Engineering**
  - “CROPP (CubeSat Research on Plant Platforms),” Zachary Ewing (team lead), Andrew Chrustic, David Daughenbaugh, Miranda Easton, Michael Hoadley, Jose Lopez, Devlan McDaniels, Jason Morgan, Briana Student and Briella Sweeney.

**Additional winners**

- **Engineering**
- **Civil Engineering and Construction Management**
  - “SOL EV Charging Station,” Nicholas West (team lead), Cole Stubbe, Vini Balroop, Amna Al Rathiri and Dylan Hall.
  - **Computer Science and Software Engineering**
    - “Post–Combustion Carbon Capture for Marine Shipping Applications,” Alice Pennings.
  - **Biomedical Engineering**
    - “Classifying MRI Imaging of Alzheimer’s Disease with Convolutional Neural Networks,” Alicia Handley.
  - **Marine Biology**
    - “Polyandry and Inheritance of Adaptive Immune Genes in Sandbar Sharks (Carcharhinus plumbeus),” Manav Agarwal and Jasmine Hall.
  - **Physics and Space Sciences**
  - **Sustainability**
    - “Post–Combustion Carbon Capture for Marine Shipping Applications,” Alice Pennings.

May 28th 10am-3pm
Environmental Justice Forum

**Guest Speakers**

- **Omar Muhammad**, Executive Director, Low Country Alliance for Model Communities
  - Topic: “Building an Effective Community
  - Event: Environmental Justice
  - Collaborative Problem Solving
  - Leadership Style, Emotional Intelligence and Appreciative Inquiry

- **Keith Wilkins**, retired City Administrator for the City of Pensacola, Board Member of the Florida Brownfields Association and 42 years of experience in environmental policy, environmental management, site contamination assessment and remediation
  - Topic: “Innovative Ideas for Remediation
  - Event: Environmental Justice
  - Present: Perceived vs. Actual Risk
  - University of West Florida GIS Map showing all potential taxins in the area and groundwater flow

- **Charles Roy**, East Central Florida Regional Planning Council (ECRPC)
  - Topic: “Wind Turbine Impact
  - Event: Environmental Justice
  - Present: Phase 1 Brownfield Assessment

- **Joe Nesbit** of Nesbit Design LLC, Little Growers Inc. Leed Design Consulting Partner is a landscape designer, community planner, and permaculture consultant. His work focuses on creating resilient communities, regenerative landscapes, and social justice.
  - Topic: “Designing Solutions: LITTLE GROWERS INC URBAN SUSTAINABILITY DEMONSTRATION SITE FOOD FOREST
  - Event: Environmental Justice
  - Present: ORGO, Download the app and help us fix the environmental issues in our community
  - Present: Conserve a Tree, Executive Director, Little Growers Inc. and NAACP Environmental Justice Committee Co-chair

**Location:** Macedon Church 3709 Lipscomb Street Melbourne 32901
New career for Lincoln Tech graduates with Ford Mobile Services; Indianapolis campus to help build workforce

By Peter Tahinos
ptahinos@lincolntech.edu
Lincoln Educational Services

PARSIPPANY, N.J. (April 26, 2022) — Lincoln Educational Services Corp. (NASDAQ: LINC), a national leader in specialized technical training for more than 75 years, has entered into an agreement with Ford Motor Co. to provide specialized manufacturer–specific automotive training at its Indianapolis campus.

The four–week post–graduate training program will prepare eligible technicians for careers providing mobile repair and maintenance services on Ford cars, trucks, and sport–utility vehicles.

By offering a wide range of repair and maintenance services that can be brought directly to a customer’s home or workplace, the brand has developed an innovative way of enhancing the customer experience by maximizing the convenience of owning a Ford vehicle. Combining the celebrated history of America’s most established auto brand with Lincoln Tech’s 75–year tradition of career training and workforce development will benefit all parties, said Scott Shaw, Lincoln Tech’s president and CEO.

“This is a tremendous opportunity for our students and our organization and we’re thrilled to offer our students a no–cost advanced training program to enhance their skills and further expand their career opportunities,” he said. “It’s an honor to be selected by one of the world’s best–known manufacturers to provide this level of training. Mobile services deliver next–level value to a brand’s customers, and it’s exciting to know Lincoln Tech grads can be the ones providing that service.”

The program will be open to automotive technology graduates from all Lincoln Tech campuses. Tuition will be paid by Ford Motor Co., who will also help coordinate employment opportunities for successful graduates at Ford dealerships.

More than 200 Ford dealerships around the country currently offer mobile services to their customers, meaning many graduates may be able to explore opportunities close to home. According to Ford, the goal is to triple its available workforce of mobile technicians by the end of 2022.

“Ford Mobile Service is a new and exciting program that will deliver an exceptional customer experience,” said Jason Rau, CX activation manager for Mobile Service at Ford. “Mobile Service is adapting and servicing customers in the manner convenient to them. Ford is looking to have 1,100 Mobile Service units on the ground in 2022. We’re excited to partner with Lincoln Tech to support our Mobile Service program. Lincoln will provide additional opportunities to train and recruit technicians for our Dealers. The Mobile Service program is looking for self–motivated automotive technicians that are personable, dependable, and trustworthy. This is a unique opportunity with a ton of growth and potential.”

Lincoln students will receive hands–on training specific to Ford’s proprietary technologies and equipment. All of the mobile repair services currently offered by Ford will be included: tire rotation and replacement, oil changes, battery diagnostics and replacement, and all repair and maintenance services related to wipers, fluids, and onboard computer software updates. Brake services will also be covered, and students will receive training on performing mobile multi–point inspections as well as repairs and replacements related to manufacturer recalls.

About Lincoln Educational Services Corp.
Lincoln Educational Services is a leading provider of diversified career–oriented post–secondary education. Lincoln offers recent high school graduates and working adults career–oriented programs in five principal areas of study: automotive technology, health sciences, skilled trades, business and information technology, and hospitality services. Lincoln has provided the workforce with skilled technicians since its inception in 1946.

Lincoln currently operates 22 campuses in 14 states under four brands: Lincoln Technical Institute, Lincoln College of Technology and Euphoria Institute of Beauty Arts and Sciences. Lincoln also operates Lincoln Culinary Institutes in both Maryland and Connecticut.

For more information, go to lincolntech.edu.

Green Industries Best Management Practices Workshop
COCOA (May 5, 2022) — Do you use fertilizer commercially? Then consider joining the Green Industries Best Management Practices (GI–BMP) workshop. This is an educational workshop for people working in lawn care and landscape maintenance. The GI–BMP program teaches environmentally safe landscaping practices that help preserve and protect Florida’s ground and surface waters.

This workshop will be held from 9 a.m. to 4:30 p.m. on May 16, at the UF/IFAS Extension office in Cocoa. The cost is $30 per person and lunch will be provided. For more information, contact the instructor, Bonnie Wells, at bcwells@ufl.edu or call (321) 633–1702. Register on Eventbrite at https://bit.ly/3OWKMcP.
University of Miami College of Engineering to launch digital technology initiative

By Megan Ondrizek
m.ondrizek@umiami.edu
University of Miami

CITATION (April 21, 2022) — While the technology world earlier this week converged on Miami Beach for eMerge Americas 2022, the University of Miami College of Engineering has announced a new multifaceted digital technology initiative supported by a gift from the José Milton Foundation.

“Citing the far–reaching impact of eMerge Americas 2022, an annual conference that focuses on transforming Miami into the tech hub of the hemisphere, VeigaMilton added, “South Florida must have a pipeline of talent to supply the needs and demands of tech companies. The university will be a driver of talent, coupled with our community’s entrepreneurial mindset that attracts investment.”

The José Milton Foundation’s $500,000 gift includes support for software engineering courses, fellowships, lectures, and a digital technology conference to be held at the university.

“The Milton family’s generous investment in the College of Engineering demonstrates a keen understand-
Based upon my investigation as a criminal investigator with the Craven County Sheriff’s Department there is probable cause to arrest Timothy Michaud for sexual assault on R(xxxx) Michaud.

John Whitfield
May 7, 2010

I need to report suspected abuse.

Dana Delaney Loyd aka Theresa Smith to Florida Abuse Hotline at 11:12 a.m., April 29, 2015

IS THE EIGHTEENTH CIRCUIT AN ONGOING HUMAN TRAFFICKER?

BBN NOTE: John M. Stewart — a partner at Rossway Swan — is a past president of the 107,000 member The Florida Bar.

‘Loyalty is everything to me!!’

Sheriff Robert Wayne Ivey to Dana Delaney Loyd at 5:19 p.m., April 29, 2015
National Civil Rights Museum debuts Smithsonian Traveling Exhibition on the history of ‘Solidarity Now! 1968 Poor People’s Campaign’

By Connie Dyson
cdyson@civlrights.org
National Civil Rights Museum

MEMPHIS, Tenn. (May 02, 2022) — The National Civil Rights Museum, a Smithsonian Affiliate, will launch the national tour of the “Solidarity Now! 1968 Poor People’s Campaign” exhibition on May 14.

The Smithsonian exhibition explores the little-known history of the multicultural movement to address poverty and social justice in the nation. The Poor People’s Campaign was the final initiative led by Dr. Martin Luther King Jr. and the Southern Leadership Conference (SCLC) before he was killed at the Lorraine Motel, which now is the site of the Museum.

In the 1960s, as the United States emerged as a global model of wealth and democracy, an estimated 25 million Americans lived in poverty. From the elderly and unemployed to children and persons with disabilities, poverty affected people of every race, age, and religion. In response, the Southern Christian Leadership Conference, led by King and Ralph Abernathy, organized the Poor People’s Campaign as a national human rights crusade.

