Emory University
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Created by:
David Roemer (droemer@emory.edu)
Dan Costa (dcosta@emory.edu)
Ajay Pillarisetti (apillar@emory.edu)

Frequently Asked Questions (External)
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http://imoviefest.cc.emory.edu/
iMovieFest 2001: Emory University

For more information, please visit http://imoviefest.cc.emory.edu/ and http://www.apple.com/hotnews/articles/2001/02/imoviefest/

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Executive Summary

What was iMovieFest 2001?

iMovieFest, created by students at Emory University, David Roemer and Dan Costa, along with Ajay Pillarisetti, was an innovative campus competition that let residence hall floors create their own Desktop Movies. We worked with Emory departments such as ITD as we provided the equipment, training, inspiration, and incentives for students to use technology to express themselves. The results were incredible: thousands of students learned about iMovie and Apple within one week, we generated some of the highest levels of school spirit of the entire year, students created amazing movies, and we provided the foundations for much more to come… iMovies everywhere.

Why iMovieFest?

We shared Apple’s belief that there’s more to technology than just typing papers. iMovie is a perfect example of technology that acts more like a bicycle for the mind than a typewriter. Once students start making their own movies, they love it. But it’s not easy to get people to try something new.

What were the goals of iMovieFest?

iMovieFest was more than a film festival and more than an ordinary residence hall event. We hoped to accomplish several goals:

- Launch the latest technology by bringing it directly to students in a fun, spirited event
- Unite students after winter break by letting them work as a team
- Provide an outlet for students to tell their stories and express themselves
- Start the Desktop Movie revolution at Emory with a bang… and follow it up!
- Create a model that other schools can use

Did you meet your goals?

We’re extremely excited that we exceeded all our goals. iMovie is more popular than ever at Emory, and students are still making incredible movies for various purposes. iMovie is becoming better integrated into the curriculum, and student groups are using the technology for everything from digital yearbooks to the student government elections. iMovieFest was a terrific success, thanks to a lot of support from people who believed in the idea and believed in us.

Is iMovieFest replicable, and if so, should it be replicated?

Yes and yes. We feel that any school, or organization, regardless of core strengths (such as liberal arts or engineering), can benefit from an event that brings the students together and lets them tell their stories. With the right modifications, iMovieFest can work in nearly any setting (in education, as well as for a business or user group). Many schools might not have the same support from administrators that we were able to generate at Emory, but there are always ways to make something work. We look forward to helping in any way that we can, and we can’t wait to see how you’re able to create something even cooler!
Frequently Asked Questions

Gaining Support

Where did you first approach the school's administration to gain their support?

Over a six-week period in late 2000, we borrowed a projector and went on a road show. We first approached the Learning Technologies team of the Information Technology Division. This group supports student computing on campus and was key in providing the equipment necessary for iMovieFest. Once we had their support, we gained the support of other administrators of various offices including Residence Life and Student Activities. In the meantime, we approached several student organizations including the Residence Hall Association, the Student Programming Council, and the campus television station.

How did you present the concept to administration?

Learning Technologies was incredibly open to students' ideas on how to implement technologies to improve education and campus life. We created an iMovie about our vision for iMovieFest, and combined this with a PowerPoint presentation. We met with the manager of the team first, and then later presented the concept to the entire team. Once we had Learning Technologies behind us, we could leverage this support and approach other key administrators.

We tailored our presentations specifically for each office. For example, when we met with Residence Life, we presented a vision that included having all the Resident Advisors creating iMovies for incoming freshmen – instead of a letter going out over the summer, freshmen could see their RAs faces and get a nice welcome message. When we presented iMovieFest to Student Activities, we explained how advantageous it would be to have student groups creating promotional iMovies, which would get more students involved. We included possibilities of having groups make iMovies for other groups, thus incorporating cross-cultural benefits. We helped the Office of Admissions imagine the value of movies to its representatives as they visited high schools or as prospective students visited Emory’s web site.

What things about the project did they find compelling, and why?

We stressed the long-term benefits of iMovieFest: equipment and training would be available to students so they can communicate their ideas better for classes and student groups. As a result, we would have an incredible outlet for students to express themselves, something very valuable in a university setting.

