

Many awards, one goal: support the entrepreneurs who make New Hampshire great

Product of the Year and TechOut accepting nominations

If there were an official entrepreneur season, this would be it. Two of the Council's signature events – Product of the Year (POY) and TechOut – are accepting nominations. Nominations for Stay Work Play's Young Entrepreneur of the Year, which is part of its annual Rising Stars Awards and presented in partnership with the Council and Alpha Loft just closed and the judging portion is underway. And those are just three of the many programs designed to help Granite State entrepreneurs get to the next level.

Here's a rundown and everything you need to know to nominate someone, or apply yourself, for the Council's two open contests.

Product of the Year (POY)

Who's it for? New Hampshire-based organizations that have launched or enhanced a new tech-centered product or service in the past year.

Why do it? Free advice, major product promotion, and exposure to regional technology community. Also, bragging rights.

What makes it special? Winners will also have their product featured in a large display at the New Hampshire rest area on I-93 south in Hooksett.

Application effort level: 4 out of 10. To apply, you must complete a form, provide press or specification materials and answer a few questions on the application. The application fee is \$200 for members and \$350 for not-yet-members.

Application deadline: September 25, 2015

When are winners notified? At the big event on November 12, 2015, finalists will present to a live audience and results will be determined by both the judges' and audience's vote.

Sponsored by Cook Little Rosenblatt & Manson, FairPoint, TD Bank, Nanocomp Inc., Dyn, Cross Insurance, Autodesk, and Eversource. Presented by NHHTC.

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Defining workforce development in NH

"Workforce Development" has become one of those buzzword phrases. It is an oft studied subject, used in many political speeches and has come to strike fear in the heart of many hiring managers and small business owners. What does it exactly mean, and what exactly is the state of our state's workforce as it applies to the tech sector?



Paul Mailhot,
Council Chair

The Council has long known that a dynamic and available workforce of tech workers is an area of concern and opportunity for both our members, and our state. It's no secret, and it's one the Council is starting to formulate around its next strategic initiative.

While there is much to learn as we dive deeper, here is what we DO know:

- We know that advanced manufacturing and high technology businesses are the leading drivers of New Hampshire's economy. Roughly 10.6% of New Hampshire's workforce is part of our sector.
- We also know that jobs in this sector pay higher wages. Those sectors employ about 69,000 to 72,000 people depending how jobs are classified, and those high tech workers average a salary of approximately \$68,000 per year. And although that is well above the per capita NH income of \$33,134 according

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Thank you to our Corporate Sponsor Program participants



What's the best way to promote membership? Talk to a member!

At the Council, we work hard to make your membership a worthy investment. But we also know it's easier to see those things from up close while we work every day to make our programming robust for our members. Given that, we decided to take a step back, take a strong look and invite in some key mover and shaker members to help us examine our reach and depth, and to work alongside us to convey that to you.

We are calling these members Ambassadors to the Council, and you can expect in the months ahead both to hear from one of them just simply to check in, but to also be a sounding board to you, our members. The members who have raised their hand to join our Board of Directors in this mission are listed below. And if you, too, would like to increase your involvement in the Council, be sure to contact us.

Jeff Amaro, Autodesk

Matt Becker, The Rowley Agency

Andy Dillman, miEdge

Kevin Hallenback, Sandler Training

David Landzillo, Robbins Farley

Alec Newcomb, indri

Dan Scanlon, Colliers International

John Whelan, Alexander Technology Group

Become a Council Member Today!

What do you get for your **Council membership**? Entry into a group of over 220 plus member companies that together employ nearly 20,000 people. The Council membership is a mix of technology service companies and the companies that service and support them. The Council offers connections, access and visibility; let us do the work to make that happen for you and your employees.

Paul Mailhot — continued from page 1

to the US Census, there is still a lack of workers to fill those positions.

