



## Internet Access Connects With Judges at 8th Annual Product of the Year

Seamless access for Internet users through social media and apps was the hottest topic at the 2013 NH High Tech Council Product of the Year (POY) competition on Nov 12, as Single Digits of Manchester took top honors.

Single Digits' Open Network Exchange is the hub connecting users to a network, database service providers and app creators to large networks of users, and property owners to new revenue streams from their network. Through the interface, network owners can peruse the menu of options and easily "flip the switch" to turn on new services in their network. These services include advertising partners to drive revenue, rewards programs to drive loyalty, or social media partners to drive ease of authentication and revenue options. Single Digits operates the network as a neutral party to authenticate users, store credentials, set up policy and assign bandwidth, determine pricing and payment, track clicks, and allocate and distribute revenue appropriately.



Governor Hassan and POY Finalists

## What Can We Do to Promote Technology?

Read various articles or spend time on social media and you will find lots of people talking about the technology ecosystem in New Hampshire. One of our collective greatest accomplishments over the past few years has been turning up the volume on that discussion and broadening its scope.



Now it is time to take it to the next level.

Paul Mailhot,  
NHHTC Chair

While talking about the ecosystem has created greater awareness to sustain that momentum, we will have to take action. That is why I would like to challenge everyone to ask themselves: what can I do to promote technology in New Hampshire?

There are really no limits to how you can get involved and no right or wrong way to do it. Sometimes, however, with so many possibilities it can be hard to know where to start. Luckily there is no shortage of ways to participate and many great causes and organizations that could use your help.

One of the best ways to ensure the future is to prepare for it today. We can all do that by supporting FIRST. Each year thousands of kids across the state are falling in love with technology through this program. They would greatly benefit from better access to financial and mentoring resources. Chances are your local high school has a team. Find out how you can help it.

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Thank you to our 2013 Corporate Sponsor Program participants



At the 8th annual POY event, over 200 people, including Governor Maggie Hassan, were on hand as the Council honored the top four companies competing for Product of the Year with the Judges Award. Those four finalists were selected by the judges from a larger pool of candidates in October. The four previewed their products during a reception before the evening event, and then made seven-minute presentations as part of their effort to encourage the audience to vote for their product. The popular vote and previous judging by a panel of business and technology experts were equally weighed, and Single Digits took top honors for 2013. The three other 2013 finalists and Judges Award winners were BurstPoint Networks, Merrimack; Granite State Manufacturing, Manchester; and Labsphere, North Sutton.



During the preview reception, the governor visited each of the finalists' displays and was given tours of each of the unique products. As she stepped away from the displays, Hassan summed up the event saying, "This is really cool stuff!"

"This is certainly one of our proudest moments," said Stephen Singlar, founder and president of Single Digits. "Our roots are in New Hampshire, most of our employees are from the state, and to get recognition in



our own home state to help promote the growth of our company and our product—we couldn't be any happier."

Single Digits also earned the prestigious NH High Tech Council Product of the Year crystal trophy, designed by Pepi Herrmann. The Single Digits name has been added to the trophy, and the trophy and an exhibit of the winning product are currently on display at the Manchester-Boston Regional Airport for one year.

Major sponsors of the 2013 POY reception were Berry Dunn; Cook, Little, Rosenblatt, and Manson PLLC; Cross Insurance; Dyn; FairPoint Communications; Hanover Insurance; Nanocomp; and Public Service of New Hampshire. ■



Photography by Kate Harris Photography

## Thank You to our Sponsors



Business NH Magazine, Image4, Capital Regional Development Corp., Tom & Erin Daly, NH Dept. of Resources and Economic Development



One of the best ways—and this isn't limited to FIRST—is to become a mentor. Everyone reading this newsletter has a love of technology, understands its tremendous value, and has skills that others would love to learn. Share all of that with eager minds—both young and old. Mentoring doesn't only benefit the mentored—it will also benefit you. That is what I would call a win-win.

Previously I mentioned that one of the best accomplishments over the past years has been creating such buzz and talk around the New Hampshire tech ecosystem. One of the ways we have done that is by finally connecting the local businesses with our amazing colleges and universities. Perhaps you could speak to the students of UNH, the Community College System, SNHU or any other local school. Students are learning tons of skills in their classrooms but they may wonder how those skills will be applicable post-graduation. You can provide them with those answers.