The administration appreciated the fact that this was a student-created event, not a corporate event. Further, the students were offering the run the show, which included providing technical and general support (so that ITD did not have any such responsibility).

Student groups we approached also found several elements appealing. The Residence Hall Association was looking for an event that would let all students participate. In past events, only a select group participated in intramural sports, for example. iMovieFest could unite entire halls, while increasing school spirit. The Student Programming Council looked forward to iMovieNite, a chance for members of the
entire campus to spend an evening together watching great student-created movies and speakers while they had a chance to win incredible prizes. Finally, the student television station wanted something that would increase awareness of their programming, and we could help by airing the students’ movies on EmoryVision and including them in our marketing.

**What objections did you hear?**

We did run into constant objections. Residence Life didn’t want the RAs to be responsible for the equipment. They also didn’t have much time to give us time at their training session. It was impossible to pick dates that didn’t have any conflicts, so we heard many objections to the fact that iMovieFest overlapped with fraternity/sorority RUSH. We heard from many RAs that their residents would not want to make movies, or they wouldn’t have time. The setbacks did keep coming, but we stuck to our overall vision. In the end, all of the organizations wanted us to succeed, and we couldn’t have done it without their helpful input, criticism, and support.

We spend extended periods of time planning for the security and care of the cameras and computers. Security is always going to be a major concern when dealing with expensive equipment that you’re putting out into public spaces. All we could do was try to keep the honest people honest, and then have contingency plans for when problems appear. We secured the desktops and laptops using locks and cables. We tracked the cameras thoroughly by assigning them to individual people. We did require everyone who received equipment to sign some forms accepting responsibility. However, we acknowledged the fact that some equipment could get damaged or stolen, and we were prepared to replace or repair a couple items. Fortunately, we did not experience any such problems this year.

**Where and how did you find other partners, i.e.: Krispy Kreme, etc?**

When we realized we’d need corporate support to make this first year possible, we prepared a sponsorship package that we sent to about a dozen companies. We offered the companies the chance to be involved with an innovative, unique opportunity that would help them make Emory students more aware about their organization. We featured our sponsors on all of our marketing materials, including flyers and our web site.

Krispy Kreme provided over 200 DOZEN doughnuts and 1000 hats for students. We delivered these doughnuts to all the freshmen and also created some iMovies for Krispy Kreme. The company also asked its public relations firm to help us promote the event to mainstream press. Kozmo.com also delivered snacks, and they also helped with the prizes. The Atlanta-Journal Constitution helped provide funding for the prizes. Other organizations provided gift certificates.

**Equipment**

**What investment did the administration make in the project? Where did it come from?**

Learning Technologies was instrumental in making iMovieFest a reality by purchasing 20 iMac DV Special Editions and a couple DV camcorders. Again, we stressed the long-term benefits of this equipment, and
went so far as to plan the locations and uses of this technology after iMovieFest. We also mapped out support for the technology and how our student organization would help other students make their own movies.

This investment came from essentially a lab budget. Emory has about forty iMacs around campus that serve as kiosks for email and the Internet. These were due to be replaced this year after the budgeted 24-month lifecycle, but they’re still running strong. Learning Tech used some of the unused funds to purchase the new iMacs. In addition, the long-term plan was to put some of the iMacs in residence halls (Office of Residence Life), some in the Multimedia Center (another division of ITD), and some in the Student Union for student groups to use. This allowed the opportunity for other departments’ support.

We appealed to the student organizations for funding for other equipment and miscellaneous costs including DV tapes, training books, and printing.

**Where did the equipment come from?**

We didn’t want the students to have any excuses for not making a movie, and this meant we needed as much equipment as possible to be accessible to students. This was extremely difficult to arrange.