- Although studies vary, all point to the fact that there is a great demand for skilled and highly trained tech workers. According to data obtained through the NH Department of Resources and Economic Development, the average openings for high tech jobs are approximately 1,835 at any given time, with approximately 1,620 of those positions being filled concurrently. On average, most positions are advertised six times each.
- We know that there is a gap between what our state is able to produce in the area of computer and tech science graduates, and we know that keeping those graduates in state is a challenge.
- We know that innovative education/business collaboratives work. We also know that there could be more of them. We know that if those workers come with a degree of "soft skill" fine-tuning, all the better.
- We know that a regional approach is necessary, but that the real focus is on how New Hampshire competes for those coveted workers. For so long, we enjoyed the benefit of highly educated workers coming over the Massachusetts border to fill tech positions and more. That flow has decreased significantly in the last decade. But we do know that those who came were looking for the NH quality of life, and that's one asset we still have.
- We know our value proposition needs to be refreshed and expanded.
- And lastly, we know that there are a great many minds working on this from the higher education, business and policy-making perspectives. The Council firmly believes that there is not one single approach to finding a way to fill (and keep filled) that pipeline.

This is an area that the Council is starting to dive deep into. The first key step is getting our hands around the data, and identifying the various ways that the Council can contribute and participate in current initiatives, and how we can lead the charge in this area that matters a great deal to our members. Stay tuned – there will be much more commentary and action on this overused but critical buzzword. ■



Where young people dream of becoming science and technology heroes.

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Social media for business – tips for the tech industry and beyond

Lesson 1: There's no such thing as a social media expert

Does it ever seem like Twitter is one big pool of brands talking to each other bragging about themselves? Are you wondering why your Facebook posts are only being shown to a handful of people? Or what the heck a Reddit AMA is and whether you should include it in your marketing plan?

Taking a step back, the social media sphere is constantly changing, and what's more, the strategy to make it work for you requires a unique combination of knowledge of your industry, listening skills, writing ability, communication strategy and time. If you can't devote the resources to social media, it will be difficult to see a return from it, regardless of whether you're looking to gain leads, create a customer service outlet, hear feedback, conduct research, or employ any of the countless ways social media can help your business.

This occasional column will help identify the areas where businesses usually stumble in general terms, as well as best practices and current examples of people and companies who are getting it right. It's coming from the perspective of a former journalist, grammar junkie, social media enthusiast, public relations professional and lover of all things Internet.

What is an expert, anyways?

Navigating the platforms, processes and personalities that comprise the many different social media avenues is a huge undertaking. You may look to colleagues, interns, and even kids, for guidance and help speaking the language of today's social media scene. But even the most savvy young professional, well-trained intern or techie kid won't know the most important secret to your social media success: there's no such thing as a social media expert.

Social media platforms, features, integrations and commerce functionality are updated frequently (for example, recently Facebook changed the way people see posts in their news feeds), trending topics change constantly, and the automated programs that were invented to "manage" social media workflows often lack the ability to listen and process content and responses with authenticity. So even though phrases like "social media guru" and "expert" get thrown around all the time, having someone who understands social media and your business, your customers, and communication strategies that resonate across any media channel – social or otherwise – is really where expertise matters.

The first rule of social media

Be authentic. This applies to every facet of a sound social strategy. For example, don't rely entirely on social media management tools. Hootsuite and Tweetdeck are great for scheduling "evergreen" content and promotional messages and reminders, but can't actually interact with other people and brands in ways that really mean something. Don't inhibit the two-way conversation aspect that constitutes the "social" in "social media." Find unique ways to listen, respond and connect with your customers and social media followers meaningfully. There are real, live humans out there, just waiting for you to connect with them.

Jen Nickulas is a strategic communications coordinator at Cookson Strategies, a Manchester-based public relations and communications firm that also manages the NH High Tech Council. Jen handles social media for a number of clients, including the Council, and has more than a dozen years' experience in marketing, public relations and writing. Connect with her on Twitter at @darnitjen or at jen@cooksonstrategies.com.



The Manchua Tech Hub

by Matt Cookson, Executive Director, NH High Tech Council

The New Hampshire tech sector received a significant boost in July when the Manchester-Nashua corridor landed at number 8 on a list of "the next top 10 cities for tech jobs" from ZipRecruiter. After digesting the fact that this region was defined as a city (would we call it Manchua?), there were many self-congratulations and whohoos buzzing on our social media channels.

Is this good for us? Absolutely. Look at the company we keep on that list – Austin, TX; Raleigh, NC; Nashville, TN, Eugene, OR and more.