I have found that so much of life is about exposure. The more you are aware of—both professionally and personally—the greater your chance of finding what you love. By speaking to a classroom you are exposing those students to opportunities and possibilities they may not know exist. Who knows what they will do with that opportunity? That is a pretty exciting way to spend an hour.

Let me provide an example of what I mean.

While recently attending an event for the Entrepreneur Foundation of New Hampshire (EFNH) I kept hearing

from the many nonprofits involved that they would benefit from a greater understanding of social media. Having heard this, it would have been easy to ignore their comments or simply mutter an agreement. But New Hampshire nonprofits with a stronger social presence become stronger organizations, which ultimately makes the entire ecosystem stronger. So I knew I had to act. I'm lucky because at Dyn we have an entire team devoted to marketing and social media. So I have called upon their expertise and we will be hosting a social media boot camp early next year for some 30 or 40 nonprofits. The day-long event will explain the benefits of social media and describe how to have a good strategy, how to produce beneficial content, how to use specific tools like Facebook and Twitter, and then how to monitor your results using analytics. Actions speak louder than words – even louder than a tweet.

I only suggest this involvement because so much is gained by everyone. Getting involved will personally enrich your life while tightening the fabric of this tech ecosystem. By being a part of the New Hampshire High Tech Council you have already proven yourself to be up to the challenge.

So go off and do great things and let us all reap the benefits. But while you're at it, don't forget to renew your membership to the High Tech Council. Doing so will strengthen our core, which we can use to reach out to the entire community. ■

## AMPed NH Offers First Class In Certificate Program Tuition-Free

AMPed NH is taking innovation in workforce development to a whole new level by offering tuition-free courses to as many as 2,000 new students who enroll in a core advanced manufacturing certificate program.

The Applied Career Fundamentals for Advanced Manufacturing Certificate was designed to prepare students for successful entry into the advanced manufacturing industry.

"The Applied Career Fundamentals for Advanced Manufacturing Certificate, and the decision by the community colleges to offer courses tuition-free for a limited time accelerates the enhancement of the pipeline," said Ross Gittell, CCSNH chancellor. "This approach should generate interest statewide."

Based on government competency models and industry feedback, the certificate program builds skills in science, math, composition, communication, business fundamentals and computer skills. Students will also select two manufacturing elective courses to round out the requirements. Credit awarded in the program will be fully transferrable between NH's

community colleges and may later be counted toward associate degree requirements.



Top concerns for job seekers and prospective students include cost, accessibility and fear of the technical nature of the program. To address these, classes within the advanced manufacturing core are available in online, traditional classroom and hybrid formats. Online academic support and networking resources are available through AMPedNH Connect and the colleges are solving the cost issue by offering one course per new student tuition-free for a limited time.

By offering the first course within the advanced manufacturing core tuition-free to up to 2,000 students systemwide, AMPed NH aims to accelerate the growth of the pipeline of highly-skilled advanced manufacturing workers in the state and throughout New England. ■



## Want to get funded? Get an introduction.

By Jamie Coughlin, Dartmouth College

One of the most common questions I get asked by entrepreneurs is: how do I get my idea funded and gain the attention of an angel or venture capital investor? For those of you who may not know the difference, an angel investor is an affluent individual who provides capital and advice to startups, usually in exchange for some interest in the venture. Similarly, a venture capitalist also provides capital and advice to startup companies, but organizes and raises that capital from limited partners, such as endowments, hedge funds, pension funds, and so on. Knowing how each source of capital works will increase your chances of navigating the funding waters.

What both angel and venture capitalists share is the reality that those with early stage capital to distribute are inundated by those seeking funding for a new idea. To give you a sense of volume, many of my VC friends received hundreds of unsolicited plans a month. How can they possibly read through all those plans, let alone truly understand the value of your new idea? The answer is they can't, or at least they can't do it very well. But hope is not lost. Let's not forget, venture capitals need deal flow to survive. It's just that in order to be efficient at what they do, they need well-qualified deal flow.