Pledging to continue the fight for civil and human rights after King’s death, Coretta Scott King and the SCLC leadership of the Poor People’s Campaign held a memorial service to unveil a commemorative plaque for King at the Lorraine Motel on May 2, 1968. The plaque remains at the museum today. A poster for the campaign was taped to the railing of the motel balcony as the leaders announced they would continue the fight for civil rights, especially the debilitating poverty. The group symbolically led the first steps of the King-inspired Poor People’s March to Washington.

“We are incredibly honored to host the exhibition Solidarity Now! In February 1968 Dr. King and his team used the motel’s conference room to plan the upcoming campaign,” said Dr. Noelle Trent, the museum’s director of interpretation, collections, and education. “It is fitting that this exhibition tour begins here at the Lorraine Motel where the decision to continue the campaign was announced by Coretta Scott King and Abernathy on May 2, 1968.”

As a multiethnic movement that included African-Americans, Mexican Americans, Native Americans, Puerto Ricans, Asians, and poor whites from Appalachia and rural communities, the six–week protest community in Washington attracted demonstrators nationwide. The campaign leaders presented demands to Congress, including demands for jobs, living wages, and access to land, capital, and health care. It was the first large-scale, nationally organized demonstration after King’s death.

The exhibition title is a reference to the Solidarity Day Rally held June 19, 1968, as a major highlight and capstone for the movement. The rally at the Lincoln Memorial featured speeches by celebrities, activists, and campaign organizers as a continuation of the 1963 March on Washington for Jobs and Freedom.

Solidarity Now! features photographs, oral histories of campaign participants and organizers, and an array of protest signs, political buttons, and audio field recordings collected during the campaign. The exhibition explores the significance of the tactics and impact of this campaign that drew thousands of people to build a protest community on the National Mall in Washington, D.C. For nearly six weeks they inhabited “a city of hope” on 15 acres between the Washington Monument and the Lincoln Memorial to call the nation’s attention to the crippling effects of poverty for millions of Americans. The protest site was called Resurrection City.

Through a 3D map of Resurrection City, visitors can examine the planned spaces for housing, a cultural center, city hall, theater stage, and essential services, including facilities for food and dining, sanitation, communications, education, medical and dental care, and child care.

Organized by the Smithsonian Institution Traveling Exhibition Service (SITES) and the National Museum of African-American History and Culture, Solidarity Now! will be on view at the National Civil Rights Museum until July 31 before continuing a 10-city national tour.

The exhibition is supported by the CVS Health Foundation, a private foundation created by CVS Health to help people live healthier lives. It is included with museum admission. For more information, visit civilrightsmuseum.org.

About the National Civil Rights Museum

The museum, located at the historic Lorraine Motel where civil rights leader Dr. Martin Luther King Jr. was assassinated, gives a comprehensive overview of the American Civil Rights Movement from slavery to the present. Since the museum opened in 1991, millions of visitors from around the world have come, including more than 90,000 student visits annually. The museum is steadfast in its mission to chronicle the American civil rights movement and tell the story of the ongoing struggle for human rights. It educates and serves as a catalyst to inspire action to create positive social change.

The museum is recognized as a 2019 National Medal Award recipient by the Institute of Museums and Library Services (IMLS), the top national honor for museums and libraries. It is a TripAdvisor Travelers’ Choice Top 5% U.S. Museum, USA Today’s Top 10 Best American Iconic Attractions; Top 10 Best Historical Spots in the U.S. by TLC’s Family Travel; Must See by the Age of Innovation: Budget Travel and Kids; Top 10 American Treasures by USA Today; and Best Memphis Attraction by The Commercial Appeal and the Memphis Business Journal.

About Smithsonian Institution Traveling Exhibition Service (SITES)

SITES and Smithsonian Affiliates are critical national outreach units at the Smithsonian Institution. For more than 65 years, SITES has been connecting Americans to their shared cultural heritage through a wide range of exhibitions about art, science, and history. Smithsonian Affiliates establishes and maintains the Smithsonian’s long–term partnerships with museums, educational organizations and cultural institutions in the U.S., Puerto Rico, and Panama. Together, SITES and Affiliates share the Smithsonian’s vast resources with millions of people outside Washington, D.C. Visit http://sites.si.edu and https://affiliations.si.edu/ for more information.

About the National Museum of African American History and Culture

Since opening Sept. 24, 2016, the National Museum of African American History and Culture in Washington, D.C., has welcomed more than 7 million visitors. The nearly 400,000-square–foot museum is the nation’s largest and most comprehensive cultural destination devoted exclusively to exploring, documenting and showcasing the African American story and its impact on American and world history. For more information about the museum, visit nmaahc.si.edu.
Black activists hope the Supreme Court abortion rumor holds true, leaked opinions set poor precedent

By Judy Kent (jkent@nationalcenter.org) and David W. Almasi (dalmasi@nationalcenter.org) National Center for Public Policy Research

WASHINGTON (May 3, 2022) — Members of the Project 21 Black leadership network expressed cautious optimism regarding a leaked document indicating that the U.S. Supreme Court may overturn Roe v. Wade and return the issue of abortion back to the states. They also criticized apparent political motivations behind the leak.

“Along with the rest of America, I am waiting for verification and confirmation that this is the justices’ true decision,” said Project 21 member and pro–life leader Day Gardner. “However, I was immediately overcome with tears of joy — giving praise and glory to God in Christ for even the slightest possibility, the slightest hope of ending the horrible practice of killing preborn children.”

A draft of the majority opinion in the case of Dobbs v. Jackson Women’s Health Organization was leaked to the media this week, leading many to speculate that the Court plans to overturn two cases — Roe v. Wade and Planned Parenthood v. Casey — to allow state law to again dictate the legality of abortion.

“Finally, the disproportionate murder of preborn black babies can come to an end,” said Project 21 member Mike Hill. “Per capita, more preborn innocent Black babies are murdered in the womb than any other segment in America. Margaret Sanger’s eugenics agenda and its devastating effect on black America is coming to its bloody end. Now the battle shifts to the state level.”

According to a report by Politico, an initial draft of the majority opinion in the Mississippi–initiated abortion case, authored by Justice Samuel Alito, will overturn the Roe and Casey rulings that are central to federal protection of abortion. Alito is credited with having written in the opinion: “It is time to heed the Constitution and return the issue of abortion to the people’s elected representatives.”

“According to a draft, it looks like the Supreme Court is going to send abortion back to the states. I am not surprised,” said Project 21 member Marie Fischer. “The basis of Roe v. Wade was privacy, but the COVID pandemic and government mandates threw out privacy for millions of Americans. The left ultimately could not have its cake and eat it too. Either push mandates and vaccines that strip privacy rights from individuals or keep privacy for all.”

This is the first time in modern history that a draft opinion in a pending Supreme Court case has been leaked. Because this is the most controversial case before the Court in decades, the leak has further politicized the issue and raised concerns about undue influences being put on justices to change their votes or alter their opinions.

“An initial draft of this Supreme Court opinion should not have been released publicly. Releasing drafts of Court decisions could undermine the ability of the justices to decide future cases,” said Project 21 member Derryck Green. “Having said that, and if the news is correct, Justice Alito is both morally and politically right in his legal analysis. Morally, Roe was a terrible decision. It lacked legal expertise and seems to violate the Equal Protection Clause of the 14th Amendment. Legally, it’s wrong because abortion clearly isn’t found in the U.S. Constitution. Therefore, the decision regarding its legality should be left to the individual states to decide.

“The hope is that, despite this leak, the justices who are in favor of overturning this legal precedent will hold firm and steadfastly refuse to change their minds,” added Green. “This has the moral potential to save an untold number of lives — particularly black lives — since non–Hispanic Black women generally have higher rates of abortions than their multiethnic peers.”

“Casey and Roe were unfounded and wrongly decided,” said Project 21 member Patrina Mosley. “We look forward to an official opinion release that ends the tragedy of abortion. If so, this will be the second greatest reversal in our country after slavery.”

Project 21, a leading voice of Black conservatives for over 25 years, is sponsored by the National Center for Public Policy Research. Its members have been quoted, interviewed, or published over 50,000 times since the program was created in 1992. Contributions to the National Center are tax–deductible and greatly appreciated, and may be earmarked exclusively for the use of Project 21.

Founded in 1982, the National Center for Public Policy Research is a non–partisan, free–market, independent conservative think–tank. Ninety–four percent of its support comes from some 60,000 individuals, less than four percent from foundations and less than two percent from corporations. Sign up for email updates here.

Follow Project 21 on Twitter at @Project21News for general announcements. To be alerted to upcoming media appearances by Project 21 members, follow its media appearances on Twitter at @NCPPRMedia.
Travois Tribal scholarship program helps Native American students pursue their dreams of getting a college education

By Dina Horwedel
dhorwedel@collegefund.org
American Indian College Fund

DENVER, Colo. (April 28, 2022) — Thanks to a gift of $27,500 from Travois to the American Indian College Fund, 10 American Indian college students received scholarships to attend mainstream and tribal colleges and universities for the academic year 2021–22.

Travois, a Certified B Corporation focused exclusively on promoting housing and economic development for American Indian, Alaska Native and Native Hawaiian communities, created the Travois Tribal Scholarship Program to provide financial support for eight students pursing careers in affordable housing and economic development and two students pursuing arts degrees.

Currently only 15 percent of American Indians have a bachelor’s degree, which is less than half the national average. That compounded with the fact that a high percentage of American Indians are currently under the age of 24 makes providing access to a higher education to Native students crucial for the sustainability of Native communities as well as students and their families.