Part of becoming a tech hub is talking the talk and using rankings such as this in our marketing and messaging. The magazine *Fast Company* helped when they pushed out the ranking in their story stating that "Manchester provides a quaint New England feel with easy access to Boston and Portland without city-sized costs of living" and described the area as "steeped in tech industry roots." The Union Leader recently cited it three times in articles and social media mentioned it for a straight week.

Another part of being a true tech hub is having a high enough concentration of tech companies ranging from start-ups to name brands in a single region. If one draws a line from Nashua to Manchester, over to Portsmouth and down along the coast to the Massachusetts line and back to Nashua, this region has roughly 81% of the state's tech workers. So we can check that box as well. [Click here to read the full article.](#)

An invitation to blog and register as a tech expert

New communications efforts underway to make it easy to stay in the loop

by Jen Nickulas, strategic communications for Cookson Strategies and NH High Tech Council

What's your tech expertise? Care to share? We have several opportunities for companies and individuals looking to increase their visibility with Council members as well as the tech community. Now is a great time to start thinking of us as a media partner as well as New Hampshire's largest technology organization. We're forming new partnerships across the state and developing new methods to communicate important happenings, and want your help!

Blog with us

We are looking for occasional bloggers for our weekly spot on the Council's NHTech email news collaboration with NH Business Review. Readership is high and engaged, and we welcome highlighting your expertise and voice to over 5,000 subscribers. Your words will have a presence, too, on both the NHBR and Council websites.

If you are interested in submitting a 500-word article a few times a year, please let us know. We are looking for any relevant, topical and engaging content that would appeal to a technology audience; from software to hardware to service to social and anything in between.

Expert sources and commentators

We often receive inquiries from local, regional and national media looking for expert sources. If you'd like to be placed on our roster of local technology press

resources, [please register here](#). Your information will not be sold, or shared with anyone other than media by request.

And don't forget to add news@nhhtc.org to your media list. We will share your press releases and other company news on our website and through our social channels.

Evolving communications

We're constantly evaluating the effectiveness and efficiency of our services to members and in the past several months, we've been working toward an improved model for sharing technology news through our own publications; namely NHTech News, frequent e-blasts, and the news blog at nhhtc.org.

In the months ahead, we'll continue working on interactive and convenient ways to share important news and resources while providing members a vehicle for enhanced visibility to other members and the regional business community.

Our new partnership with NH Business Review and its weekly NHTech email browser is another way we're keeping you updated in – what we hope – is the most convenient vehicle possible. Sign up for the service, follow us on social media, or even stop into the office if you're downtown; we'd love to know what you think and look forward to hearing your thoughts on other ways we can keep our community informed. ■

POY & TechOut – continued from page 4

TechOut

Who's it for? New Hampshire startups.

Why do it? It's the state's largest startup competition with \$100,000 in funding up for grabs. Companies are matched with experienced mentors who will help with presentations and other entrepreneurial challenges. It's also an absurd amount of fun.

What makes TechOut special? A \$50,000 first prize, \$30,000 second prize and the popular vote during the awards event determines the third-place \$20,000 winner. So, bring your friends!

Application effort level: 9 out of 10, because you must make your case in only a five-page business summary, and in-person presentations to judges. Judges want to know about features, benefits, competitive landscape, how you'll use the money if you win, and other information detailed [in the application](#). The application fee is only \$25, and is waived for student entrants.

Application deadline: August 15, 2015

When are winners notified? You'll find out in front of a live audience at Dyn on October 7.

Presented by NHHTC and Alpha Loft. Sponsored by Borealis Ventures, Cook Little Rosenblatt & Manson, BerryDunn, Dyn, Credit Suisse, Eastern Bank, FairPoint Communications, Dunn Rush & Co., TD Bank, Hypertherm, and Holloway Motors.

Along with the contests mentioned above, other great programs and contests for entrepreneurs in New Hampshire include: Alpha Loft's [Accelerate NH](#); ManchesterYoung Professionals Network's [NH Startup Challenge](#), and University of New Hampshire's [NH Social Venture Innovation Challenge](#), to name just a few, and a host of resources are available through [Live Free and Start](#).