I'm a big believer that the startup world revolves less around a good idea and more around the people behind it. We've all heard the statement, "ideas are a dime a dozen, it's the ability to execute that is key." As such, relationships are critically important. Recommendations and ultimately introductions are how many of us make our decisions. We base our decision around the credibility of the person making the recommendation. In my experience, early stage entrepreneurs often overlook this. Why would the venture capital world be any different? David Hornick, a partner with August Capital, describes this as borrowed credibility. In his explanation he reflects back to his elementary school days and what he learned in math class, specifically recalling the transitive property. If:

A has credibility with B *and* B has credibility with C *then* A has credibility with C

Therefore, through the power of introductions venture capitalists and other investors can efficiently manage the inbound flow and leverage the lens of another already established and trusted relationship, to help pre-qualify a prospective entrepreneur.

So how does one go about building relationships with those that can offer up introductions to the venture community? First, get yourself on the startup playing field by identifying the center of gravity for such activity in your area. Incubators are a great starting point, but other options could be networking events, monthly meet-up groups and startup competitions. The leaders of those activities are often the ones that maintain strong relationships with the venture community and can be a great source of introductions. But remember, these gatekeepers are also a filter themselves and know how to distinguish the committed from the wannabe entrepreneur. So what I can't stress enough is participation. Just like anything else, showing up is half the battle and doing so consistently can leave very positive impressions on those leaders of a given ecosystem. Out of site, out of mind is often a reality and for those that aren't committed, it can be a rude awakening.

When you are ready to ask for the introduction, simply be up front and direct. Moreover, be ready to answer the follow-up question of what you need capital for. This will be the key indicator that will provide some insight into the thoughtfulness and maturity of your venture. Is this simply an idea in your head or have you put it to paper and begun to build both a product and a team? Preparation and having your pitch down will only better qualify you as a serious contender.

In the end, getting introduced to an investor by no means guarantees you will get funded. But getting an introduction can increase the odds of getting your idea heard and reduce the cycle time of receiving either a yes or a no answer. Funding is like dating and your job as the entrepreneur is to find the right match! ■



## Tiffany Eddy Joins Council Board

The NH High Tech Council board recently added award-winning journalist Tiffany Eddy to its Board of Directors. Eddy is currently the director of external relations and communications at the University System of New Hampshire, as well as the director of public affairs for Granite State College.

Eddy is a veteran in the communications and media fields and a past recipient of the Edward R. Murrow Award for best newscast. She worked for over a decade at New Hampshire's WMUR-TV ABC9 where she served in positions including anchor, reporter and producer. Eddy also co-hosted, researched, wrote and promoted over 400 stories for New Hampshire Chronicle, an award-winning television news magazine that travels the state and explores all things New Hampshire.

*Please join the Council as we welcome Tiffany Eddy to our Board of Directors!*

## *Guest Writers Wanted!*

Do you or your company have insight regarding a timely or relevant subject? Ever want to place a guest column in our newsletter? Now is your chance! The Council is always looking for fresh subject matter that our readers and members would find helpful and informative. One advantage to having a wide-ranging pool of membership is our ability to spread the word on the latest and greatest topics — trends and opportunities, new innovations, trade secrets, marketing, regulatory issues, human resources, and breaking data are just a few examples.

If you are interested in submitting a guest column, please email [info@nhhtc.org](mailto:info@nhhtc.org). We'd love to take a look and help get your information out!



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**[www.hayes-soloway.com](http://www.hayes-soloway.com)**



# Community Colleges' AMPed NH Celebrates NH Manufacturing Week

By AMPed NH - Advanced Manufacturing Partnerships in Education

National Manufacturing Day on Oct. 4 was a success, with more than 830 events scheduled nationwide — but a day wasn't enough for New Hampshire, where advanced manufacturing is such a big deal it took a week to properly showcase cutting-edge products and career opportunities.

In addition to the annual Governor's Manufacturing and High Tech Summit Oct. 10, NH Manufacturing Week featured open houses at advanced manufacturing facilities, high schools and each of NH's community colleges. New Hampshire advanced manufacturers serve customers worldwide in industries such as aerospace, defense, medical, computers and more.