Jon–Anthony Henry (Confederated Salish and Kootenai Tribes of the Flathead Reservation), a business administration student at Salish Kootenai College (SKC), is a four–year tribal college in Pablo, Montana, who wants to use his degree to give back to his community. He plans to work for his tribe to help tribal business owners gain the skills and assistance they need to succeed.

“Giving back to my community has always been a passion for me because I see how many Native Americans are struggling on my reservation,” Henry said. “I also want to be an inspiration to the youth and show them that anything is possible if they put their mind to it. I want to encourage the youth to continue education because college is very important in today’s world. I strive to be a positive role model for youth and to help make a positive change in my community.”

Henry knows firsthand why role models are important. He lost his beloved uncle who was his own role model when he was a high school student. Encouraged by his mother, he began focusing on academics and said he felt happiness again. His mother shared how college helped her through her own life. “I decided to follow in her footsteps and continue my education. It has been the best decision I’ve ever made.”

Tiffani Zamudio (Lummi Tribe of the Lummi Reservation) attempted to return to school several times, but motherhood and illness in the family thwarted her attempts. After assuming the role as a housing case manager for her tribe’s housing authority for nearly six years, she developed a passion for helping people in her tribe. She enrolled at Northwest Indian College, a tribal college in Bellingham, Washington, where she plans to use what she learned in her career as she works toward a new one after completing a bachelor’s and master’s degree in social work.

“I want to work with our tribal and extended communities to battle homelessness and provide support services to an underserved population. This scholarship will allow me to further my education and continue to grow in my position. All that I am learning, I have been able to apply to my everyday life as it pertains to my personal and professional life.”

“We’re thrilled to support American Indian college students working toward a brighter future for themselves and their families,” said Elizabeth Glynn, CEO of Travois. “In our work helping tribal governments finance affordable housing and create jobs in American Indian communities across the country, we see firsthand the incredible creativity and leadership of this next generation. We’re excited to see what the future holds for this talented group of students.”

Cheryl Crazy Bull, president and CEO of the American Indian College Fund, said, “Our students’ passion to give back to their communities with thoughtfulness and intention is evident in their stories. On behalf of the College Fund, I want to share our appreciation for Travois, a partner that role models what it means to empower our students to make a difference through their own vision and hard work.”

About the American Indian College Fund

The American Indian College Fund has been the nation’s largest charity supporting Native higher education for 32 years. The College Fund believes “Education is the answer” and provided $15.5 million in scholarships and other direct student support to American Indian students in 2020–21. Since its founding in 1989 the College Fund has provided more than $259 million in scholarships, programmatic and community support.

The College Fund also supports a variety of academic and support programs at the nation’s 35 accredited tribal colleges and universities, which are located on or near Indian reservations, ensuring students have the tools to graduate and succeed in their careers. The College Fund consistently receives top ratings from independent charity evaluators and is one of the nation’s top 100 charities named to the Better Business Bureau’s Wise Giving Alliance. For more information about the American Indian College Fund, please visit www.collegefund.org.
Local NAACP Branch set to kick off ‘Make a Green Noise’ on May 28, to include five featured presentations

By Kathy A. Turner
ktturner50@cfl.rr.com
NAACP
South Brevard Branch 5115

MELBOURNE (April 29, 2022) — “Make a Green Noise” weekend kicks off on Saturday, May 28.

On Saturday, May 28, and Sunday, May 29, this community-wide event will be held to enlighten, engage, and encourage Brevard citizens to be agents of environmental restoration.

The “Make a Green Noise” weekend includes a Saturday gathering from 10 a.m. to 3 p.m. and a Sunday Barbecue from 12–2 p.m. It is co-sponsored by South Brevard NAACP Branch 5115, Little Growers Inc., Low Country Alliance for Model Communities (LAMC), and Amplify South Melbourne. Partners’ members are encouraged to wear their T-shirts.

Saturday’s agenda will feature five presentations:

1. “A Three–Module Approach to Environmental Justice” by Omar Muhammad, LAMC’s Environmental Justice Academy
2. “Environmental Concerns: Perceived vs Actual” by Keith Wilkins, Florida Brownfields Association board member and former Pensacola City administrator
3. “Citizen Science: How You Can Be a Part of the Solution” by Joe Neshitt
4. “Brownfield Site Assessment” by Charles Ray, East Central Florida Regional Planning Council

The Saturday event will be held at Macedonia Missionary Baptist Church, 2729 Lipscomb St. in Melbourne. Refreshments will be served. Sunday’s free barbecue will be held at 823 Brothers Ave. in Melbourne, and will feature presentations about the Little Growers’ urban sustainability demonstration site, a food forest in the historic south Melbourne Crane Creek area, and nearby Melbourne Founders Museum. According to Camille Hadley, executive director of Little Growers, “Environmental racism is uncontrolled in South Brevard. Our goal is restorative justice, especially for the people living in community surrounding Univer-

sity Boulevard. High levels of pollutants and toxic substances impact the area as the result of racist zoning and corporate pollution. This damages community soil and groundwater, as well as our watershed and the Indian River Lagoon, having a direct impact on the health of the people in the community. Bioremediation of our soil and groundwater is critical. Make a Green Noise invites everyone to become a ‘creator of hope to reenergize our community.”

For more details on the event, contact Hadley at littlegrowersinc@gmail.com.

By Andy Dimmig
andy.dimmig@pbfl.org
Community Outreach Coordinator
City of Palm Bay

PALM BAY (May 4, 2022) — This year marks the 12th anniversary of Kids to Parks Day, an annual day of outdoor adventure at local, state, and national parks and public lands across the country. Organized by the National Park Trust, the mission of Kids to Parks Day is to foster future outdoor enthusiasts and help with developing the next generation of park stewards by engaging kids in memorable outdoor experiences.

Hosted on the third Saturday of each May, Kids to Parks Day encourages kids and families to get outside and create their own adventure at thousands of local and national parks across the country. The event has spread to 49 states and over 40 countries. According to Oktober Lewis, Park Ranger at the Turkey Creek Sanctuary, “Make a Green Noise” kicks off Kids to Parks Day in the community. The event is a celebration of the natural environment and a chance to foster a love for the outdoors in children.

On Saturday morning, May 21, kids are invited to participate in a free nature hike through the Turkey Creek Sanctuary. Participants should meet at the sanctuary Nature Center by 9 a.m. The tour will take place on the boardwalk and various trails located throughout the sanctuary and will be led by the park ranger. The tour is 1 to 1.5 miles long and will focus on common plants and animals found in the sanctuary. Space is limited, and registration is required at PlayOnline.PalmBayFlorida.org.

The Kids to Parks Day celebration will conclude with a free Movie in the Park at Fred Poppe Regional Park beginning at 8:15 p.m. The event will feature Luca (PG) shown on a large outdoor movie screen. Seating begins at 7:15 p.m. Patrons are encouraged to bring chairs, blankets, snacks, and bug spray to enjoy the movie under the stars. The movie is sponsored by Avtec Homes.

For more information on any of the Kids to Parks Day events, call Palm Bay Recreation at (321) 726–2760. In the event of bad weather, call the Palm Bay Recreation Special Events Rain–Out Hotline at (321) 726–5682.

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Preparatory Yamaha GNCC University opens for 2022 registration; learn professional racing skills, techniques

By Scott Newby (scott_newby@yamaha-motor.com) and Mike Ulrich (mike_ulrich@yamaha-motor.com)

Off-Road Motorcycle Sr. Communications Specialist

Yamaha Motor Corp., USA, announces registration is now open for the 2022 Yamaha Grand National Cross Country (GNCC) University. All up-and-coming off-road racers and riders are invited to hone their skills with hand-on help and tutelage from some of the greatest ATV and off-road motorcycle racers of all time — both past and present.

New for this year, Yamaha is providing “bLU cRU” scholarships to all attending students to cover the GNCC University's cost of tuition.

At the Yamaha GNCC University, students undergo an exclusive master class of off-road racing fundamentals led by elite racers, GNCC veterans, and their top racing mechanics, highlighting best sportsmanship practices, training, proper nutrition, race preparation, and more, along with hands-on technical riding instruction.

“The Yamaha GNCC University is a fun and unique opportunity for both next-generation and current off-road racers to sharpen their riding and racing skills, while creating memories alongside reigning and previous champions,” said Steve Nessl, Yamaha’s Motorsports group marketing manager.

“This year, we’re thrilled to offer free tuition to all students, courtesy of Yamaha’s bLU cRU support program, and look forward to welcoming racers to this one-of-a-kind experience put on with the aid of legends of the sport, our partners at GNCC, and the Snowshoe Resort to refine rider talents on and off the track.”

ATV classes will be led by:
- Walker Fowler, seven-time GNCC XC1 Pro ATV champion and current undefeated series leader
- Johnny Gallagher, XC1 Pro ATV racer celebrating 27 years of racing at a pro-level
- Traci Pickens, 12-time WXC ATV champion
- Danny Fowler, Walker Fowler Racing team manager and owner
- Mark Notman, retired Pro ATV racer and elite Riding University Team instructor
- Stew Baylor, current AMA National Enduro champion and AmPro Yamaha Racing team manager and owner
- Randy Hawkins, seven-time AMA National Enduro champion and Raines Riding University instructor and owner
- Layne Michael, XC1 Open Pro motorcycle racer
- Mike Witkowski, XC2 250 Pro motorcycle racer
- Rachel Archer, WXC motorcycle racer
- Prestin Raines, WXC motorcycle racer and Raines Riding University Team instructor

Snowshoe Mountain Resort in West Virginia will host the Yamaha GNCC University June 22-24, followed by a weekend full of GNCC racing. This year, Yamaha stepped up to cover the cost of tuition for all GNCC University students via bLU cRU scholarships, therefore students and their accompanying guests will only need to take care of their room and board.