Know of any other worthy competitions we should feature? Please email us at news@nhhtc.org. ■



Don't Take Teenage Tech Skills for Granted

by Lilly Hayward, Intern at Cookson Strategies and Manchester High School Central Junior

Many adults consider teenagers growing up in the 21st century to hold endless knowledge about the world of technology. As we age, smartphones, computers and gaming systems have evolved along with us, naturally giving teenagers and young people an instinct to handle these forms of technology.

Parents may see their kids as technical wizards when they fix the WiFi router, or recognize that a “broken” remote control just needs new batteries. Contrary to their belief, it seems that public school students are too often severely limited to the function of their smartphones and computers, and as a result will most likely fall behind in the professional world, when young adults entering the workforce are expected to handle an unrestricted amount of computer software and programming and develop new forms of technology.

Those of us who are glued to our smartphones have skills to be successful in some fields of the professional world. Many young people use their smartphones as their primary form of technology, and especially

for applications such as Twitter, Instagram, Snapchat, and Facebook. Teens who are active on social media are aware of what attracts their peers, and what will capture the attention of a social-media-crazed generation. For this reason, many teenagers and young adults are interested in careers in communications and marketing. However, only so many career opportunities in those fields exist, which will leave many young adults searching for jobs they do not want, or are not qualified for.

Although using social media effectively is a valuable skill, many young people are attracted only to the social benefits of technology and fail to recognize the other valuable uses, which include life-saving medicine, safety devices, and environmentally conscious transportation. This generation of teens and young adults is well equipped to handle smartphones, tablets and computers. However, it is possible they are too absorbed by their own devices to actually invent technology to benefit future generations. [Click here to read the full article.](#)

What good is privacy when private information isn't secure?

Consumers are responsible for ensuring the data they share is encrypted and secure

by Devon Chaffee, Executive Director of the ACLU of New Hampshire

What if you left your daily weight loss journal open on your desk and after walking away from it, another person sat down and began reading about your late-night snacking habit – especially the embarrassing time you ate three pints of Cherry Garcia during the season finale of Game of Thrones. Would that be an invasion of your privacy? What if the journal was closed? Had a lock? How would that change the conversation?

In many cases, the only thing standing between hackers and your private data is an outdated, unencrypted computer server with the most basic security settings.

News headlines are fraught with tales of yet another data breach allowing unknown entities access to our most personal health, financial, social and behavioral data. Why is this happening? Because it's so easy. Our country's businesses, private organizations, and government are lacking process, policy and awareness around gaping holes in digital security, thus disregarding

their obligation to protect their (and our) most precious asset: data.

That data – our social security numbers, responses to online forms, social media interactions, grocery shopping purchase histories, or banking information, for example – is stored within the computer networks of businesses large and small. And while best practices in information technology do exist to keep that information safe, there's no requirement to follow them. The zeros and ones that comprise your digital identity could be easy to access, and even easier to use for nefarious purposes.

In a recent headline-grabbing incident, four million people were notified that their personal information was compromised after hackers working for the Chinese state infiltrated the computer system at the federal Office of Personnel Management (OPM) that stored human resources information for government employees.

[Click here to read the full article.](#)



Legislative Review

Michelline Dufort is the Council's Legislative Liaison

The Legislative Affairs work of the NH Tech Council in the 2015 legislative session was a validation that the tech sector has an important role in public policy conversations in this state. The Fix it Five areas outlined by the Legislative Affairs Committee placed the Council in the midst of what is turning out to be an extended budget writing session.

The Council's public policy agenda for the 2015 session was organized into five distinct areas: (1) better access to capital; (2) access to state level funding for innovation; (3) workforce development including through STEM initiatives (4) concern over taxes and business climate; and (5) a workable regulatory environment.

While some of the bills that the Council weighed in on - in the areas of building capital avenues, innovation and STEM - were waylaid through the session, the Council did make a qualified policy statement regarding the business tax climate in our state and also contributed to a couple pieces of important game-changing legislation in the area of regulations.