Through high-tech science and technology presentations and hands-on exploration, tour participants experienced firsthand the state-of-the-art, safe and comfortable nature of today's manufacturing environments, and they were wowed!

NH's community colleges reported hundreds of people attended their Oct. 9 open houses, and industry leaders said busloads of students and teachers checked in to get a taste of what high-tech manufacturing is all about.

"It speaks volumes that our state has so many exciting stories going on in advanced manufacturing that we had to expand National Manufacturing Day into a Manufacturing Week in New Hampshire in order to tell them all," said Desiree Crossley, marketing and outreach coordinator for New Hampshire's Advanced Manufacturing Partnerships in Education. "For example, it's not uncommon that community college students are recruited into advanced manufacturing careers even before they finish their chosen programs. By graduation time, they're already enjoying a return on their educational investment."

With manufacturers nationwide reporting shortages of well-trained, highly skilled employees, opportunities abound for exciting, challenging careers in the industry. According to the Economic and Labor Market Information Bureau, the average weekly pay for NH workers in the private manufacturing sector was \$1,050

in spring 2013, 22% above the \$825 average of all private sectors in the state.

During the governor's summit, DRED Commissioner Jeffrey Rose touted partnerships like AMPed NH as important to growing the highly skilled workforce. AMPed NH is a partnership of NH's seven community colleges, advanced manufacturers, state agencies and more to increase the highly skilled workforce through targeted training and education programs. It is funded by a \$20 million TAACCCT grant from the U.S. DOL Employment and Training Administration.



"It's not about what we are today, but what we will be tomorrow," Rose said, acknowledging public/private partnerships like AMPed NH bolster New Hampshire's economy.

At the summit, NH Gov. Maggie Hassan declared Manufacturing Week a success, saying New Hampshire is "on the threshold of a bright new economic future" thanks to leaders who came together to practice "collective problem solving" and are now moving NH forward.

"A skilled workforce is critical for growth," Hassan said. "Employees today are required to possess highly specialized skills, to adapt, think critically and work cooperatively to succeed."

Under AMPed NH, industry guided and approved certificate and associate degree programs are offered at NH's community colleges. Teaching labs feature the same cutting-edge equipment used in professional production facilities in order to provide a seamless transition from classroom to career — in sectors like robotics & automation, electronics & electromechanics, advanced machine tool technologies, advanced welding, advanced composites and engineering & programming.

Work-readiness training and certification is available free of charge to participants by WorkReadyNH.



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## Blogging Your Way to the Top

By Laura R. Aronson

Is your blog getting dusty? Why bother blogging at all?

When your web designer created your website, chances are they added a blog to it. But like many small businesses, you may have written just a few blog entries and not continued. If you have a news section, your latest announcement may be months—or even years—old, which certainly isn't news!

Why does updating your blog and your news section matter? Is it really worth the time?

It's a hassle to write blogs and post news. Usually, nobody is responsible for doing it. You don't have any ideas for content. Writing is hard and it takes too long. But, blogging and posting news is so important to your marketing that it's worth overcoming the obstacles.

Appearing on the top of the list in Google and other search engines is worth a lot to you because the top listings are most likely to be read. Users rarely go beyond the first page of listings. Blogging can get you there because:

- Search engines like relevant content. Relying solely on your home page is like dropping only one fish hook in the ocean. It makes sense to have LOTS of hooks. People use a variety of search terms and phrases that matter to you, and the varied content in blogs and news sections can set the bait for them.
- Search engines like new content. One way is to make frequent, substantive changes to your home and main pages, but you probably aren't doing that. A storefront with daily changes can help get you there, but only if you're a retailer or distributor. New blogs and fresh news are the way to go.

- SEO is a much weaker tool now. You can't rely anymore on insights from Google data to perform search engine optimization (SEO), the manipulation of web page terms and phrases to improve visibility in "natural" or "organic" (non-paid) listings. Google changed the rules in September by encrypting all search activity, except for clicks on advertisements.

To get your blog and news sections updated on a regular basis, you must delegate the job to an individual with the time, skills, and motivation to do the job.