To aid in these costs, Yamaha is offering a discounted option to purchase six meals (two breakfasts, two lunches, and two dinners) for only $50 per person, as well as by providing discounted lodging at Snowshoe Mountain by means of a promo code on the student’s Yamaha GNCC University confirmation email.

Interested riders can find more information and register online at promotions.yamahamotorsports.com/off-road/pages/2022-gnc-university. Reservations for the Yamaha GNCC University and Snowshoe Mountain lodging are limited and available on a first-come, first-served basis. There are only 80 Yamaha GNCC University spots total, with 40 per ATV or motorcycle discipline. Students must be at least eight years of age and provide their own equipment and vehicle.

For more information on Yamaha’s bLU cRU support program, including all guidelines and requirements for ATV, Side-by-Side, and motorcycle racing contingency, visit YamahaBLUcRU.com. To view Yamaha’s entire Podium-Proven lineup, visit YamahaMotorSports.com and connect with Yamaha on social media via @YamahaMotorUSA and @YamahaOutdoors, as well as by searching the following hashtags on all platforms:
- #Yamaha #REALizeYourPodium
- #REALizeYourAdventure #ProvenOffRoad #bLUcRU #YFZ450R #YZ125X #YZ250FX #YZ250FX #YZ450FX
- #AboutYamahaMotorCorp., USA

Yamaha Motor Corp. USA (YMUS) is a recognized leader in the outdoor recreation industry. The company’s expanding product offerings include motorcycles and scooters, ATV and side-by-side vehicles, snowmobiles, WaveRunner Personal Watercraft, boats, outboard motors, outdoor power equipment, power assist bicycles, golf cars, power assist wheelchair systems, surface mount technology and robotic machines, unmanned helicopters, accessories, apparel, and more. YMUS products are sold through a nationwide network of distributors and dealers in the United States.

YMUS has a corporate office in California, two corporate offices in Georgia, facilities in Wisconsin and Alabama, and factory operations in Tennessee and Georgia.

Additional U.S.-based subsidiaries include Yamaha Marine Systems Company (YMSC) with divisions Bennett Marine (Florida), Kracor Systems (Wisconsin) and Siren Marine, Inc. (Rhode Island), Skeeter Boats (Texas), with division G3 Boats (Missouri), and Yamaha Precision Propeller (Indiana).

By Adrienne Roth at (321) 951-7777 for Advertising Information
If your meetings aren’t working: New Verizon study says to focus on meeting less to accomplish more

By Kyle Ragonese
kyle.ragonese@verizon.com
Verizon Communications Inc.

NEW YORK (April 20, 2022) — Companies rethinking their operations, their working models, and almost every aspect of their business due to the pandemic is not something new. What is noteworthy is seeing how businesses are leveraging lessons learned to innovate and improve their operations to meet customer and employee demands.

In a new white paper published this week with Boston Consulting Group, Verizon Business CEO Tami Erwin and Verizon Business Chief Revenue Officer Sampath Sowmyanarayan break down how something as simple as altering the way meetings are conducted can greatly impact productivity, while providing insight, tips, and best practices from an extensive in–house experiment.

“Every leader today needs to reimagine the path forward for their business in a hybrid world. Verizon Business and BCG partnered to share concrete learnings that enable greater flexibility, connection, and collaboration,” said Erwin. “Because at the heart of it all, we know it takes the right technology infrastructure, security, and solutions, along with the right training and resources, to ensure businesses effectively navigate new ways of working.”

For organizations, the quick shift to a remote or distributed working model was an initial shock to the system, but now can be viewed as an opportunity to shape new ways from within and not simply imposing them from the outside.

“Clearly state the meeting’s purpose and agenda on the meeting invitation.”

For one month, Verizon Business analyzed the meeting habits of a team of roughly 150 employees, where they tracked the success of various changes to meetings.

The experimental practices were devised in collaboration with the team, recognizing the importance of designing new ways from within and not simply imposing them from the outside.

Throughout the month, daily and weekly surveys were sent to participants for continuous feedback, enabling the real–time evolution of processes and practices. The results were overwhelmingly positive, demonstrating the impact small changes can drive:

- 90 percent of participants said that the new ways of managing meetings helped improve overall meeting effectiveness.
- 83 percent said they feel more comfortable working through asynchronous modes, such as email, collaboration tools, and shared documents.
- 78 percent said they feel like they are wasting less time sitting in meetings where their live participation isn’t required.

The four–step process to identifying, implementing, and supporting simple actions to change how work gets done:

1. Identify and challenge the need for meetings that can be replaced by asynchronous modes of work, for instance, email, chat, shared documents, or offline review.
2. Make it easy: Create and recreate supporting tools to drive implementation and measure success. Ensure you have the right technology and solution infrastructure in place to accomplish effective hybrid communications plans.
3. Iterate as you go: Create regular and frequent feedback cycles to support the continued adaptation of new meeting modes and supporting tools.
4. Walk the talk: Secure support from a respected leader from the start.

The pandemic may have forced the hand of many business decision–makers to forever alter their operations, but in turn, it has opened the doors to take advantage of new ways of working. Making small adjustments such as changing bad meeting habits can help employees meet less and accomplish more.

Verizon Communications Inc. (NYSE, Nasdaq: VZ) offers data, video and voice services and solutions on its award–winning networks and platforms, delivering on customers’ demand for mobility, reliable network connectivity, security, and control.

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MAY 16, 2022
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Valeo Networks positioning itself to be nationwide MSSP, growing through acquisitions and organically; Clear Vision Impact Fund uplifts the company

By Ken Datzman

ROCKLEDGE — Valeo Networks Inc., a growing managed security services provider, or MSSP, has been acquiring companies in its industry at a fast pace.

As a result, the privately held enterprise now has office locations in Camarillo, California; Eureka California; Eugene, Oregon; Phoenix, Arizona; Ankeny, Iowa; and Fort Lauderdale. The firm’s corporate headquarters are in Rockledge.

Valeo Networks is owned by U.S. Navy veteran Travis Mack, who is a board member of CareerSource Brevard and other local organizations. Mack is chief executive officer of the company.

“Travis’ vision for Valeo Networks is to make it a nationwide MSSP,” said Matthew Hodson, the company’s chief information officer. “He’s done a lot of merger and acquisition transactions over the past couple of years, and we have also grown organically. We have just gained eight new customers by word of mouth.”

Late last year, Valeo Networks acquired On Time Tech, a California–based managed service provider, accelerating its growth strategy. Aligning with Valeo Networks’ expertise, On Time Tech specializes in providing information technology solutions for clients within the financial–services sector, health care, architecture, and nonprofit organizations.

“We are looking at another acquisition,” he said, “and may be announcing it soon.”

Valeo Networks was founded by the husband–and–wife team of Matthew and Jenifer Hodson. They launched the firm in Phoenix seven years ago.

“We started out doing information technology consulting. As the business evolved, we rebranded it as Valeo Networks,” said Matthew Hodson, who has more than 20 years’ experience in his field. Jenifer Hodson is division director for Valeo Networks.

The Hodsons decided to sell their business to Mack, who owns Saalex Corp., a Department of Defense contracting company. “He also had a separate company called Saalex IT, which was a managed service provider. When Travis acquired Valeo Networks, he merged the two companies to gain efficiencies,” said Matthew Hodson.

Mack serves as the CEO of each company and is the majority shareholder for both businesses. Founded by Mack in 1999, Saalex is a service–disabled, veteran–owned, minority–owned business headquartered in Camarillo, California.

Over the last two years, Valeo Networks has been singled out for its growth and service capability by a number of industry organizations. For example, the company ranks among the world’s “Top 100 Vertical Market MSPs,” according to ChannelE2E, a CyberRisk Alliance resource.

The annual list was just released and recognizes the top 100 managed service providers in health care, legal, government, financial services, manufacturing, and other markets.

“We gained a lot of national recognitions in 2021 and we’re keeping that momentum going in 2022,” said Matthew Hodson. “We’re proud of the honors we have received and the work we do for our customers.”

While MSPs and MSSPs both provide third–party services to businesses and organizations, their focus is different. An MSP delivers network, application, database and other general information technology support and services, while an MSSP is focused on providing cybersecurity services.

Common MSSP services include managed firewall, intrusion detection, virtual private network, vulnerability scanning and anti–viral services. MSSPs use high–availability security operations centers, either from their own facilities or from other data–center providers.

MSSPs have proven to be successful solutions for organizations, as they aid in the protection of corporate internet assets, password files, critical emails, and networks. As a result, MSSPs are gaining traction among businesses of all sizes, as more companies increase their investment on network protection.

“We are a full–fledged MSSP, so we have a 24/7 security operations center,” said Matthew Hodson. “It’s in Virginia. The professionals at the SOC monitor not only our network for our clients, but also for any type of malicious activity.”

He added, “Some of the staffers are former NSA (National Security Agency) experts. We call them ‘ethical hackers,’ the white–hat hackers. They know all the trade craft that the ‘bad hackers’ use.”

SOCs act like the hub or central command post, taking in telemetry from across an organization’s information technology infrastructure, including its networks, devices, appliances, and information stores, wherever those assets reside. Essentially, the SOC is the collection point for every event logged within the organization that is being monitored.

Cybersecurity Ventures, a research firm, expects global cybercrime to grow by 15 percent per year over the next five years, reaching $10.5 trillion annually by 2025, up from $3 trillion in 2015.

