

New Hampshire High Technology Council and Software Association of New Hampshire Merge

Peanut butter and jelly, Guinness and shepards pie, Tom Brady and Wes Welker. Sometimes it takes a combination of two entities to lift what is good individually to greatness together. Such is the case with the merger of the New Hampshire High Technology Council (NHHTC) and the Software Association of New Hampshire (SwANH). The combination creates a single voice for the state's high technology community under the NHHTC banner. All SwANH members are now full members of the NHHTC. SwANH, which has been serving and representing the state's software industry for 16 years, is now a special interest group within the NHHTC. All programs offered by SwANH will continue to be offered in the future, with the sole exception of its annual meeting.

"The NHHTC and SwANH have long shared a common mission—to promote and support the development and advancement of technology in the State of New Hampshire. By combining the organizations we reduce our overhead and can leverage more resources to achieve our core mission," said Matt Pierson, chairman of the NHHTC. "We're excited to deliver more value to our rapidly growing membership and help accelerate New Hampshire's innovation driven economy."

Three SwANH board members have joined the NHHTC Board of Directors: Dave Todaro, Vice President of BID2WIN Software in Portsmouth; Dana Lariviere, President and CEO of Chameleon Group, LLC in Portsmouth; and Mike Melville, CEO of IntelliSoft in Nashua. All other SwANH board members are invited to join the NHHTC's committees working on specific programs and initiatives.

Dave Todaro, the chairman of SwANH, said, "We've had a great working relationship with the NHHTC. Their ready commitment to continue and strengthen our existing educational and networking programs made the merger clearly beneficial to our members. We look forward to continuing to help make New Hampshire an ideal place to develop software and grow a software-based business."

What Does "High Tech" Really Mean?

Dear Members,

Your NHHTC is growing and evolving to meet the challenging demands of our innovation economy. This month we



Matt Pierson
NHHTC Chairman

announce the merger of the NHHTC with the Software Association of New Hampshire (SwANH). This merger brings new members, new perspectives, new energy and a bigger voice in the direction we take. We enthusiastically welcome all SwANH members as full members in the NHHTC and look forward to their many contributions.

One question I'm repeatedly asked is what does "high tech" really mean in our organization's name? I'm going to take a stab at this, recognizing there are lots of opinions. First, it connotes an image of forward thinking, market driven, entrepreneurial businesses with a significant engineering content. Second, it encompasses a broad range of industries, including computer hardware and software, advanced materials, and clean/green tech. Finally, it implies the need for knowledgeable, skilled workers at all levels of an organization,

NEW HAMPSHIRE HIGHTECHNOLOGY COUNCIL

EXECUTIVE COMMITTEE

Chairman - Matt Pierson	603-264-6467
Vice Chairman - Tom Daly, Dyn, Inc.	603-296-1537
President - Fred Kocher, Kocher & Co., Inc.	603-498-5221
Secretary - Richard H. Stephens, C.I.M. Industries Inc.	603-924-9481
Alan Duhaime - Baker Newman Noyes	603-626-2240
Executive Director - Carol Stephens, CC Stephens & Co	603-924-8324

NHHTC DIRECTORS & TRUSTEES

Director - Jason Alexander, Alexander Technology Group	603-637-1466
Director - Peter Antoinette, Nanocomp Technologies Inc.	603-442-8992
Director - Lisa Aucoin, Raytheon Integrated Defense Systems	978-858-9694
Director - Steve Boucher, Airmar Technology Corp.	603-673-9570
Director - Arthur Bruinooge, The Sadler Insurance Agency	603-883-0511
Director - Mary Collins, NH SBDC	603-862-2200
Director - Jim Cook, Cook, Little, Rosenblatt & Manson, pllc	603-621-7103
Director - Matt Cookson, University System of NH	603-862-0904
Director - Kurt Dobbins, Arbor Networks	603-879-7201
Director - Tom Farrelly, Cushman & Wakefield	603-669-1854
Director - Bob Good, Good Leads	866-894-5323
Director - Dana Lariviere, Chameleon Group, LLC	603-570-4345
Director - Emilio Marianelli, Fidelity Investments	603-791-7038
Director - Hollis McGuire, NH SBDC	603-546-1552
Director - Mike Melville, IntelliSoft	888-634-4464
Director - Don Peterson, GT Solar	603-589-3797
Director - Tim Platt, Preti Corporate Finance	603-410-1588
Director - Gene Scribner, NHHTC Founder	603-924-9481
Director - Marc Smith, Gentex Corporation	603-434-0311
Director - Dave Todaro, BID2WIN Software	603-570-2502
Director - Gordon Tuttle, PSNH	603-634-2605
Director - Tim Yeaton, Black Duck Software, Inc.	781-810-2050
Trustee - Ray Boissoneau, Electropac Co., Inc.	603-566-5770
Trustee - Dr. Kedar Gupta, Arc Energy	603-883-7500
Trustee - Michael Hickey, Verizon-Washington	202-515-2559
Trustee - Glenn Lawton, Granite State Manufacturing	603-668-1900
Trustee - Dan McGurl, Bottomline Technologies	603-436-0700
Trustee - John Monson, Wiggins & Nourie, P.A.	603-669-2211
Trustee - Doug Pearson, NSS Corporation	603-668-6966
Trustee - Richard Pierro, Superior Controls, Inc.	603-468-3000
Trustee - Michael Quinlan, Transparent Language	603-262-6303
Trustee - Steve Ryder, True North Networks, LLC	603-624-6777
Trustee - Paul Schuepp, Animetrics, Inc.	603-447-5600
Trustee - Nick Soloway, Hayes Soloway, P.C.	603-668-1400