Based on input from members and validated by a survey of the membership, the Council publically stated its support for proposals that would reduce business tax cuts. We became involved in the conversation and were solicited for opinion at high levels within the Legislature. The Council felt it necessary to elaborate

on its policy by clarifying our position with a broader statement. Ellen Scarponi, the Director of Government Relations and Economic Development NH for FairPoint Communications, and the Chair of the Council's Legislative Affairs Committee, stated, "While the Council strongly supports any initiative that lightens the burden on technology companies in this state, we also feel, unequivocally, that it should never be at the expense of supporting workforce, capital and economic development initiatives. Just as tech business owners know that success is based on a multitude of important factors, we feel that the state of New Hampshire will be better off by supporting the tech sector through a multitude of initiatives, not on the back of one solitary area."

Given that, the Council is still closely watching the budget negotiations and hopefully an acceptable outcome will emerge that is better than earlier proposals based on an increase in state revenues. The hard work of partner organization "Live, Free, and Start" in the areas of; rolling back burdensome barriers to businesses, namely through the cleaning up of language in SB223, which makes the language around company naming much less subjective; and SB266, which was a broad and deep effort among many individuals to modernize our state's securities law. For businesses looking to do incorporate and firm up capital in New Hampshire, these are both positive moves forward. ■

Control your personal brand through social media

Expert Margaret Donnelly shares insights and steps to maximize your Internet image at NH High Tech Council TechWomen Power Breakfast

Today, people have very little control of the information others can obtain thanks to search engines, social media, publicly reported information and content you intentionally or unintentionally post online. This obvious, but often-overlooked, detail was the focus of the NH High Tech Council's July 14 TechWomen Power Breakfast, a monthly series aimed to help female technologists excel and inspire other women to get involved in technology-related endeavors.

Knowing that unflattering information is only a click away from potential employers, growing your business, business colleagues and your entire professional network, Margaret Donnelly, co-founder and CMO of AlignRevenue Inc., shared strategies for leveraging social media and the Internet to boost one's online image in her keynote presentation at the event.

[Click here to read the full article.](#)



Cookson Strategies' VP of Public Affairs and NH High Tech Council's Director of Business Relations Michelline Dufort kicks off the TechWomen Power Breakfast, hosting Margaret Donnelly of Align Revenue for a room full of female technologists and leaders.

Tech trends we're noticing this summer

You may have noticed that we're spending more time and effort listening and sharing information on Twitter, Facebook, LinkedIn, and our own news blog at nhhtc.org. We're doing this because we want to share and promote all of the exciting things happening at the Council. But we also use our social accounts to listen to what you're saying, answer your questions, and spread your news to tech enthusiasts far and wide. Here's how to loop in with us, make sure we are on your radar, and take advantage of one of your member benefits: the Council's vast networks.

Look here

Follow our [Twitter list of NHHTC members](#). You can see, at a glance, what your tech community is talking about. We love seeing what you are up to, and reading the information you find important enough to post and tweet. It helps us shape our programs and outreach efforts by knowing what members care –and share – the most. It includes member companies and individuals who work at member companies, so if you aren't listed and should be, please give us a shout at @nhhtc and let us know.

Good news

There are so many interesting and innovative things happening in New Hampshire's tech, startup and business community. **Here are a few of our favorites:**

Power Breakfast resources

WasabiVentures @WasabiVentures · 1h
Nice slideshare presentation, @mwdonnelly.

Margaret Donnelly @mwdonnelly
Really awesome and energizing @NHHTC #TechWomen Power Breakfast today! Here's the link to the slides: slideshare.net/mwdonnelly/soc...

Margaret Donnelly @mwdonnelly · 1m
@WasabiVentures Thanks! Glad you like it! Really fun and lively bunch at the breakfast!

Margaret Donnelly presented at the July TechWomen Power Breakfast and talked about personal branding. She was kind enough to share her presentation for those who couldn't make it. Check it out [here](#), and [send her a tweet](#) to let her know what you think!

Fast Company and online job board ZipRecruiter placed the Manchester-Nashua region as No. 8 on their list of the next top 10 cities for tech jobs based on job market activity across America. [Read the full story](#), which includes details like the fact that the region has 2,700 open tech jobs.

Talk to us

If you aren't connected yet, you can find us on Twitter at @nhhtc; [facebook.com/NHHTC](#) and on LinkedIn via our company page, [linkedin.com/company/new-hampshire-high-tech-council](#). The LinkedIn group page is another great place to connect and converse with the tech community. Are there other networks you think we should be on? Let us know via any of our profiles or email [news@nhhtc.org](#). We look forward to connecting!