- Emory purchased 20 iMac DV Special Editions for iMovieFest and future iMovie applications.
- Emory purchased 16 iBooks that we used for iMovieFest; these iBooks were then used for a wireless laptop loan pilot in the library.
- Apple provided 10 PowerBooks on loan for the week.
- Emory provided 3 DV camcorders, and David and Dan stole/borrowed a couple more from anyone they could find on campus or at Apple.
- At the very, very last moment… Apple came through huge, and we had another nine camcorders available for the week.
- LaCie generously provided 30 GB Pocket FireWire hard drives we used to transport projects.
- O’Reilly and David Pogue donated iMovie 2 books.
- Kensington provided laptop locks.
- We purchased 50 DV tapes and other supplies out of our own budget.
- The SkyTracker spotlight and Dragon cash machine were became realities thanks to a very creative and generous person at Apple.
- The Emory Computer Store generously provided great door prizes for iMovieNite.
- Our advisor, Marisa Johnson, did an amazing job helping us get access to the resources that we needed to make iMovieFest a success. The team leader of Learning Technologies was also extremely flexible and supportive of iMovieFest and helped us with something nearly every day.
Publicizing iMovieFest

How did you go about publicizing and promoting to the students?

We first quietly launched the event prior to winter break by sending a five-minute iMovie we created to each Residence Advisor. We briefly explained what would happen once we returned from break.

Upon the students’ return, they were greeted with iMovieFest banners on buildings, posters and flyers everywhere you looked, and beautiful graphite iMacs. We officially launched iMovieFest at a Resident Advisor training session. We briefly explained the program to the 200 Resident/Sophomore Advisors, we handed out their training manuals and DV tapes, and we provided a short demonstration of iMovie software.

We then went directly to the halls and met with each individually. We loaded the Jeep with 200 dozen Krispy Kreme doughnuts and coordinated Kozmo.com snack deliveries as we explained the rules and incentives to each hall.

We purchased several newspaper ads, and received funding for some of these expenses from the Student Activities Office and the campus television station.

We were on the phone the entire week – calling RAs, calling students, and calling anyone that would listen to us to see how the movie was coming. If they were having problems, we’d be right over. If their hall wasn’t inspired, we went right over. If the hall was working on the movie as a group, we provided snacks.

Who paid for the aggressive marketing?

Through constant begging, we were able to promote the event at a very low cost, even though we let the campus know it was the biggest event of the year. We purchased about $200 in supplies – spray paint, markers, etc. The User Group Program at Apple generously helped us get hundreds of iMovie posters and banners, and we received a great surprise of a shipment of Apple t-shirts. Krispy-Kreme and Kozmo.com provided the snacks through arrangements we mention below. The flyers and copies were made late in the night when no one was stirring.

The Actual Event

How did you structure the actual event?

One of the most important goals for us was to have each individual hall spend time together and work as a team. Therefore, we organize the event so that each of the 43 freshmen residence halls could make
their own movie. Each hall had access to a computer — either an iMac, iBook, or PowerBook — that was either in the RA’s room or a computer lab within the building. Three RAs shared one DV camcorder, and we helped coordinate the schedule. While we would have preferred to have more cameras, this allowed the halls to try to share and work together within a constrained amount of time.

Each RA turned in the final product, and we had a panel judge the entries. We featured the top 13 entries at iMovieNite, and showed all of the movies on the web and campus television station.

**What limits/restrictions (if any) were there (team size, timeline, content areas, final product)?**

Each hall at Emory has between 20 – 40 students with one RA. They had five days to create a three to five minute movie. We decided to leave the content areas open – we explained that every great movie started with a great idea, and we asked, “What is your great idea for a movie?” It turns out the students had amazing ideas. We only restricted the content by requiring the students to adhere to some guidelines such as no drugs, no violence, etc. We can provide the manual that we printed for each hall.

**Why did the students have only five days to make their movies?**

We planned the event for the first week directly after winter break. The students therefore had some extra time to devote to such a project. Additionally, it was extremely difficult to get the equipment on loan, and it would have been nearly impossible to hold onto it any longer. Finally, we figured the halls would procrastinate no matter what, and would end up creating the movies in a few days even if we gave them three weeks.

Other dates could work well. The beginning of the year is a possibility, but it may be more difficult if students do not know each other. Weeks that surround another break could also work well. Perhaps it would work when you partner with another week, such as Homecoming.