LEGISLATIVE COMMITTEE

Chair, President - Fred Kocher, Kocher & Company, Inc.	603-498-5221
Director - Mary Collins, NH SBDC	603-862-2200
Director - Bob Good, Good Leads	866-894-5323
Director - Don Peterson, GT Solar	603-589-3797
Director - Gene Scribner, NHHTC Founder	603-924-9481

ENTREPRENEUR FORUM OF NH

Chair - Tim Platt, Preti Corporate Finance	603-410-1588
Member - Matt Benson, Cook, Little, Rosenblatt & Manson, pllc	603-621-7100
Member - Catherine Blake, Sales Protocol International	603-828-7312
Member - Peter Nieves, Sheehan Phinney Bass + Green	603-627-8134
Member - Todd Sullivan, Hayes Soloway PC	603-668-1400
Member - Susan Woods, Chartworth LLC	603-647-2327

EOY - ENTREPRENEUR OF THE YEAR COMMITTEE

Chair - Jim Cook, Cook, Little, Rosenblatt & Manson, pllc	603-621-7103
Director - Art Bruinooge, The Sadler Insurance Agency	603-883-0511
Director - Mary Collins, NH SBDC	603-862-2200
Director - Tom Farrelly, Cushman & Wakefield	603-669-1854
President - Fred Kocher, Kocher & Company, Inc.	603-498-5221
Executive Director - Carol Stephens, CC Stephens & Co	603-924-TECH
Member - Lisa Bruinooge, The Sadler Insurance Agency	603-883-0511
Member - Michael Tule, McLane, Graf, Raulerson & Middleton	603-625-6464

HUMAN RESOURCES EXCHANGE

Chair - James Reidy Esq., Sheehan Phinney Bass + Green, P.A.	603-627-8211
--------------------------------------------------------------	--------------

SPEED VENTURE SUMMIT

Chair - Tim Platt, Preti Corporate Finance	603-410-1588
Member - Matt Benson, Cook, Little, Rosenblatt & Manson, pllc	603-621-7100
NHHTC Vice Chairman - Tom Daly, Dyn, Inc.	603-296-1537
Director - Hollis McGuire, NH SBDC	603-546-1552
Member - Susan Woods, Chartworth LLC	603-647-2327
Scheduling - Bill Clark, Administration - Heidi Edwards Dunn	

EDUCATION COMMITTEE

Chair - Matt Cookson, University System of NH	603-862-0904
Vice Chair - Jason Alexander, Alexander Technology Group	603-637-1466
Director - Mary Collins, NH SBDC	603-862-2200
Jennifer Boulanger, Belknap Economic Development Council	603-524-0314
Member - Sherry Correia, Gentex Corporation	603-657-1227
Rose Deloge, Milford HS & Applied Tech Center	603-673-4201
Member - Steve Demarais, UBS Financial Services	603-334-6247
Member - Dave Janelle, TD Banknorth	603-695-3136
Mary Laturnau, ITM Partnership	603-437-3510
Member - Mihaela Sabin, UNH Manchester	603-641-4144

INTELLECTUAL PROPERTY FORUM

Chair - Member Paul Remus, Devine, Millimet & Branch	603-669-1000
------------------------------------------------------	--------------

MEMBERSHIP/MARKETING COMMITTEE

Chair - Tom Daly, Dynamic Network Services	603-296-1537
Director - Tom Farrelly, Cushman & Wakefield	603-669-1854
Director - Bob Good, Good Leads	866-894-5323
Member - Don Sweet, CEO Tactics	603-410-1588

NHHTC ADMINISTRATION

Executive Director - Carol Stephens	cstephens@ccstephens.com
Membership & Events - Judy Davidson	603-924-8324

Chairman's Message to Members... continued from page 1

as continued growth relies on continuing innovation. There is no "big or small company" in the definition.