Stay Work Play
Yesterday at 10:49am · 🌐

It is so great to see a #NH city on this impressive list! Let's recruit some folks looking for tech jobs to the Granite State.

The Next Top 10 Cities For Tech Jobs
Sure, New York and Silicon Valley will always be tech hubs but these other U.S. cities could be home to the next big thing.

FASTCOMPANY.COM

Unlike · Comment · Share

👍 New Hampshire High Technology Council, Audra Burns, Patrick McDermott, Lucille Wenzel and 15 others like this.



Dress Codes: When do employees' rights trump the policy?

by Beth A. Deragon, McLane, Graf, Raulerson & Middleton

Many technology companies would say that they do not have a formal written dress code policy or, if they do have a policy, it allows employees to dress in a "relaxed/casual" style. The fact is that if employees are allowed to dress a certain way, whether "business casual" or "relaxed" then the company has a policy and that policy reflects the company culture.

A dress code policy could be specific as to particular positions or apply to the entire workforce. For example, a company might require that its sales personnel wear collared shirts or blouses, but allow employees who do not meet with customers or potential customers to wear polo shirts, but not tank tops. Companies can also require or prohibit certain footwear. For example, a company might prohibit employees who meet with customers or potential customers from wearing flip flops, but allow employees who never interact with customers or potential customers to wear any kind of footwear.

A company can define its dress code and appearance policies as it sees fit as long as it is aware that an employee can ask the company to make an exception to the policy based on the employee's national origin or sincerely held religious belief. The Equal Employment Opportunity Commission (which enforces claims of discrimination) gives the following example of a potential dress code policy based on national origin: "a dress code that prohibits certain kinds of ethnic dress, such as traditional African or East Indian attire, but otherwise permits casual dress would treat some employees less favorably because of their national origin." In other words, when a company allows employees to dress more casually, then it will be more difficult for the company to find a legitimate business reason to justify the prohibition of ethnic or religious dress.

In *EEOC v. Abercrombie & Fitch Stores, Inc.* ("Abercrombie"), the US Supreme Court ruled that when

an applicant wears either religious or traditional dress to a job interview, the employer is effectively put on notice of the applicant's national origin or religious dress requirements. Therefore, it is likely that the company will have to make an exception to its dress code policy unless it can show that the accommodation will cause an undue hardship to the company. While the applicant in the Abercrombie case did not specifically ask to be allowed to wear a hijab to work, it is not uncommon for employees to ask for exceptions to be made to the company's dress code policy.

A company might argue that valid reasons to deny a request for accommodation could include: maintaining a more uniform look, customers' level of comfort in dealing with employees wearing ethnic/religious clothing, and importance of customer perception of the business. However, those reasons are unlikely to support a claim of undue hardship absent credible evidence that customer perception really is what the company believes it to be. An assumption about customer perception will not support the company's reason for adoption of a policy or denial of a request for a reasonable accommodation. However, clothing that could cause a safety issue due to the nature of the employee's work could support a denial of the request.

Furthermore, companies that have casual dress code policies – whether formal or informal – are even less likely to be able to justify a request for an accommodation since employees are generally allowed to dress as they like. Companies should review their dress code policies to ensure they are in compliance with state and federal anti-discrimination laws and that it is clear that religious and national origin accommodations will be absent an undue hardship to the company. In today's modern, diverse society, providing accommodations for employees to dress as their religious and/or national origin requires supports a more inclusive, diverse and tolerant workforce. ■

Enjoying an evening at the NH Fisher Cats NHHTC outing, is Paul Mailhot, Chair of the board, and Matt Becker from The Rowley Agency, our sponsor.



Welcome New Members

Cybersecurity Consulting

Candy Alexander
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Cybersecurity Consulting provides cyber security and compliance consulting services to businesses of all sizes.

Terzakis & Associates, LLC

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Terzakis & Associates guides small businesses as they work to develop their brand and market their services. They partner with attorneys, CPA's, MBA's, CFP's and life and health coaches in order to construct personalized teams to suit each client's unique development needs.

Orr & Reno

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As one of New Hampshire's most respected law firms, Orr & Reno provides comprehensive and effective legal representation that guide clients toward their goals with insight, focus and efficiency. Clients benefit from counsel that considers not only the legal issues of particular matters, but the personal and professional facets as well.