If your blogger is an employee, this must be part of their job definition. They must be allowed the time to do it and they should be recognized or rewarded for doing it regularly and doing it well. If the job falls to you, the business owner or manager, you need to put it in your calendar just like anything else that you complete on a regular basis. If you cannot delegate blogging to an employee, and you cannot do it yourself, then a professional copywriter can get the job done. You can hire a freelancer directly, or work through the agency that maintains your website. The cost, usually several hundred dollars per item, is affordable if you decide that blogging is an essential tool in your marketing kit. As a bonus, you can re-use the content in your print or electronic newsletter. ■

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Those who enroll in AMPed NH programs may be eligible for assistance through NH Works partners including WIA, NHES, NHEP, vocational rehabilitation, veterans programs, youth programs, Trade Act, SCSEP, WorkReadyNH and others.

NH Manufacturing Week was organized by New Hampshire's seven community colleges, advanced manufacturers, NH MEP, NH Works, economic development groups and others.

To learn more about AMPed NH and its full complement of training and education programs, visit [www.ampednh.com](http://www.ampednh.com). ■



# 2014 Health Care Outlook: Reform's new wrinkles and the ongoing challenge of rising costs

By Beth Roberts, Harvard Pilgrim Senior Vice President, Regional Markets



Harvard Pilgrim  
HealthCare

2014 promises to be about an old tale with a new twist. The old tale: the ongoing battle to contain health care costs. The new twist: the double-edge sword presented by sweeping changes of the Affordable Care Act (ACA). Here's a bit of perspective on both of these as we gear up for another eventful year.

## Reform's new wrinkles

In 2014, we have, most notably, the ACA's individual mandate requiring everyone to buy insurance, guaranteed coverage regardless of pre-existing conditions and the creation of exchanges.

It's important to keep in mind that several other key provisions will have a significant impact on small groups and those buying individual plans. These provisions include the expansion of coverage and a change in how plans are rated.

Driving the coverage expansion is the 2014 requirement that all small group and individual plans incorporate Essential Health Benefits, comprised of 10 different categories of services. While the new benefits provide greater peace of mind, they don't come without a price. For many, the changes mean higher premiums. And while the timing of the requirement is in question at this writing, even if it's delayed, the late change could destabilize the market. That's because if fewer younger and healthier consumers buy the new plans, it will mean higher premiums for everyone. We'll continue to monitor these developments.

How plans are rated is changing as well. Beginning in January, insurers must move from subscriber-level rating in the individual and small group markets to a per-member rating approach. Permissible rating factors in New Hampshire are limited to age, tobacco use and family size (capped at three for members under age 21). As you can imagine, the rating methodology change can result in very different premium pricing for families who appear to be otherwise similar.

## Cost-saving approaches

While some provisions of the ACA are adding to the ongoing challenge of rising health care costs – and in turn premiums – several approaches and strategies can help curb costs.

**Incorporate a stakeholder approach to cost-sharing** – To help cultivate more cost-conscious health care consumers, create a true stakeholder role for employees:

- **Instill a fixed-dollar contribution** policy, providing the same contribution for all plans offered. Employees who want a more expensive plan can pay the difference.
- **Move from traditional first-dollar plans to lower-premium high-deductible plans.** As an example, our most popular products in the New Hampshire small group market have a \$3,000 individual/\$9,000 family deductible.

- If you offer a consumer-driven health plan with an HSA (health savings account) or an HRA (health reimbursement arrangement), instead of funding the first half of employees' deductibles, consider a **"split-dollar" or "back-end" funding approach.**

**Adopt network-based plans** – Alternative network approaches can provide significant premium saving opportunities for both employers and employees, while still ensuring strong coverage and quality care. For instance, ElevateHealthSM, our new **defined network plan**, features providers selected for their efficiency and effectiveness, combined with a close-knit care delivery approach. And, members of our Best Buy LP plans save money by visiting select **lower-cost providers** for lab tests and outpatient surgery. Other plans, like our Hospital PreferSM, feature tiered copayments based on provider cost and quality measures.

**Encourage judicious use of the ER** – Going to the emergency room for a non-emergency problem will cost a lot more than a visit to a doctor's office and take more time. If it's not a medical emergency but immediate care is needed and the doctor's office is closed, a local urgent care clinic can be a convenient alternative.