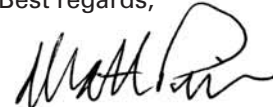
I recognize I'm being pretty broad in my definition. That's on purpose. The NHHTC wants to be inclusive in terms of who we represent and advocate for. If your business meets the general criteria I've mentioned above, we invite you to join us and become a member.

We're heading into an exciting season of programs, including a seminar on Cloud Computing April 20th, the NHHTC Entrepreneur of the Year event on May 10th, and our next NHHTC Entrepreneur Forum on May 26th. I hope you can join us at one or more of these events. They all offer great networking opportunities and a chance to ask our members about the benefits they receive from joining the NHHTC.

I'm pleased to report that the Entrepreneur's Foundation, an initiative of the New Hampshire Charitable Foundation, is off to a rousing start. Approximately 20 individuals have made a donation or pledge of stock, options or LLC units to this philanthropic effort. The next informational meeting is on April 2nd at the Bedford Village Inn. Please visit www.efnewhampshire.com to learn how you can participate. This is a great opportunity leave a lasting legacy when your business has a successful exit, while networking with like-minded, successful people along the way

As always, I look forward to hearing from you. Please contact me at mattpierson@comcast.net.

Best regards,



Matt Pierson
Chairman, NHHTC

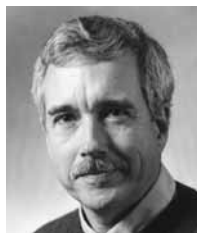
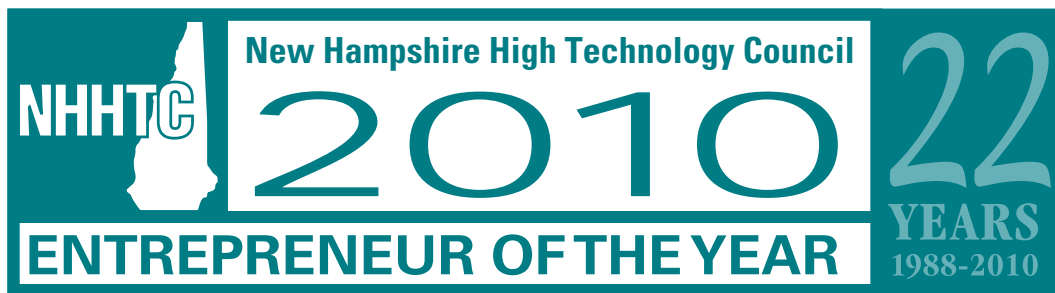
NHHTC and SwANH Merge... continued from page 1

The NHHTC's keynote events now include the NHHTC Entrepreneur of the Year program, Product of the Year Program, Speed Venture Summit™, the Entrepreneur Forum, and the software-focused InfoXchange conference. In addition, the NHHTC offers the Human Resource Exchange, IP Forum, and specialty seminars designed to support new business formation and growth in the high tech arena.

"This merger offers clear evidence that New Hampshire is a thought leader when it comes to driving innovation in a high tech, global economy. Clearly software represents a growing competency for the State. This

merger is a positive step forward in branding New Hampshire as a high technology state filled with opportunity," said Fred Kocher, president of the NHHTC.

Established in 1983, the mission of the NHHTC is to bring together representatives from the private and public sectors to establish and maintain financial, technical, management, legislative and educational support programs that encourage innovative research and technology-based industrial development in New Hampshire. With over 240 members, the NHHTC is the voice of New Hampshire's high tech community. ■



Jim Cook
NHHTC Director
and EOY Committee
Chairman

The twenty-second annual New Hampshire High Technology Council Entrepreneur of the Year Awards Banquet will be held on May 10, 2010. This prestigious award honors individual(s) who have made significant contributions to the advancement of high technology business in New Hampshire.

