



After the competition, the team thanked mentor Jeff Lehman, '78, (holding award) and another mentor, Jeb Blount, who could not be in Atlanta.

COLLEGIATE SALES TEAM SCORES BIG

For the past five years, the UCF National Collegiate Sales Team has placed in the Top 10 in national competition every year. This year, the team was the No. 1 seed going into the competition in Atlanta and placed seventh overall out of 53 teams from across the country.

The team selection process began last fall, with the final team selected just hours before the competition started in late February. After months of training, members did role-play sales presentations of a software product to various types of companies. They were guided by their instructors and team coaches, Karl Sooder and Bill Callarman, and encouraged by their long-time mentor, Jeff Lehman, '78, who traveled from Seattle at his own expense to support and advise the team.

"In the handful of months I worked with the students, I saw them getting stronger, more outspoken and more confident and professional," says Lehman, an entrepreneur, investor and award-winning author. "Our goal is to have their skills peak right as they are walking into the competition. It has really worked to our advantage. I would hire any or all of them; they are that good. They'll be great alumni," he notes.

'PUMPING UP' ON TV

The number of women earning engineering degrees is declining, but a multi-disciplinary team of UCF experts is working to change the trend.

According to the *Engineering & Technology Degrees* report, women earned 4.1 percent fewer engineering degrees in 2007 compared to the year before. UCF's Leslie Sue Lieberman is leading a team that plans to increase the number of women engineers through a new television series, *E-Girls in O-Town*. She submitted a proposal to the National Science Foundation in an effort to obtain \$2.5 million for the project.

The series is intended to not only promote an interest in engineering and what professional engineers do, but specifically target women and minorities by portraying main characters from underrepresented populations as role models in engineering professions.

In addition, the project will develop supplemental digital media — blogs, videos, games and audio and video podcasts — widely used by young audiences. The *E-Girls in O-Town* producers hope that the series will do for engineering what shows like *CSI* have done for the forensic sciences. As a result of such programs, women now comprise 70 percent to 90 percent of undergraduate and graduate students in forensic sciences.

For more information about the series, contact Lieberman at llieberm@mail.ucf.edu.

SAVING ENERGY COSTS

UCF is building a new Thermal Energy Storage Facility on the main campus. The 3 million-gallon tank will allow the university to purchase more electricity during off-peak hours, when it pays a much lower rate, and reduce the costs of cooling campus buildings.

Lee Kernek, associate vice president for Facilities & Safety, estimated the facility could help UCF save more than \$700,000 a year in energy costs. With the tank, UCF can produce more chilled water at night, when the lower electric rate is in effect, and then store it in the tank for future use during peak electric billing hours.

The tank is scheduled to be completed in the fall.

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