Cybercrime includes damage and destruction of data, stolen money, lost productivity, theft of intellectual property and financial data, embezzlement, and fraud. “Cybersecurity attacks are the biggest threat out there,” said Matthew Hodson. “If a business doesn’t have multiple cybersecurity tools in place by now, it needs to take action, and put in place endpoint security for workstations and

Please see Valeo Networks Inc., page 19
UltraSlim, fat-reduction device manufactured in Cocoa Beach, uses wavelength of light to break down fat cells; new UltraYou clinic in Indialantic powered by UltraSlim

By Ken Datzman

INDIALANTIC — Trying to lose excess body fat can be frustrating. Even with diet and exercise, people often struggle to lose pockets of body fat on the face and body. A survey by the American Dermatological Society reports that more than four out of five people admit that extra body weight bothers them more than any other cosmetic concern, including wrinkles around the eye. Over 6,000 consumers participated in the survey.

While there are various surgical procedures designed to remove fat from the body, inventor Terry Ward Sr., who was once obese himself, has created a non-invasive device that is safe for targeted fat reduction. And the system, which uses photonic red-light energy, is being embraced by providers around the nation.

“UltraSlim,” approved by the U.S. Food and Drug Administration, has been producing results.

In multi-site clinical trials, patients lost an average of 3.5 inches and 1.6 liters (about 54 ounces) of fat — combined waist, hips, and thighs — with 98 percent of patients losing at least two inches of fat immediately (see NCT02867150 at ClinicalTrials.gov).

“He UltraSlim the patient sees immediate results,” said Nicole Warden, owner of the new lifestyle clinic UltraYou on 5th Avenue, which is “powered” by UltraSlim.

“LED light is used in the UltraSlim treatments. Photonic red-light energy is used to provide immediate fat reduction. As the light painlessly passes through the skin layer into the fat layer, the cells respond by releasing fat through the pores.

Warden’s UltraYou is the first such location for the Cocoa Beach company, Ward Photonics. She underwent extensive training in order to use the UltraSlim system. Warden even spent a week at a weight-loss clinic in Minnesota working alongside the owner of an UltraSlim system.

“At UltraYou in Indialantic, we do a consultation with the client and go over everything with them,” said Warden, who spent eight years as a flight attendant with Delta Air Lines.

Warden said UltraSlim is especially “great for post—pregnancy patients. It takes nine months to put on that weight, and it takes nine months to take it off. I had a friend who was struggling to lose the weight after childbirth and UltraSlim worked for her.”

UltraSlim has produced a package that addresses areas that have been affected by pregnancy and other factors, she said.

“UltraSlim produces collagen and elastin fibers which assist in the tightening of the skin and improve the appearance of stretch marks post—pregnancy.”

As shown in the “Intra—Surgical Study of Fat Reduction in Vivo,” belly fat removed by a board—certified plastic surgeon in vivo during an “abdominoplasty was immediately reduced by one—third with an eight—minute UltraSlim treatment.”

UltraSlim works with all body types, ranging from petite to obese. After a series of six treatments, patients typically achieve a full-body transformation.

She added that this is the same process your body would go through had it followed two weeks of diet and heavy exercise equivalent to 40 hours on a stationary bike.

UltraSlim is not just for women. Many men have problems with their weight as well. “UltraSlim is great for targeting beer bellies and love handles,” she said.

Warden is certified in the UltraSlim technology. Her studio is nicely furnished and features private rooms for the treatment sessions.

Warden said the “treatments are fast, and there is no pain or downtime. Treatment of the torso takes about 32 minutes. We opened in March and patient volume has been growing.”

While some benefits should be visible after the first treatment, the majority of patients opt to receive a multi—treatment package in order to achieve their desired outcome.

“Patients usually start with a package of six treatments. A treatment can be done every 72 hours, because the pore of the fat cell stays open for 48 to 72 hours,” said Warden.

UltraSlim uses advanced technology to encourage the leakage of fat from fat cells, which can then be excreted out by the body’s natural metabolism process. A specific wavelength of visible “red light” opens the pores on the fat—cell wall, allowing the fat to leak out of the cells.

The patented UltraSlim mechanism of action delivers a “unique, high—powered red light, which tricks the adipocyte (a specialized cell for the storage of fat) into responding as if it were a time of famine. The fat cell’s membrane is disrupted, resulting in temporary pores which allow the fat to escape.”

This red light is cool to the touch and does not cause heat or cellular damage to the fat cells. As a result, no unwanted tissue side effects have been noted with UltraSlim.

“Patients do not feel any discomfort during treatment. That’s why UltraSlim is designated as a ‘Risk Group 1’ device, the safest medical device category,” Warden said.

In 2020, Ward Photonics was honored as the “Most Promising Fat Reduction Technology Company in 2020.” The UltraSlim technology was singled out as the “most promising fat—reduction solution.”

“My father invented the UltraSlim technology in 2012 and it was cleared by the FDA in 2015. Terry Ward invented UltraSlim in 2011. It provides immediate fat loss without dieting, pain, or adverse outcomes. The majority of patients opt to receive a multi—treatment package to achieve their desired outcome. Warden plans to offer additional lifestyle services at UltraYou, including facials.

Nicole Warden is the operator of UltraYou, powered by UltraSlim, on 5th Avenue in Indialantic. She opened the business in March. UltraSlim, a non—invasive device that is safe for targeted fat reduction, was cleared by the FDA in 2015. Terry Ward invented UltraSlim in 2011. It provides immediate fat loss without dieting, pain, or adverse outcomes. The majority of patients opt to receive a multi—treatment package to achieve their desired outcome. Warden plans to offer additional lifestyle services at UltraYou, including facials.

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An Evening of Hope XIV
A Night in Napa

MAY 21
6:30–9:30 PM
Hotel Melby

- VIP Cocktail Reception
- Carving Stations
- Fine Wines
- Live Wines
- Mystery Box Prizes

An Evening of Hope raises critical support and provides life-changing treatment for children diagnosed with autism spectrum disorder.

With your help, we can raise much-needed funds for The Scott Center.

Sponsorship and event information can be found at floridatech.edu/evening-of-hope

Marine Bank & Trust recruits Michael Lay to extend its mortgage-lending capabilities into Palm Beach County

By Roger Hicks
roger@electrumbranding.com
Electrum Branding

VERO BEACH (May 2, 2022) — Marine Bank and Trust has announced that Michael Lay has joined the 25-year-old institution as a residential loan officer. With more than 25 years of mortgage lending experience, he is responsible for meeting the growing demand for residential mortgages in Martin and Palm Beach counties. Before joining Marine Bank, Lay was a mortgage banker with Home Mortgage Lending Corp. and Fidelity Federal Bank & Trust.

“Despite talk of a real estate cool down, we’ve yet to see any evidence,” said Bill Penney, president and CEO of Marine Bank. “The market remains competitive, so Marine Bank’s goal is to ensure that we have a team of responsive professionals committed to providing a seamless mortgage lending experience for anyone wanting to purchase their dream home. Michael has an entrepreneurial spirit and realizes the value of stellar service and exceptionally happy customers.”

To meet 2022’s growing housing demand, Marine Bank has more than doubled its number of residential lenders in the last year.

In 2021, Marine Bank closed 115 residential loans totaling $55 million enabling its customers to buy homes or lower their existing loan rate.

About Marine Bank & Trust
Marine Bank & Trust was chartered in 1997 and has $593 million in assets as of March 31, 2022, with four full-service branches in Vero Beach, Sebastian, and Melbourne, and a commercial and residential lending office in Port St. Lucie. As the only community bank headquartered in Indian River County, Marine Bank’s growth aligns with the national trend of “customers choosing to bank local.” Marine Bank has earned the coveted 4-Star Excellent rating from Bauer Financial, the nation’s premier bank rating firm. Marine Bank has also been named among the top extraordinary banks in the United States by The Institute for Extraordinary Banking for its commitment to strong community banking.

Marine Bank is an active community supporter providing over $200,000 to more than 125 local nonprofit organizations in the market over the last five years. For more information, visit the website at www.marinebank.bank.

Cole Wilmarth, financial advisor with Wilmarth Private Wealth Management of Raymond James, is now a CFP

By Victoria Wilmarth
victoria.wilmarth@raymondjames.com
Senior Client Service Associate
Wilmarth Private Wealth Management

MELBOURNE (April 28, 2022) — Cole Wilmarth, a financial professional at Wilmarth Private Wealth Management of Raymond James, has attained the prestigious Certified Financial Planner certification, awarded by the CFP Board.

Recipients must complete rigorous training in 72 areas of financial expertise, and must accrue thousands of hours of experience prior to earning their certification.

With the CFP certification, recipients are distinguished for their knowledge of comprehensive financial planning. This extended education will allow him to provide critical thinking and problem solving in the areas of investment, tax, retirement, estate, insurance, education, and financial planning.

Steven Wilmarth, managing director of Wilmarth Private Wealth Management of Raymond James, said, “We are thrilled to congratulate Cole on earning the CFP certification, and know his expertise will further enable him to provide high quality service and specialized financial guidance to the families we serve.”

Cole Wilmarth is a cum laude graduate of the University of North Florida with dual degrees in finance and financial services. He earned his Wealth Management Specialist designation from the College for Financial Planning in April 2021.

For more information on Wilmarth Private Wealth Management of Raymond James, visit www.WilmarthPWM.com.

About Raymond James & Associates
Raymond James & Associates Inc., a member New York Stock Exchange/SIPC, is a wholly owned subsidiary of Raymond James Financial Inc. (NYSE–RJF), a leading diversified financial services company with some 8,700 financial advisors throughout the United States, Canada and overseas. Total client assets are $1.26 trillion. Additional information is available at www.raymondjames.com.