**How were the students trained and supported?**

We put together a training manual, and we also had many iMovie 2 books that were donated by David Pogue. We ran through a brief tutorial with all of the Resident Advisors. Thankfully, iMovie 2 is extremely intuitive. We stopped by all of the halls and helped with various problems that cropped up.

In addition, we had an iMovieFest hotline running 24/7 throughout the event. We received nearly 200 calls from students with questions that ranged from judging criteria questions to technical questions about iMovie.

**Who were the judges and what was the judging criteria?**

We chose eight judges: four students involved in campus life, two directors of the Multimedia Center, one Residence Life administrator, and one Film Studies professor. These judges represented various backgrounds and looked for different elements in the movies. All were asked to focus on creativity, hall participation, technical expertise, and overall enjoyment of the movies. We weighted the scores to stress creativity and enjoyment, as opposed to perfect technical editing.
What was iMovieNite?

About one week after the movies were submitted, we hosted iMovieNite in Glenn Memorial Auditorium, a building that seats about 1200 people. We planned an exciting night that featured a skytracker spotlight outside, a prestigious guest speaker, awesome door prizes, and a showcase of the top movies. The night’s emcees were the iMovieFest creators, decked out in tuxedos of course.

When the doors opened, hundreds of students rushed in from the drizzling rain. More entered, and then more. The auditorium was packed as the intro iMovie began to play. Some lucky audience members walked out with a Palm, an MP3 player, or a DVD player. The top three winning halls too received incredible prizes. We ended the night as the 1st place hall had the chance to send three students into “The Dragon,” the cash machine (Butch’s idea) that gave the hall the chance to win thousands of dollars.

The Results

What did the students create?

We had over 75% of the halls participate in iMovieFest, which is incredible at Emory. We received 31 entries that were all impressive, and some were totally amazing. One movie spoofed Hollywood’s best movies, while another addressed racial tensions on campus. Many movies were funny, while others were serious. All told great stories and the level of creativity within a five-day period was stunning.

What did you do with the movies?

We looped all of the movies on the campus television station, and we posted all of the movies (via iTools) on our website at http://imoviefest.cc.emory.edu/. We also created a VHS tape for students to obtain, and we burned some DVDs using iDVD. We showed some movies at various campus events, including a race relations dinner and a discussion with a Hollywood television producer. One movie, titled “Pop Wars” may soon be shown to the Board of Directors at Coca-Cola!

What kind of publicity did the event receive?

Thanks to many at Apple, iMovieFest was featured on the apple.com Hot News web site. Frank Klug also published a story in Apple iMac Update. Several tens of thousands of visitors came to our web site (created by Emory student Ajay Pillarisetti), and we’re not even trying to estimate the number of viewers at Apple’s site.

The event was featured in a blurb in the Atlanta-Journal Constitution. In addition, the event was featured on various websites including MacCentral, MacinTouch, Mac Observer, and MacSurfer. In addition, we will be presenting at the EDUCAUSE Southeast Regional Conference in June.
Who did you hear from after iMovieFest?
Just about everybody. We heard from dozens of schools (both higher-ed and K-12) that wanted more information. We heard from organizations and schools from all over the world, and we look forward to working with them on their own versions of iMovieFest.

What was the most unexpected outcome from the project?
We knew people would be interested in iMovieFest, but the numbers amazed us. Hall participation was near a record high, and we packed Glenn Memorial Auditorium. Students absolutely loved making movies, and they loved watching the movies. Once we presented the technology to them in a fun, inspiring way, they took over and created amazing movies.

What’s Next

What do you need to take iMovieFest further at Emory?
We are attempting to raise funds so that we’ll be able to purchase our own DV camcorder and laptop, and possibly a projector. We want to remove some of the restraints that are holding us back from showing all student groups, classes, and others what’s possible thanks to iMovie. We also hope to get access to a QuickTime streaming server so we can make it easy for students to showcase their movies in addition to the iTools site.

We will soon begin planning iMovieFest for next year, so we look forward to hearing other ideas. We will work to get top prizes again, as well as access to additional cameras, computers, and other equipment.