**Promote lower-cost generics and mail order drugs** – Generics are proven equal in quality and effectiveness to brand-name drugs, and encouraging employees to request them when new medication is prescribed is a smart way to save. And for drugs used on a routine basis, mail order programs can also provide significant savings, while eliminating trips to the pharmacy.

**Provide cost and quality transparency tools** – To help employees become more savvy health care consumers, arm them with decision-support tools. A growing number of state-sponsored and insurer cost and quality tools support this behavior. As an example, our SaveOnSM program rewards members for choosing lower-cost providers for certain medical procedures and tests, and our soon-to-be available Now iKnow online tool will provide members with plan-specific cost and quality information.

**Make a healthy investment in wellness** – More and more employers are adopting wellness programs, wisely viewing them as an investment in a healthier, more productive workforce. Working closely with your insurer to develop a long-term wellness strategy can help shape healthy behaviors. Health questionnaires, biometric screenings, nutrition/weight management, stress reduction, smoking cessation and other programs can help lead to a culture of well-being, and employer-sponsored incentives can help boost participation.

It's hard to predict what kind of impact the ACA will make over the course of 2014. But working together, we can make a real difference in helping to control costs and improve our state of health. ■



# Welcome—Our New Members

## **English Advantage Inc.**

### **Chetan Chaudhari**

7 Daffodil Drive, Nashua, NH 03062, 603.521.4106  
English Advantage provides innovative online education platform for learning English. Our American instructors teach business English online using live video to professionals.

## **Bigelow & Company, CPA, P.C.**

### **Christopher Hussey**

500 Commercial, Street Manchester, NH 03101  
603.627.7659 - bigelowcpa.com  
Founded in 1931 by Nathaniel F. Bigelow, the accounting firm of Bigelow & Company has prospered and grown for nearly a century to become one of the largest, most experienced and respected accounting firms in New Hampshire. With offices in Manchester and Portsmouth, the firm offers an array of financial services for businesses large and small across a broad spectrum of services and industries.

## **Capital Regional Development Council**

### **Stephen Heavener**

P.O. Box 664, Concord, NH 03302  
603.496.1875 - crdc-nh.com  
The Capital Regional Development Council, CRDC, is your source for creative financing for small businesses, real estate development, and more. Let us work with your financial institution to make your deal happen. From SBA 504 loans to loan funds and more, we have the expertise and experience to get your deal done!

## **M.A.D.S. Inc.**

### **Bruce Stetson**

10 Commerce Park North, Bedford, NH 03257  
603.644.7803 - madsgizmos.com  
MADS Inc. has over 24 years of experience in the design and manufacture of electronic products. We specialize in the ability to quickly implement state-of-the-art technology for any application. We design and manufacture electronic products for the defense, medical, communications, industrial control, machine vision and transportation industries.

## **Metal Wave, Inc.**

### **Peter McCue**

18 South Hunt Rd., Amesbury, MA 01913  
617.838.3856 - metalwaveinc.co  
Metalwave's mission is to provide sustainable, environmentally friendly, recycling services to help companies maximize their recovery of aged or excess IT assets. We dedicate our vast product knowledge and processing experience to help you eliminate

your risks associated with data security and disposal compliance.

## **New England Innovation Center**

### **Mark Galvin**

75 Congress Street, Portsmouth, NH 03801  
603.610.8100 - ne-ic.com  
The New England Innovation Center has created a unique model for the acceleration of innovative new companies; one that embraces the culture of the startup, proliferating disruptive products and services in the pursuit of profits. The Center is the operating entity for a partnership of investors that have created an environment for nurturing some of the brightest entrepreneurs and best new companies in New England.

## **Gamma Medica, Inc.**

### **Jim Calandra**

P.O. Box 169 Salem, NH 03079  
603.952.4441 - gammamedica.com  
Gamma Medica recently moved to New Hampshire and is composed of 26 employees with excellent imaging technology experience and expertise in the areas of research and development, product design and engineering, manufacturing, regulatory, sales and marketing and clinical trials.

## **Merck & Co.**

### **Judy Butler**

21 Garnet Road, West Roxbury, MA 02132  
617.429.8442 - merck.com  
Today's Merck is a global healthcare leader working to help the world be well. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships.