Advisory board to meet May 18 at Kiwanis Island Park

MERRITT ISLAND (May 2, 2022) — A regular meeting of the Brevard County Parks and Recreation Central Area Parks Operations, District 2 Merritt Island/Beaches Recreation Advisory Board, will be held at 5 p.m. on Wednesday, May 18, at Kiwanis Island Park in the Karen Stallard–Rood Building, 951 Kiwanis Island Park Road. The public is invited.
CCU Florida kicks off Community Heroes Month with special offers and prizes — program runs through May 31

By Nancy Thompson
thompsonn@ccuflorida.org
Marketing Specialist
Community Credit Union of Florida

ROCKLEDGE (May 5, 2022) — Community Credit Union Florida has kicked off Community Heroes Month with special offers, a raffle, and prizes.

CCU Florida has a long history of celebrating heroes, but this is the first official Community Heroes Month, which runs May 6–31.

To be considered a CCU Florida Community Hero, you must be a first responder, a pre–kindergarten to university–level teacher who works in the private or public sector, an employee of any public school in CCU’s service area, an employee in the medical field who holds a license or certificate, are active duty, reserve duty or retired military, or work for a legally registered nonprofit agency.

Heroes can take advantage of the following special account offers: Get $300 when you refinance your auto loan, with a balance of $10,000 or more, from another lender to CCU Florida; earn a $200 bonus when you open a new Free Checking Plus account; and finance a home with CCU’s exclusive Community Hero Loan, which offers up to 100% financing and does not require PMI insurance.

In addition, there will be a $250 VISA Gift Card Raffle, and a Nominate a Hero contest. Individuals can nominate a local hero who have gone above and beyond to win a CCU Hero Gift package which includes a $100 VISA Gift Card, a $50 gift card from Durango’s Steakhouse in Titusville, Long Doggers, and Pozzy Brothers Pizza, a custom Hero Yeti Rambler, and a Hero Certificate.

For detailed eligibility, to enter the raffle, or nominate a hero, visit ccuflorida.org/heromonth.

About Community Credit Union Florida

Founded in 1953 in Titusville, Community Credit Union Florida is a member–owned, not–for–profit financial cooperative formed under a state charter by a group of 10 teachers. The cooperative’s initial premise encouraged saving, offering a stronger return on members’ savings than what could be found elsewhere and enabling the credit union to use those resources to offer loans to other members at competitively low interest rates. Sixty–nine years later, that basic operating concept still stands, and has earned CCU Florida recognition as one of the 10 best credit unions in the state. With seven locations, membership is available to anyone who lives, works, worships, attends school or conducts business in Brevard, Indian River, Orange, Osceola, Polk, or Volusia counties. CCU is federally insured by NCUA and is an Equal Housing Opportunity Lender. For more information, visit https://www.ccuflorida.org.

Parrish earns recognition as a High Reliability Organization Champion by the Patient Safety Movement Foundation

By Ericka Jacobs
ericka.jacobs@parrishmed.com
Manager
Communications & People Development
Parrish Healthcare

TITUSVILLE, FL. (May 4, 2022) — Parrish Healthcare has earned global recognition as a High Reliability Organization Champion by the Patient Safety Movement Foundation.

Recognized at the 2022 World Patient Safety, Science & Technology Summit (WPSSTS) held April 29–30, Parrish Healthcare was one of five of global hospitals and health systems affiliated with PSMF recognized as HRO Champions.

The PSMF gives their recognition to hospitals and healthcare organizations who demonstrate transparency around patient safety data and who have made their own commitments to reach the Patient Safety Movement Foundation’s vision of ZERO preventable harm and death across the globe by 2030.

“We are honored to be designated an HRO Champion by the Patient Safety Movement Foundation,” said George Mikitarian, CEO of Parrish Healthcare, “We believe that sharing patient safety data outside of our organizational walls will help advance patient safety around the world.”

The 2022 WPSSTS was co–convened by the American Society of Anesthesiologists, the European Society of Anaesthesiology and Intensive Care, the International Society for Quality in Health Care, and the World Federation of Societies of Anaesthesiologists.

The summit served a forum to celebrate the Patient Safety Movement Foundation’s first 10 years of achievements and to confront leading patient safety issues with actionable ideas and innovations to transform the continuum of care by dramatically improving patient safety and eliminating preventable patient harm and death.

Parrish Healthcare has been affiliated with the PSMF since 2015 and has earned a number of recognitions from them including the first to earn PSMF five–star hospital ranking and being the first hospital to commit to all PSMF Actionable Patient Safety Solutions.
TITUSVILLE (April 12, 2022) — St. Francis Reflections Lifestage Care commemorated the official grand opening and ribbon cutting of its new hospice care center March 29 Courtenay Spring Village.

The ribbon-cutting ceremony was attended by community dignitaries and community members, as well as St. Francis Reflections board members and staff.

The new hospice care center originally opened Nov. 15, 2021; however, the ribbon-cutting ceremony was delayed because of the pandemic.

A blessing of the St. Francis Reflections Merritt Island Care Center was provided by the Rev. Haywood Davidson, St. Francis Reflections Foundation board member and veteran volunteer.

Opening and closing remarks were provided by: Jimmy Lane, president of the Cocoa Beach Regional Chamber of Commerce; Robin Hayes, Cocoa Beach city manager; Michael Rivera, executive director of Retirement Housing Foundation (RHF); Donn Weaver, Brevard Veteran Memorial Center; and Brevard Sheriff Wayne Ivey.

“St. Francis Reflections is proud to celebrate this momentous occasion with Courtenay Springs Village and our community. We are honored to be a part of this collaborative effort to help better serve our community,” said Joe Killian, president and CEO of St. Francis Reflections.

The hospice unit is intended for the short-term management of complex symptoms and periods of respite where families can rest assured that their loved ones are being cared for with compassion and dignity.

Located at 1100 S. Courtenay Parkway on Merritt Island, the St. Francis Reflections inpatient unit at Courtenay Springs Village features all private rooms with en-suite bathrooms, 24/7 facility access for family members, and a shared kitchenette with food for families provided by the facility. The tranquil outdoor space offers a peaceful environment for mediation and reflection.

Compassionate care offered by St. Francis Reflections Lifestage Care clinicians, board-certified hospice and palliative medicine physicians, social workers, and chaplains will guide the care and comfort of patients during their inpatient stay.

“We are pleased to come together as a community and celebrate as we expand this important service to meet the growing needs of the community,” said Michael Rivera, regional vice president of RHF.

The St. Francis Reflections Merritt Island Care Center is the organization’s third hospice care center in Brevard County, with other hospice care centers located in Titusville and Melbourne.

About Courtenay Springs Village
Courtenay Springs Village’s mission is to provide housing options for older adults in an environment that enhances their quality of life physically, mentally, and spiritually. RHF is one of the nation’s largest nonprofit providers of housing and services for older adults, persons with disabilities, and low-income families. Courtenay Springs Village is a Retirement Housing Foundation community, offering affordable living options and services to older adults. For more information about Courtenay Springs Village, visit courtenay springs village@rhf.org.

By Meredith Westheimer
meredithw@themooreagency.com
The More Agency

St. Francis Reflections celebrates opening of hospice care center at Courtenay Springs Village on Merritt Island

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Brevard employer Christian Care Ministry brings workforce together for gathering

By Chloe Viesins
cviesins@tccm.org
Christian Care Ministry

MELBOURNE (April 28, 2022) — Christian Care Ministry/Medi–Share, a health–care sharing ministry that employs 500 people in Brevard County, has been operating with a flex workforce over the past two years because of the pandemic.

Now a “hybrid” Christian Care Ministry workforce, with a mix of onsite, remote, and flexible employees who work part time at home and in office, is providing new and fresh ways to unite and engage the employee population.

On April 27, Christian Care Ministry brought the weekly chapel service, normally held onsite and virtually, to Alan Shepard Park in Cocoa Beach for a one–of–a–kind experience.

The Melbourne office of Christian Care Ministry was closed for the morning so all local employees could participate. Breakfast was provided, followed by worship led by Discover Life Church, and a message from Pastor Marquise Cox from Community Bible Church in San Antonio, Texas. The service was complete when six employees were baptized in the ocean by ministry Chaplains.

However, the day didn’t end without giving back to the community, when more than 40 employees participated in a beach cleanup with Keep Brevard Beautiful. Employees have 24 hours of paid time off a year to use to volunteer in their local community or serve in missions.

“What an incredible experience to share a Chapel on the Beach service with our employees,” said Scott Reddig, chief executive officer of Christian Care Ministry. “We were thrilled to be able to provide this opportunity for all of our local employees to take time out of their busy schedules to come together and unite in a beautiful location.”

He added, “The six ocean baptisms were particularly special. Praise God! As we come out of the pandemic of the last two years, it is events like these that can remind us how energizing it is to do life together in person. I also would be remiss if I didn’t give a shout out to all the employees that worked behind the scenes to make this event happen as well as note our appreciation to the City of Cocoa Beach for their assistance.”

Christian Care Ministry is committed to its culture and although employees have been very adaptable during this time, it is still important to create opportunities to come together more often, he said. This Chapel on the Beach event was an innovative way for Christian Care Ministry to engage its hybrid employee culture.

“This was such a welcomed and unique experience for Christian Care Ministry employees today. This has been long awaited, as I know we intended to have Chapel on the Beach prior to the pandemic hitting. Not only was it a wonderful event, it was nice to see and catch up with co–workers we haven’t seen in person in more than two years. We are incredibly thankful to the town of Cocoa Beach for allowing us to gather and worship on their beautiful beach this morning,” said Rebecca Barrack, a Christian Care Ministry employee.