Keynote Speaker Announced

Chairman James Cook, NHHTC Director is pleased to announce this year's keynote speaker for the NHHTC Entrepreneur of the Year Banquet is Tim Healy, CEO of EnerNOC, Inc.—a public company located in Boston (and formed in the Upper Valley). www.enernoc.com



Tim Healy
CEO, Chairman
and Co-Founder
EnerNOC

As CEO, Chairman, and Co-Founder of EnerNOC, Tim has guided the company's strategic course since its inception in 2001. Under Tim's leadership, EnerNOC has experienced exponential growth in size, capacity, and revenue. EnerNOC also expanded into new markets across the United States and diversified its solutions portfolio from demand response to other energy management solutions including energy efficiency and energy procurement services. In 2007, he led EnerNOC's initial public offering, which was named IPO of the Year by the Association for Corporate Growth Boston and *Mass High Tech* magazine, and received the Ernst & Young Entrepreneur of the Year Award in New England. Today, EnerNOC is a premier full-service energy management provider with unparalleled performance and services.

Don't miss this exciting event. Register at www.nhhtc.org.

THANK YOU TO OUR SPONSORS



What is Cloud Computing and why should you consider it?

An educational and networking event

Cloud Computing enables software applications with improved scalability, agility, and resource sharing. Learn what platforms such as Google AppEngine, Windows Azure, or Amazon EC2 can do for your business. Join your colleagues

for an opportunity to network and learn more about Cloud Computing from our three speakers.

Speakers:
Franco Potepan, *DynamicOps*
Jim O'Neil, *Microsoft*
James Gardner, *litl, Inc.*

Date: April 20, 2010, 6-9 pm

Location: SERESC,
29 Commerce Drive, Bedford NH

Cost: Member - \$15,
Non-Member - \$25

Register online at www.nhhtc.org

Security & Safety – Fast Growing Business Sectors

A growing number of NH and US businesses are focused on security and safety in the wake of 9/11 and the continuing threats that pervade the world in which we now live. Most of these businesses are small and don't have the clout to get the attention of larger companies or government agencies that are focused on security and safety.



Fred Kocher
NHHTC President

Enter a new organization with the title, "Strategic Security Alliance," which was just formed in NH in the fall of 2009. Its sole purpose is integrating technology products and services from a variety of small businesses across the US as solutions to certain security or safety issues, and providing them with the clout needed to get some attention. The security and safety areas of interest include:

- Homeland security
- Cyber security
- Data security
- Maritime security
- Infrastructure protection
- Disasters
- Intelligence
- Anti-piracy
- Fire safety
- Public health
- Fine art and antiquities protection

When asked in a recent WMUR-TV interview to identify the single biggest threat from the list above, an Alliance member, Don Bliss of the National Infrastructure Institute in Portsmouth, said, "maritime security." His point is made in a report on

maritime security delivered to Congress by the General Accounting Office in April of 2009, on the capabilities of the US Coast Guard when confronted with a maritime security threat. The report said that while existing and planned sources of vessel tracking information allow the Coast Guard to track larger vessels at sea, the systems and equipment necessary to track smaller and non-commercial vessels in coastal areas, inland waterways and ports "may prove ineffective in thwarting an attack without advance knowledge."

Back to the Strategic Security Alliance. There are currently 12 member companies—four of them in NH. Alliance Executive Director, Jerry Gulley, expects more in the year ahead. The Journal of Commerce reports that current members include:

- American Technology Corp. of San Diego, CA, that creates sound technologies.
- Bradwell International Ltd. in Milton Keynes, UK, that specializes in supply chain security.
- CitySafe in Farmingdale, NJ, that provides blast and ballistic proof construction.
- Erudite Inc. in Tacoma, WA, that provides smart container systems.
- European Infrastructure Institute in Portsmouth, NH, that focuses on infrastructure protection in Europe.
- National Infrastructure Institute in Portsmouth, NH, that focuses on infrastructure protection in the US.
- Gerard Group International in Boston, MA, that provides business and counter terrorism intelligence analysis.

- Global Trade Systems of Virginia Beach, VA, that helps companies navigate the complexity of government regs on supply chain security.
- Non-lethal Concepts, LLC in Durham, NH, that provides non-lethal weapons and technologies.
- RBTec, Inc. in Rockville, MD, that provides sensors and advanced smart hardware.
- RFID Global Solution, Inc. in Reston, VA, that provides real-time visibility technology for location, condition and identity.
- Sloan Security Group in Boise, ID, that produces security fencing, vehicle and pedestrian barrier systems.
- Valde Systems, Inc. in Brookline, NH, that provides advanced video image processing systems for robotic and surveillance applications.