What would you tell others to do first to start something similar at their school/organization?
Don’t do it!! (Just kidding.) The equipment is vital, but it can be arranged with some dedication and begging, so it’s not the biggest concern. What’s more important is to build support – among students and administrators. Prepare a proposal and presentation that will generate the support necessary to produce iMovieFest. It only worked because we constantly stormed the dorms, persistently called residents, and relentlessly got the students excited to try some new technology.

We’re here to help in any way that we can. Don’t hesitate to contact us.

What would you do differently next time?
We will have a bigger team to pull everything together. Two or three students can do it, but it became almost too much at times.
We are looking into possibilities of expanding iMovieFest to the entire campus, either in one event or more.

Judging is always going to be difficult, but we will continue to examine how we can best rate the winners.

In the end, we worked with some extraordinary people at Apple to pull off iMovieFest. However, we can work together better in the future to provide the necessary equipment, support, and funding for events that make a large impact on the higher-education environment.

We need to find a way to make iMovieFest 2002 even better… the first will be a tough act to follow, so we’re open to any ideas! We hope to brainstorm with others so we can come up with better ideas for Emory and other programs at universities worldwide.

**Is Dan looking for a job for after his graduation this May?**

Why yes, yes he is. Thanks for asking. Feel free to contact him at 404-251-1058 or dcosta@emory.edu. (David wrote this!)

**I have another question that wasn’t answered. What do I do now?**

Please don’t hesitate to contact us. You can reach David at droemer@emory.edu or 404-664-6162. You can reach Dan at dcosta@emory.edu or 404-251-1058. Also visit [http://imoviefest.cc.emory.edu/](http://imoviefest.cc.emory.edu/) for additional contact information.

Good luck!

**David and Dan**
iMovieFest Reactions

Since I am sure no one is giving you feedback on this... I think this is a GREAT program. I live on a floor that is mostly singles and many of the residents are... well... a little anti-social. But as soon as I got this program going people are jumping out of the wood work with hidden talents, taking new roles on the hall to get it done. Even if we don't win, this program will have a lasting impact on some of the kids on my hall because it gives them a chance to express themselves when they normally don't. Thank you for putting this together!!!!!!

- Senior Resident Advisor

It's cool that you've found something that you're really into and found a way to make it appeal to the entire school. Congrats!!

- Sophomore Advisor

You are probably going to hear this like five billion times (if you haven't already), but imovienite was so good. Very impressive. And the tee shirt was definitely worth the wait. Thanks for giving me and tons of freshmen the chance to learn imovies and for entertaining us for a night...and for the shirt.

-Freshmen student, first-time Mac user

I just wanted to congratulate you guys on a job well done! I was completely floored, both by the high quality of the iMovies and the event itself. It is so admirable that you all committed yourself to such an incredible undertaking — and you pulled it all off! I did not see one person leave without a smile on their face and a look of amusement and amazement in their eyes.

- Director, Office of Student Activities

Unbelievably awesome — that is all I have to say! You guys rock and are iMovie heros in my book!

- Senior student who attended iMovieNite

You have energized and inspired a great number of people. It’s great to work with you both.

- Assistant Director, Office of Residence Life

Gentlemen !!!! WOW, I am SO impressed !!! The iMovieFest was FABULOUS ! I thoroughly enjoyed myself, laughing ‘til I cried ...and you two were so handsome all dressed up.

- Secret admirer

http://imoviefest.cc.emory.edu/
I'm John and I live in Knoxville, Tennessee. I love Apple's website. I read the Emory article on Apple's website. It was interesting, so I followed the link. I started looking at the movies on your website around 11:30 p.m. and I stayed up until 6:30 a.m. Please put me on your mailing list for the next batch of movies in the Spring. I might be jumping the gun, but will you do a Spring thing with the movie thing?

I now understand why you were all crazy about this, I think it was a great success. All the movies were really good and the prizes were amazing even though I didn't win anything :( Congratulations again and thanks for convincing me to go, it was worth it.