About Christian Care Ministry/ Medi–Share
Christian Care Ministry (CCM), a not–for–profit 501(c)(3) corporation, based in Melbourne, operates the Medi–Share program, a Christian health–care sharing program that provides an affordable alternative to health insurance for faith–based consumers. Founded in 1993, Medi–Share currently serves over 400,000 members across America. For more information about Christian Care Ministry, visit https://mychristiancare.org/press.
By Suzanne A. Rains
rainss@easternflorida.edu
Executive Director
College–wide Communications
Eastern Florida State College

COCOA (April 28, 2022) — Eastern Florida State College has been named a National Center of Academic Excellence in Cyber Defense by the U.S. government for the role its cybersecurity programs are playing to help protect the nation’s critical information infrastructure.

The prestigious recognition came from the National Security Agency (NSA) as part of an initiative to validate programs of study and applies to the college’s Center for Cybersecurity and Digital Forensics on the Palm Bay Campus.

NSA officials said the EFSC programs are playing an essential part in protecting the digital systems that make the country run.

The college “is helping reduce the threats to our national security infrastructure by promoting higher education and research in cyber defense as well as providing the nation with a pipeline of qualified cybersecurity professionals,” the NSA said in announcing the designation.

EFSC’s Cybersecurity Center on the Palm Bay Campus supports bachelor degree, associate degree and college certificate programs, with college officials calling the designation a sign of EFSC’s growing prominence in the field.

“The honor is the result of years of hard work by the college to build a first–class cybersecurity program and the dedication of our superb faculty and staff who have made it happen. It really puts us on the educational map in this critical field,” said EFSC President Dr. Jim Richey.

Nicole Dyess, program manager for EFSC’s Center for Cybersecurity and Digital Forensics, led the effort to gain the designation.

“What makes this so valuable is that students now know they are studying the practices deemed most important by two of the largest cybersecurity employers in the world, the National Security Agency and Defense Department,” said Dyess.

“That will make them highly employable to companies along the Space Coast, throughout Central Florida and beyond. It’s a huge step forward for our college.”

The new designation makes EFSC students eligible for a Defense Department cybersecurity scholarship program, which covers the cost of tuition, books and provides a stipend.

Enrollment in EFSC’s Cybersecurity program is strong. Associate in science degree students in corresponding areas of study can also seamlessly transition to the bachelor track upon graduation.

An EFSC Cybersecurity Industry Advisory Board, that includes companies such as Northrup Grumman and L3 Harris, provides input to the college on the program.

Experts from EFSC also go to high schools and middle schools to talk with students about cybersecurity careers.

For more information on the Cybersecurity Center, including related bachelor, associate and certificate programs, visit easternflorida.edu/ccdf.

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Valeo Networks Inc.
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“We are humbled and truly excited to grow with our new partners at Clear Vision Impact Fund,” said Mack. “We’ve had many opportunities to partner with other investment firms, but SWS Capital Management and the Clear Vision mission and dedication to being more than just another investment firm rang loudly to me, and perfectly aligns with Valeo Networks’ aspirations of being more than just another information technology company. We look forward to incredible advancements and growth in the near future.”

The formation of Clear Vision was announced in August 2020 with an initial capital investment from Microsoft Corp. The other leading global corporations that now have made capital commitments include Apple, Comcast Corp., Constellation Brands, and eBay.

Clear Vision Impact Fund was formed to enhance employment, job training, and the accessibility of educational opportunities in historically underserved communities.

Matthew Hodson said one of the challenges Valeo Networks is facing is recruiting. “The big challenge in our industry, as well as many other industries, is finding talent. Recruiting technology talent is no easy feat in today’s market.”

The unemployment rate for technology occupations fell to a near-record low in March, according to the Computing Technology Industry Association, or CompTIA. Tech companies added workers for the 16th consecutive month and employer job postings surpassed 400,000 in March.

Within the tech sector, new hiring in the information technology services and custom software development occupations category accounted for better than two-thirds of all jobs added by technology companies in March.

Employer job postings show that the search for tech talent is widespread across industries and geographies.

“With the market as tight as it is, we have been seeking out people who have a passion for technology and have an outgoing personality,” said Matthew Hodson. “If we can find people with those attributes, we can train them. And we have had a lot of success doing that. Valeo Networks is a customer-service driven organization. We call it ‘obsessive customer service.’ We are excited about 2022. We think it’s going to be another good year for Valeo Networks, in Brevard and in the other markets we serve.”

Other tips:
- Keep operating systems, software, and applications up-to-date.
- Make sure anti-virus and anti-malware solutions are set to automatically update and run regular scans.
- Back up data regularly and double-check that those backups were completed.
- Secure your backups. Make sure they are not connected to the computers and networks they are backing up.
- Create a continuity plan in case your business or organization is the victim of a ransomware attack.

Valeo Networks serves state, county, and municipal markets, small-to-medium-sized businesses, and nonprofit entities.

“A lot of states and counties don’t have budgets like the commercial companies do, and many times their infrastructure is outdated,” said Matthew Hodson. “That concerns me.”

Jen Easterly, who heads the Department of Homeland Security’s Cybersecurity and Infrastructure Agency, says “ransomware and other digital threats have made local governments around the nation more vulnerable than ever before.”

DHS has tapped mayors to be the leads in protecting the systems that run their cities and towns.

Valeo Networks recently received private debt investment funding to help the company expand its national cybersecurity growth strategy.

“Last year, we received a significant private debt investment from the Clear Vision Impact Fund,” said Matthew Hodson. “That’s exciting Microsoft Corp. and a couple other large enterprises pooled money together to help minority-owned businesses grow. Since Valeo Networks is a minority-owned business, we were able to receive some of the funding, which is helping us grow.”

The Clear Vision Impact Fund is a New York-based investment initiative sponsored by an affiliate of Siebert Williams Shank & Co. LLC. The fund is managed by SWS Capital Management. The funding will expand Valeo Networks’ national reach and growth through strategic mergers and acquisitions.

Clear Vision Impact Fund has closed on more than $100 million in capital commitments to invest in sustainable minority-owned or operated businesses, with a focus on African-American enterprises that operate in or serve underperforming communities.
ROCKLEDGE (April 26, 2022) — The Economic Development Commission of Florida’s Space Coast (EDC), in collaboration with U.S. Chamber Foundation’s Hiring Our Heroes, launched the Space Coast Military Spouse Economic Empowerment Zone (MSEEZ) during an event on April 22 at the Kennedy Space Center Visitors Complex.

The Space Coast MSEEZ was created to tackle military spouse unemployment and underemployment and connect this talented group with career opportunities.

“Florida’s Space Coast has long prioritized the wellbeing of military families because it’s the right thing to do. In the case of military spouses, there is also a significant economic development component,” said Lynda Weatherman, president and CEO of the Economic Development Commission of Florida’s Space Coast.

“The military brings these talented individuals to our community, and we want to utilize those talents to help grow our economy.”

Established to connect military spouses with companies committed to hiring and help tackle military spouse employment issues head-on, the Space Coast MSEEZ working group will bring together businesses, community partners, and nonprofit organizations to identify opportunities as well as barriers to entry for military spouses seeking meaningful employment within Brevard County. Led by Julia Williford of Leonardo DRS, The Space Coast MSEEZ will become the 22nd working group in the nation since 2018, and only the second in the state of Florida.

“Hiring Our Heroes recognizes that military spouses in different states and regions face different barriers; through this grassroots approach, the working groups can develop tailored solutions,” said Eric Eversole, president of Hiring Our Heroes and vice president at the U.S. Chamber of Commerce.

“The establishment of the Space Coast MSEEZ will ease the transition of military spouses into our local workforce and allow them to begin employment quicker once relocating to the area. Military spouses are a tremendous addition to the staffing needs of the Space Coast and bring a diversified, dedicated and well-rounded expertise that employers are looking for,” said Sen. Tom Wright, chairman of the Military and Veterans Affairs, Space and Domestic Security Committee.

Visit www.HiringOurHeroes.org/Employers/MSEEZ to learn more about MSEEZ, or share an open position with the Space Coast MSEEZ.

About the EDC of Florida’s Space Coast

The EDC is dedicated to attracting new business and investment and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high-tech companies. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida’s Space Coast. For more information, visit www.SpaceCoastEDC.org.
UltraYou

Continued from page 13

University’s Fuqua School of Business, and did graduate studies in biochemistry at East Carolina University, made a quantum leap discovery in “photobiomodulation” and non-invasive medicine using a special type of non-laser light.

Photobiomodulation is the application of red and infra-red light over injuries or lesions to improve wound and soft-tissue healing, reduce inflammation and give relief for both acute and chronic pain.

Ward Sr.’s inventions have been awarded three U.S. patents in addition to patents issued or pending in multiple countries. While a graduate student at Duke, he built an elaborate modular electronic music synthesizer.

Ward Sr. is now working on new inventions and breakthroughs and has turned the day-to-day operations of the company over to his son. Ward Jr. himself has built devices and works with UltraSlim providers around the nation. UltraYou is a new service provided by Ward Photonics.

“We are looking to expand the concept, especially if Nicole’s location is successful,” said Ward Jr. “We are not really interested in franchising, but having more company locations could be valuable. At one time, we had up to 13 locations for several years, but we took a step back from expansion to focus on manufacturing. We have these devices all over the United States, and within the United Kingdom, France, and Dubai.”

Nicole Warden’s husband, Rodney Warden, works for Ward Photonics. He’s a product specialist with the company.

Ward Photonics occupies several floors in the Cape Royal building on North Atlantic Avenue in Cocoa Beach, with space dedicated to manufacturing, sales, laboratory work, and a demonstration area to show doctors the system.

“We manufacture everything in Cocoa Beach, employing people from the area,” said Ward Jr., who started working at the company in 2013 and rose through the ranks to his current title. “And all of our parts are sourced from American distributors to make sure we have the highest level of quality for our providers.”