Membership in the Alliance is open to any company or organization that provides products or services in the safety and security field. The mission of the Alliance is to increase the visibility of its member firms so that the combined skills, products and knowledge of its members can make significant contributions to global security. The Alliance will generate marketing and sales opportunities for members. Already, the NH-based alliance has an agreement with a similar alliance in Germany.

To make an inquiry or become a member, you can contact the Alliance Executive Director, Jerry Gulley, by email at jgulley@salcs.com. The Alliance website is under construction. ■

Welcome to Our New Members

William Steele & Associates

40 Stark Street
Manchester, NH 03101
Peter Lachance
603-610-8013
www.wmsteele.com

One of the largest and most respected group of tax advisors in NH. We specialize in complex tax planning, tax compliance, estate planning and accounting services for individuals and startup to mature high technology, real estate, manufacturing, non-profit and professional service companies.

Eleme Medical

Heron Cove Office Park
Merrimack, NH 03054
Nancy Briefs
603-816-1920
www.elememedical.com

A venture backed aesthetics company, is dedicated to providing market-leading technology in all areas of body shaping. The Company has launched two major products: SmoothShapes® with Photomology® technology which is a CE Marked, FDA-cleared medical device and SmoothLipo.

Pneural, LLC

216 DW Highway
Nashua, NH 03060
Chris McGrath
800-531-5824
www.pneural.net

To enable real time executive control of operations turning the company's investment in IT infrastructure into a strategic competitive weapon.

Hollis Line Machine Co.

295 South Merrimack Road
Hollis, NH 03049
John Siergiewicz Jr.
603-465-2251
www.hollisline.com

Specializes in the precision machining and fabrication of Stainless Steel and caters to prototype work from the Research & Development field.

New Energies Venture Inc.

PO Box 96
Barrington, NH 03825
Bernard Dubois
603-664-9624
www.newenergiesventure.com

A team of experienced energy experts dedicated to investing in emerging energy segments. With representation in three continents, and a track record of successful business experience, the NEVI team can analyze, strategize, and execute your international expansion.

Daybreak Software, Inc.

20 Industrial Park Drive
Nashua, NH 03062
Jerry Creteau
603-689-2615
www.daybreak-sw.com

Provides onsite, offsite, and offshore IT outsourcing solutions.

Granite Group Benefits, LLC

1001 Elm Street, Suite 301
Manchester, NH 03101
Jim Scammon
603-296-0700
www.granitegroupbenefits.com

Full service employee benefits and risk management insurance brokerage.

ProTracker Software, Inc.

6 Merrill Drive
Hampton, NH 03842
Warren Mackensen
603-926-8085
www.protracker.com

Provides an industry-specific client relationship management (CRM) software solution called ProTracker Advantage®, as well as a Compliance Manual, a Business Continuity Plan, and an Information Security Program Manual. ProTracker Cloud is the latest offering for financial advisors.

HAYES SOLOWAY

INTELLECTUAL PROPERTY WORLDWIDE

HAYES SOLOWAY P.C. is a law firm specializing in all aspects of intellectual property law, with offices in Manchester, New Hampshire and Tucson, Arizona. Our firm is currently celebrating twenty-five years of assisting clients in protecting their nationwide and worldwide intellectual property rights. Our worldwide client base ranges from individuals and small startup companies to large multinational corporations, universities, hospitals and government agencies. Our practice includes procurement and protection of patents, trademarks, and copyrights in the United States and abroad, as well as licensing, litigation, and counseling in the areas of patents, trademarks, copyrights and trade secrets. The firm is sized to take advantage of efficient and superior internal communications and organization. Teamwork, value, and efficiency are our standards.

HAYES SOLOWAY P.C.

SPECIALIZING IN INTELLECTUAL PROPERTY LAW

Manchester

175 Canal Street
Manchester, NH 03101
Tel: 603.668.1400
Fax: 603.668.8567
iplaw@hayes-soloway.com

Tucson

130 W. Cushing Street
Tucson, AZ 85701
Tel: 520.882.7623
Fax: 520.882.7643
admin@hayes-soloway.com

For more information, please visit our website at www.hayes-soloway.com.

UNH, State Partner to Bring Green Technologies to Market, Create Jobs

Green Launching Pad: For New Hampshire's Economic Future

The University of New Hampshire and the State of New Hampshire recently partnered to create the Green Launching Pad, an initiative that will help accelerate and expand the deployment of new green ideas and technologies to the marketplace. It will help innovative clean technology entrepreneurs succeed and support the creation of new well-paying jobs in New Hampshire.