## **AssureTec Technologies, Inc.**

### **Robert Reeves**

200 Perimeter Road Manchester, NH 03103  
603.512.2830 - assuretec.com  
AssureTec makes products that are trusted around the world to provide critical security involving borders, high profile chemical and nuclear facilities, as well as commercial enterprises. AssureTec products enable users to quickly and accurately evaluate prospective customers, employees and visitors in real time.

## New Members (continued)

### ERP Guru

#### David Farr

66 Hanover St., Suite 303, Manchester, NH 03101  
514.664.1023 - erpguru.com

ERP Guru helps your enterprise grow by implementing and supporting NetSuite, the leading cloud-based business management software. We have been a NetSuite Partner and Solution Developer since 2005. With ERP Guru you get more than world-class technical expertise. We are a team of software engineers that brings you cross-industry experience. We pride ourselves on our ability to translate complicated operations into real-world business applications.

### SalesEdge LLC

#### Kym Harrington

500 Commercial St., Suite 304,  
Manchester, NH 03110,  
888.577.7382 - salesedgellc.com

The SalesEdge mission is to help companies improve sales performance by automating critical selling documents that put the sales person in the best position to win. Critical selling documents include RFP responses, proposals, presentations, and ad hoc responses to customer inquiries—basically any information a sales person needs at their fingertips to communicate your value offering at every stage of customer buying cycle.

### People's United Bank

peoples.com

For over 170 years, People's United Bank has used a unique combination of resourcefulness and problem-solving capabilities to help our customers achieve their financial goals. That's just part of what we call "know-how." Every day, we work with a can-do spirit across all of our lines of business, from Personal and Commercial Banking to Wealth Management and more.

## Job Postings

**Sunrise Labs** is looking for engineers:

- Program Manager - Electrical/software medical Systems
- Electronics Engineer
- Embedded Systems Programmer
- Graphical User Interface Programmer
- SQA, V&V Engineer

Learn more at [www.sunriselabs.com/careers](http://www.sunriselabs.com/careers)

## Member News

The Society of Certified Insurance Counselors recently honored Lisa Bruinooge King of **Cross Agency**, Manchester, for "dedication and leadership in the insurance industry" after five consecutive years of active affiliation with the society.

Board member Bob Good reports that **Good Leads** recently signed Quest Diagnostics to represent their electronic health record management offering to large scale health systems providers in the U.S.

**Silicon Software Inc.'s** range of Frame Grabbers and prizewinning VisualApplets FPGA Design Software are now sold in more than 15 States in the USA. Thanks to all in NH for your support!

**BurstPoint Networks'** video capturing and streaming products will significantly enhance the upgraded high-speed interactive video network that traverses New Hampshire. ConnectNH, a UNH-based organization which makes its services available for state agencies, nonprofit organizations, colleges and universities, and telehealth organizations, recently selected BurstPoint as its vendor of choice.

**miEdge™** is pleased to announce Benefit Advisors Networks endorsement for their Smart Partner™ members. miEdge provides real-time 5500 health & employee benefits information to insurance agents, brokers, carriers and consultants.

**miEdge** announced that 60 percent of the nation's top 100 Largest Insurance Brokers, as reported by Business Insurance-Special Report, July 15, 2013, use the miEdge prospecting system to maximize broker prospecting and business growth.

John Gilbert of **Synchrony Advisors** participated in BIA's press briefing regarding its Strategic Economic Plan. Gilbert facilitated collection of stakeholder input and drafting of the plan under contract to BIA.

Debra Titus joined the Board of Advisors for **Stay Work Play**. Interest in SWP's mission stems from her work with the 2007 Task Force for the Recruitment & Retention of a Young Workforce for NH

**NEARBY**, a NH startup that created a local gift registry solution, was featured on MSNBC this month. They will branch into markets across the country in 2014. Watch: [tinyurl.com/osd7bop](http://tinyurl.com/osd7bop)

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*"The NH High Tech Council serves our membership by creating a vibrant ecosystem for technology companies that want to launch, grow or relocate in New Hampshire. We are committed to expanding the tech-driven economy by building partnerships, enhancing workforce skills and knowledge, and shaping public policy."*

### For more information:

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