During the pandemic in 2020, Ward Photonics became ISO–13485 certified, meeting the world’s highest quality standards for medical device manufacturers, “even as our engineering team was busy making scientific breakthroughs that year in high–output diode–cooling systems, Internet of Things cybersecurity, and remote digital control systems accessible from any internet browser.”

Ward Jr. said the motivating factor that got his father interested in the research that led to his UltraSlim invention was his personal struggle to lose weight without undergoing surgery.

“At the time, my father was obese. He was concerned whether or not he was going to be there for his kids. Inventing the device was a huge motivation for him to lose weight and get into the weight–loss market in general. Now he is down over 100 pounds. He’s living healthy and is active every single day at age 65. Terry was really happy with making that decision, and he’s really happy to be able to share that opportunity with other people.”

The 5–foot–8 Ward Sr. weighed roughly 300 pounds before his UltraSlim treatments, his son said.

Obesity is linked to many serious health problems, including Type 2 diabetes, heart disease, stroke, and some types of cancer. About two–in–five adults and one–in–five children and adolescents in the United States are obese, according to the U.S. Centers for Disease Control and Prevention.

Health–care providers can diagnose obesity based on body–mass index, or BMI, waist–circumference measurements, and other indicators. BMI factors in someone’s height, body weight, age group, and sex. A BMI of 30 or higher often indicates obesity.

Moreover, a waist measurement of over 35 inches for women and 40 inches for men may also indicate obesity.

Additionally, some other common symptoms of obesity include being overweight, tiredness, joint or back pain, snoring, and increased sweating.

There is a lot of opportunity for Ward Photonics to grow with UltraYou locations powered by UltraSlim. The U.S. weight–loss and diet–control market was worth a record $72 billion before the pandemic, according to ResearchandMarkets.com.

“I admire Judson (Ward Jr.),” said Nicole Warden. “He is so passionate about UltraSlim. The company’s slogan is ‘Real people. Real results.’ We’re excited about UltraYou. I’m looking to grow the business and help people lose weight. In the future, we plan to add services such as facials and other lifestyle enhancements.”
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The business–aviation industry is part of the general aviation industry which supports 1 million jobs and putting satellites into space, we are the company that can do. We are able to piggyback. Those companies are companies like SpaceX and Blue Origin are investing from Canada. “We recruit all over the world,” she said. Gathercole, who earned her bachelor’s degree in business management from the University of Oregon and her MBA degree from Florida Institute of Technology. Before joining Satcom Direct four years ago, Gathercole was associate vice president of human resources at Florida Tech, running HR for the university’s flight school. “My background is in aviation. I have worked for a couple of different aviation companies. I lived in the South Pacific on the Reagan Ballistic Missile Defense Test Site. Aviation is something I have always enjoyed. When people ask me what I would do if I had a super–secret power, I tell them I would be a fighter pilot. But I ended up in HR, which is a great profession too.” She holds the nationally recognized certifications of Professional in Human Resources and Certified Human Resource Management Specialist. Gathercole has served as president of the South Brevard Society of Human Resource Management. Gathercole said she recruits locally, nationally, and worldwide for Satcom Direct. “Most of Jim’s executive team are people he has developed over the years. An example is Kevin Finegan, vice president of commercial operations. Kevin is employee No. 7. He has been with the company for 19 years.” She continued, “Jim first met Kevin at a bait shop in Satellite Beach. Kevin was a student at UCF. Jim told him to give him a call when he graduated, and he did. The core team has been here for years. Most of our employees have some sort of engineering background, such as software engineering or hardware engineering.” Chris Moore, Satcom Direct president, is from the United Kingdom. Peter Hillier, chief technology officer, is from Canada. “We recruit all over the world,” she said. “Satcom Direct candidates have the opportunity to work for a global organization without having to live in a big city. And Brevard is gaining more recognition all the time. Companies like SpaceX and Blue Origin are investing here. We are able to piggyback. Those companies are putting satellites into space, we are the company that can provide connectivity to many of those satellites.” The business–aviation industry is part of the general aviation industry which supports 1 million jobs and creates more than $150 billion in economic activity each year, according to the National Business Aviation Association.

Satcom Direct recently moved into a large complex in Ottawa, Ontario, Canada. “That’s our second–largest facility,” said Gathercole. “We employ about 75 people there. It’s where we do a lot of the manufacturing for our routers. We are heavy on the research and development side.” The campus is located in Canada’s largest technology park, Kanata North. “It’s a scaled–version of California’s Silicon Valley. It has the Silicon Valley culture. We are able to access the high–tech workforce there, which is great,” she said.

Satcom Direct currently provides business and government aircraft with more cabin routers, along with datalink units and handsets, “than any other supplier around the globe.”

The Ottawa–based Satcom Direct team is also responsible for the ongoing development and subsequent manufacturing of the Plane Simple antenna terminal systems, in partnership with Germany–based QEST.

The collaboration is bringing to market an antenna series that includes a Ku–band and Ka–band dual variant tail–mounted antenna, an electronically steered, fuselage–mounted phased–array antenna, and a Certus hardware solution to support the global Iridium NEXT network.

The advanced range of antennas will provide a wider choice of flexible connectivity solutions for all sizes of aircraft, from light to heavy jets, around the globe.

“Most of Jim’s executive team are people he has helped us develop the purpose–built engineering and production facility in Canada was driven by the industry shift toward the digitization of aviation and the need to innovate hardware that provides robust connectivity to support communications, and the practical applications of multifaceted data generated by aircraft, she added.

This year, Satcom Direct opened a new location in Singapore. The company began its international expansion in 2012, with the opening of its Farnborough, United Kingdom, office. Satcom Direct now has 17 offices in 10 countries.

The company is headquartered in an $1 million, 60,000–square–foot building it owns on Satcom Lane, just south of Viera Boulevard, where employees monitor a mission–control center that tracks the communications connection of every aircraft it serves.

“The Satcom Direct support team is available 24/7/365, so there is always a ‘live’ person standing by to ready to assist,” said Gathercole. “Our team has earned the No. 1 ranking in AINs’ customer–support survey for six years in a row. The report is produced by ‘Aviation International News.’

Satcom Direct’s World Headquarters building opened in 2015. The facility was designed by architect Dave Nagrodsky of DNA Architects Inc. in Melbourne. The building resembles an airplane with a central fuselage section and two angled wings.

The 70,000–square–foot SD Data Center, designed to keep Satcom Direct’s client communications cybersecurity. The building was constructed to withstand a Category 5 hurricane. The SD Data Center is in the final phase of a three–phase expansion.

Satcom Direct also built and now operates a hangar at the Melbourne Orlando International Airport. “The hangar is one of our test facilities. The company works on new product launches. It’s our training and development facility as well,” said Gathercole.

At the cutting–edge hangar, the company welcomes customers to bring their aircraft to have their Satcom Direct system set up and optimized.

Satcom Direct experts help pilots, flight attendants, technicians, and sometimes the aircraft’s owners or company executives, learn the system and also how to maintain secure communications.

“The program is called Entry–into–Service. Customers come from all over the world. Planes land at the Melbourne Orlando International Airport and taxi over to our hangar,” Gathercole said.

Satcom Direct provides airborne voice and data–connectivity services worldwide. Its customers include operators of more than 7,000 business, aviation, military, and government aircraft.

Two years after founding the company, Jensen received a patent for what is called “Global One Number,” which built the foundation for Satcom Direct. The Global One Number allows direct calls to and from an aircraft with a fixed monthly bill. The technology enables direct dialing to reach an aircraft in–flight, regardless of location, using its own unique telephone number.

Before the Global One Number, a caller would have to know in which region the aircraft was located at the time of the attempted call, look up several corresponding numbers, and eventually dial a 15–to 20–digit number to reach the aircraft, said Gathercole.

“When I find fascinating about the Global One Number is that it’s a 321–area code. It provides a specific telephone number for people to be able to call to access an airplane while it is zooming around the nation, around the world. And it’s designed specifically for business aviation. So, our 321–area code is all over the world. Our equipment also enables customers to use their cellphone number.”

“Jim and his team at Satcom Direct “retains the No. 1 spot for connectivity in business aviation. And the reason is we are agnostic. It doesn’t matter what satellite provider is out there — Intelsat, Inmarsat, ViaSat — they can all talk and use our network and our routers. As it pertains to your cellphone bill, companies like AT&T let customers bundle everything together. That’s kind of what we’re doing on the business–to–business aviation side for our customers.”

Satcom Direct is an authorized FAA training center for two different programs. One is called AeroCNC (Crewmember Network and Connectivity Training). The AeroCNC certification is geared toward flight department crewmembers to gain device knowledge and troubleshoot basic in–air connectivity issues related to passenger services. The professional credential was developed with CompTIA in order to meet industry standards.

The second program is called AeroIT. The three–year certification is an information technology credential for the configuration and troubleshooting of IP networks, and communication systems onboard an aircraft.

“We are the only authorized training center for the two programs,” said Gathercole. “We provide all the training at our hangar at Melbourne Orlando International Airport. If you are an operator on an aircraft, or a pilot, or a flight attendant, you can come to our facility to receive this training. Embry–Riddle Aeronautical University has helped us develop the curriculum for these programs, and it has helped us refresh the curriculum.

Satcom Direct also provides global satellite communications to land, mobile and maritime customers as well as land, mobile and handheld satellite equipment to emergency responders, media outlets, and recreational users traveling in remote locations.

Gathercole said Satcom Direct “is a great company to work for because employees are encouraged to innovate. Innovation is critical not only to the development of your business, but also to the effectiveness of your employees. Jim (Jensen) has made it known throughout Satcom Direct that if an employee has an idea that he or she thinks will benefit the company in some way, to bring it forward through the Innovation Group that we have. Some of our patents are held by our employees. When you have the ability to create things, it’s exciting. That’s what I really like.”
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