Millyard Tech Law

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Millyard Tech Law is a boutique law firm that serves as legal counsel to entrepreneurs and companies in New Hampshire and Massachusetts who are in the business of innovation. Fundamentally focused on delivering value, the firm provides corporate counsel to businesses who are passionate about finding innovative ways to make new products or deliver better services to their customers.

American Civil Liberties Union of New Hampshire

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The American Civil Liberties Union of New Hampshire is a nonprofit, nonpartisan organization of New Hampshire residents dedicated to defending the individual rights guaranteed in the Bill of Rights and the New Hampshire Constitution.

Notchnet, Inc.

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Notchnet provides customized web and mobile marketing services, web design, web hosting, SEO and social media marketing services to meet the individual needs of clients. From developing action plans to providing web and email hosting, Notchnet works alongside clients to navigate and understand the web, stay on top of trends, and to better manage web-marketing activities.

Girl Scouts of the Green & White Mountains

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Girl Scouts of the Green and White Mountains serves 10,000 girls and 4,500 volunteers in the states of New Hampshire and Vermont. With activities in STEM, business and economic literacy, and the outdoors and environment, girls are given the opportunity to make friends while developing leadership skills.

Leveraged Development

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Leveraged Developments is a product development company specializing in medical devices. Even now, the company is putting a new medical device into production to help solve problems in the field of intravenous therapy.

Continued on next page

Eastern Bank

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Eastern Bank is the largest independent mutually owned bank in the United States and for nearly two centuries, has helped generations of individuals, families and businesses to reach their goals. Eastern Bank offers banking, investments and insurance and works hard to understand the individual needs of customers and to deliver services in a committed and personal way.

Secured Network Services, Inc

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Secured Network Services (SNS) provides IT support, hardware and software sales and installation, data center hosting, offsite backup service, technology audits and telephony services. SNS is based on the values of teamwork, personal attention and fair play, and since 2002, has been the trusted technology advisor to businesses and nonprofit organizations, large, midsize and small.

AuthEntry

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AuthEntry takes security and innovation seriously. No other company on the market offers a more comprehensive suite of solutions from secure windows login, password and Identity Management, Single Sign-on, Two Factor authentication with a USB token or token-less Mobile Passcode Verification. Their multi-layered approach delivers a secure, convenient and easy to use suite of products.

Adored

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Adored is a loyalty experience company that increases customer lifetime value by creating strong relationships and incentives for repeat customers. It uses Apple Beacon and mobile app technology with behavioral analytical data to allow businesses to tailor campaigns to their customers.

Member News

Southern New Hampshire University was named as one of the 2015 Entrepreneurs of the Year by NHHTC. NHEconomy blog recently featured the university's president, Paul Leblanc to learn more about how SNHU won this award. [Read more.](#)

Adored raised \$2.3 mm from Kepha Partners, Boston Seed Capital, Matrix Partners, Borealis Ventures, and Blade. [Read more.](#)

NH School of Applied Learning, a private, alternative middle school, will open in Londonderry in September. [Read more.](#)

SilverTech searches for a location to open a second office as the firm continues to add more staffers. [Read more.](#)

Newforma Inc. was named to Construtech's annual Construch50 list representing the leading technology powerhouses that are dominating the construction landscape. [Read more.](#)

Internet Society releases Global Internet Report 2015. [Read more.](#)

Help the International **Game Development Association of New Hampshire** (IGDA-NH) select future topics for the group's regular meetups. [Read more.](#)

NH Business Review's weekly NHTech News reaches 4,000+ subscribers. [Sign up](#) or [share your news.](#)

Rivier University announces new Bachelor's in biotechnology for fall of 2016. [Read more.](#)

HydroComp Inc has provided internships to 70+ students over its 30-year history and shares its experience and recommendations. [Read more.](#)

GoodLeads selected by Keene Systems to expand IT services. [Read more.](#)

Transparent Language gives away language technology to help preserve underserved languages. [Read more.](#)

Dyn to exhibit at Game Developers Conference Europe, the largest professionals-only game industry event, held in Germany August 3-4. [Read more.](#)

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