The Green Launching Pad will help to maximize the economic benefits in the state from emerging interest and efforts to reduce energy use and the dependence on high carbon content and imported energy sources, in the nation and globally. It will stimulate the conception and development of innovative business ventures and support the efforts of existing companies positioned to expand market activities in this so-called "green economy." These ventures will draw on engineering, energy, environmental and business research at UNH, Dartmouth, other colleges and community colleges and other New Hampshire entities to conceive of, develop and commercialize new technologies and practices that reduce energy use and/or provide renewable energy resources.

The Green Launching Pad's focus and timing is right for New Hampshire. People in New Hampshire are very concerned about the economy and the poor prospects for strong recovery from the recession. They also care deeply about the environment. These two concerns are increasingly tied together in the Granite State and will be even more intertwined in the future. As we start to come out of the current economic hard times, the state has an opportunity to ensure a strong economic and environmental future for its citizens with the help of the Green Launching Pad.

The strong intellectual and entrepreneurial foundations are there to tap into. All across New Hampshire creative people are identifying new ways to use energy more efficiently and creating greener energy sources. While innovation and use of new technology are not the only answers to reducing energy use and reducing our reliance on high carbon content and imported energy, they are powerful tools and can bring to New Hampshire substantial environmental and economic benefits.

New Hampshire's researchers, entrepreneurs and citizens can take the lead in the green economy, drawing on the state's long tradition of conservation and innovative practices in the frugal use of resources as well as its high technology concentration and entrepreneurial spirit. This green economy focus is a good fit for the excellent pool of skilled workers in New Hampshire and will provide jobs that pay well

and have good future prospects. Job creation will extend from skilled technician level positions to research scientists and increasing the base of advanced manufacturing jobs.

The Green Launching Pad involves financial, technical and management support to teams of innovators with unique ideas and demonstrated capabilities. These innovators will be able to effectively launch new ventures and create jobs in New Hampshire with the help of the Green Launching Pad. This is a new kind of university and state government partnership and it embodies a new, more strategic, approach to economic development. The founders of the Green Launching Pad worked closely with Governor Lynch in the design and now in the launch of the initiative and his enthusiastic support helped make it possible. The Green Launching Pad brings together the best of New Hampshire's business and entrepreneurship community with the best researchers and minds in the state. It brings together federal resources, state government and the private sector with higher educational institutions across the state.

Ideas and applications will be solicited over the next two months from students and university- and industry-based researchers and at least three "business launch" teams will be supported in an intensive summer business accelerator program based in the Seacoast area and aligned with UNH. The team members will be matched with seasoned entrepreneurs ("green mentors") who will help them develop and launch their businesses. In the fall, the businesses will be connected to funders, both institutional and private angel investors. After graduating from the Green Launching Pad these ventures will hire workers and begin to grow their businesses.

The best path to a strong future in New Hampshire is through innovation and market leadership. The Green Launching Pad will accelerate and expand the opportunity for green ideas to turn into green ventures in the state. The economic seeds for the future are often planted during the most economically challenging times (times like these). The future can be a bright one for the state's economy and environment if we act now to help shape our future. The Green Launching Pad will help us do this. ■

Column by Matt Pierson, Chair of the NHHTC, and Ross Gittel, James R. Carter Professor and Professor of Management, University of New Hampshire (published in Foster's Daily Democrat and the Keene Sentinel).

Be Lean. Be Green. Be Clean. Be Rewarded.

Business NH Magazine is seeking applications for its third annual Lean & Green Awards. The 2010 Lean & Green Awards will spotlight sustainable NH businesses in three categories: an award for processes instituted by your company to create more environmentally sound business practices, a product/service award, and a building award.

Winners will be featured in the August 2010 issue of *Business NH Magazine* and there will be a celebration of the winners in September. Previous winners include Sullivan Construction, a Bedford firm; Acorn Organic Salon, a micro business in Dover, and Wire Belt Company of America, a manufacturing firm in Londonderry.

So whether you make bread, conveyer belts, buildings or provide technology to maximize fuel efficiency, just to name a few previous winners, we want to hear about what you're doing to better your business or organization and the planet. The deadline to apply is April 23.

Applications are only being accepted online. Visit www.millyardcommunications.com and click on the competitions button on the left hand side.