The program was something special. It was great to see all of the kids together and actually excited about something. I hope that the turnout pleased you. I know that we had more guys than ever at a program. I just wanted to say thanks for all the hard work. It was a lot fun and I hope that it becomes a tradition at Emory.

It was wonderful, so professional. I would love to do something at the high school level in DeKalb County Schools! Would love to pick your brain on this!

I went to your site today after reading the story at maccentral.com. You guys did an awesome job with your competition and your desktop movies. All of the enthusiasm involved in the organization of the movies and the competition of iMovieFest itself came through. You guys rock. Thanks for being awesome Apple customers. I wish you were in my territory :-) Take care.

Corey

http://imoviefest.cc.emory.edu/
Let students learn about technology and filming. Offer them the chance to work and play together on a team project. Provide interaction with faculty. Plan a huge event to showcase the students' efforts. Launch an ongoing initiative to encourage students to express their ideas and tell their stories using innovative, creative ways.

We call it iMovieFest 2001.
iMovieFest 2001 Proposal

- Thanks to iMovie software, anyone can easily make high-quality movies.
- Each individual first-year hall will have the opportunity to work together to make their own iMovie.
- With the help of Apple and Emory ITD, we’ll supply the necessary equipment to the residence halls during the event.
- We’ll also provide the iMovie training for RAs and interested students.
- iMovies will revolve around a common theme of the Residence Hall.
- Each residence hall will submit a final iMovie that will be entered into the competition and showcased at the concluding iMovieFest 2001 ceremonies.
- Entries will be judged by several parties from the following possibilities: faculty from the Film Studies department, Residence Life representatives, ITD representatives, students, Apple employees, and celebrities.

Event Guidelines (draft)

- All participants will use the provided iMac/iBook and iMovie software to create an iMovie of a certain length.

NO iMovie can contain:

- Profanity. For a list of words that are unacceptable please consult EV’s handbook in the section “unacceptable words”
- Nudity. Although we value students’ creative sides, there are other more appropriate outlets.
- Drugs. No using, showing, or alluding to drugs, alcohol, or any other illegal act or behavior.
- Harassment. For a definition of harassment, please look at the Emory’s Student Handbook under Harassment.
- Firearms. No firearms of any kind, legal or illegal.
- Blood or scenes trying to emulate blood.
- Violations of any public or federal law.
- All computer use must follow ITD guidelines. For a list of guidelines please consult http://www.emory.edu/ITD/POLICY/
- We encourage student creativity, but we reserve the right to reject any iMovie that the committee finds inappropriate for this event. Such movies will not be shown or considered.

Equipment

- Our aim is to provide the necessary equipment in an environment conducive to teamwork, learning, and fun.
- We will make use of computer labs in the residence halls, lounges and lobbies, and possibly RA rooms.
• We’ll work with Emory departments to furnish lounges and lobbies with necessary tables, chairs, and locking mechanisms.
• Camcorders will be stored in RA closets and/or rooms and available to be checked out by students.
• Students will be responsible for returning the equipment in the condition that it was rented.

Long-term Strategies

• We will borrow iMac/iBook computers from around campus for this event. The computers will then return to their primary uses in labs, classrooms, kiosks, etc.
• Other iMacs will be purchased and made available to students for future use via an equipment pool and permanent locations (Cox Hall Computer Lab, Library & Multimedia Center, etc.)
• Students could use these technologies to make Desktop Movies of campus events and student organizations. These movies can be featured on the Internet for current students, prospective students, parents, and alumni.
• Students could work with faculty to incorporate these movie-making skills into class projects and assignments.
• Students will be able to more effectively communicate their ideas and more creatively tell their stories.

Conclusion

Desktop Movies have the potential to revolutionize education, the workforce, and our communities. Students, as a result of iMovieFest 2001, will be prepared for this exciting future. iMovieFest 2001 will be the beginning of a spring tradition in first-year residence hall life, and it will also be the beginning of Emory's entrance into the Desktop Movie Revolution.

We truly look forward to your input and involvement in this awesome event. We can't wait to hear your ideas and questions.

Sincerely yours,

David Roemer and Dan Costa
Apple Student Core @ Emory
droemer@emory.edu and dcosta@emory.edu