If you have any questions, please call Associate Editor Erika Cohen at 626-6354 ext. 211 or by e-mail at ecohen@businessnhmagazine.com

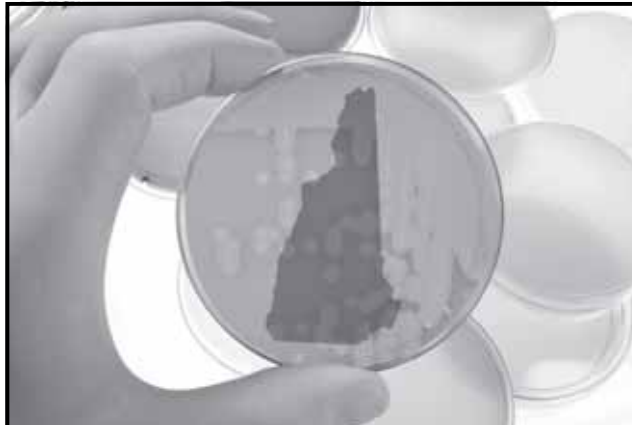
HELP WANTED

Product Manager

Responsible for the overall success for a product or product lines. Work with the Marketing Manager to develop a marketing plan for Diabetes and Obesity Research Assay products or product lines. Work closely with customers to drive business growth. Assist in the development of a communications program. Evaluate performance of marketing programs. Develop and execute marketing program. Participate in sales activities. Identify, monitor, and analyze market trends, competition, and pricing. Participate in Business Development opportunities. Travel (some overnight) for customer demonstrations, tradeshow exhibitions, strategic sales presentations and technical service visits. Provide market feedback to the operations, sales, and marketing groups.

Minimum Requirements: Strong team leadership and process facilitation capabilities. Strong listening and communication skills. Process-focused, detail oriented, organized and thorough. Strong problem solving ability and/or data analysis. 3-5 years Sales/Marketing experience, ideally in metabolic disease research products. Experience creating clear and effective promotional programs (traditional marketing and online/website channels). BS/MS degree in biology, biochemistry, and 5+ years experience in a scientific research or diagnostic related field. Basic understanding of diagnostic research products, clinical research and/or the biotech and pharmaceutical R&D markets.

Contact Information: Jamie Rajotte-Tremblay, Captivating Talent LLC, 1465 Hooksett Road, Hooksett, NH 03106
jamie@captivatingtalent.com • 603-324-3115



We're here for you!

Consider New Hampshire. The New Hampshire Bio/Medical Council is the conduit for Biotechnology, Medical Device and Life Science Professionals. **Join us today.**



New Hampshire Bio/Medical Council

P O Box 279
Greenland, NH 03840
603.334.6074
info@nhbiomed.org
www.nhbiomed.org

Hiring Is on the Rise in 2010



Jason Alexander

As the 2009 mushroom cloud continues to wither away, the employment trends in the Granite State's economy are pointing to an optimistic remainder of 2010 and a very promising 2011. Most of us, with feet on the street, would agree that we aren't completely out of the dark yet. But the buzz, grapevine, and word around the water cooler says that companies are shifting their focus from maintenance and survival to innovation and growth.

New ideas are being married with funding, organizations are being forced to react to emerging competition, and top talent is—slowly but surely—becoming more difficult to find. Much like 2005's recovery from the dotcom bust (and while US Department of Labor statistics may not reflect it yet), the race is on for many of New Hampshire's companies to identify and acquire their workforce for today and the future.

The February issue of NHHTC's *HighTech News* reported the results of a poll surveying members and associates of the Council. In total, 134 organizations weighed in yielding some very compelling results. Of those, 62% expect increased revenues in 2010 over 2009, 55% expect to grow their staff in 2010, and only 27% expect to run flat or retract staff. Finally 42.5% expect to add engineering staff and 46% expect to add sales & marketing staff. These trends point to a New Hampshire business community that, by and large, is expecting to grow its product/service offering while strengthening its market share and positioning.

Overall competition for many current and near-term jobs will be fierce. Nationally, there are 5.5 jobless professionals competing for every one open position today. There are two key factors to keep in mind regarding employment trends. First, the nation saw 8.4 million jobs go away in 2009 which, on a percentage basis, is the worst we have seen since the 1930's. Secondly, due to the previous point, a full market rebound will be incremental and will take time. The good news is that national job openings are at a 12-month high and the US Census Bureau predicts that 300,000 jobs will be added in the month of March. Another compelling factor is that one-third of the open positions to be added are expected to be temporary or contract positions. While this may inject a bit of uncertainty to those in these roles, it does tell us that businesses—who may be unsure as to their long and short term futures—are investing to stay competitive and grow.

Dialing back into the New Hampshire market specifically, technology-sector jobs are among the fastest growing and highest paying in the local job market. With that being stated, the demand for some specific industry technical skills isn't being met by a corresponding supply. Organizations are experiencing difficulty, despite the rate of unemployment, identifying people with (for example) cutting edge application development, nanotechnology, and green energy skills. This trend has left New Hampshire colleges and schools fielding a high volume of inquiries for talented students as well as evaluating curriculum in an effort to stay ahead of demand. The High Tech Council's Education Committee has been working with

a number of NH colleges and schools to assist in acquiring funding for STEM (Science, Technology, Engineering, Mathematics) programs. We will have more progress to report in the months to come.

When job markets rebound they tend to go under the radar in New Hampshire because the Granite State is typically ahead of the national curve. We have consistently been 40% ahead of the national unemployment average through the downturn—that's a good thing. As we have seen, the High Technology Council's membership as well as national labor statistics are pointing us toward more prosperous times. Council members and NH residents can begin to breathe a sigh of relief with more certainty to come in the months ahead. ■

Jason Alexander is Principal at Alexander Technology Group and on the NHHTC Board of Directors. He also serves as vice-chair of its Education Committee.

*Where young
people dream of
becoming science
and technology
heroes.*

www.usfirst.org



HELP WANTED

Credentialing Assistant – Client Services Coordinator

Involved in all phases of services provided to clients that relate to primary source verification, privileging and provider enrollment. Responsible for the timely and appropriate communications with all customers. Works closely with all other departments to ensure the successful coordination of services for new customers and for customers seeking support and/or additional professional services. Works to ensure a high degree of client satisfaction is achieved. Qualified candidates should contact: Lynne O'Connor, Director of Operations, loconnor@intellisoftgroup.com

SALES & MARKETING



EXECUTION

STRATEGY

TRAINING

Sales Protocol
INTERNATIONAL

(603) 828-7312 | www.salesprotocol.com

30 YEARS OF TESTING EXCELLENCE



Aerospace • Automotive Aviation • Consumer Electronics Homeland Security • Maritime Medical • Military • Rail

Retlif has touched many worlds for many years. We are proud to have supported our clients at the highest levels with full Electromagnetic Interference and Environmental Simulation testing services.

Retlif's engineering and educational services have added tangible value both technically and cost-effectively for over 30 years. We seamlessly guide your products through complex regulatory structures... domestic, international and military... with expertise that expedites the process. And we're proud to continually offer the industry's best lead time scheduling.

**Retlif is independent...and proud of it...
a field leader for over 30 years.**

**Put us to the test and
see why for yourself.**



**RETLIF
TESTING
LABORATORIES**

795 Marconi Avenue, Ronkonkoma, NY 11779 USA
Tel: (631) 737-1500 • Fax: (631) 737-1497
www.retlif.com • E-mail: sales@retlif.com

Additional locations in New Hampshire,
North Carolina, Pennsylvania & Washington D.C.

Member News

Delise West of **Human Resource Partners**, a premiere human resources outsourcing firm in New Hampshire, was quoted in the February 22, 2010 Portsmouth Herald Business section in an article entitled "When is it time to start hiring?" In this time of doing more with less, Delise discussed the warning signs management should look for in employees that may be burning out because they have been forced to do more with less during this downturn. Visit Human Resource Partners at www.h-rpartners.com or contact them directly at info@h-rpartners.com

David Liddell, President of **SKYE Business Solutions** announces new Managing Director, Glenn Parsons. Glenn is a seasoned executive with a unique blend of entrepreneurial/start-up and public company experience. Glenn earned a Bachelor of Arts degree in economics from Harvard University and his MBA in High Technology from Northeastern University.

Ted Roche, founder and senior LAMP developer at <http://www.tedroche.com> was named a Senior ACM Member in the annual Association of Computing Machinery induction.

Exit Strategy ebook for business owners is now available gratis at www.vitalgrowthllc.com. Profitable growth is vital to a successful business transition.

IntelliSoft Group recently introduced IntelliCred Renaissance, the latest upgrade to its industry-leading medical credentialing software suite. The launch of IntelliCred Renaissance took place at the Healthcare Information Management Systems Society (HIMSS) congress in Atlanta. IntelliCred Renaissance will be available for purchase on May 1.

HELP WANTED

Product Support Specialist (Biotech), Salem, NH

Act as the initial point of contact for pre- and post-sale product inquiries. Provide technical assistance and assay troubleshooting. Conduct product evaluations. Conduct assay troubleshooting to confirm or refute product failures. Act as first line of technical support and interface with customers and vendors. Document all product inquiries and complaints in the AIC system. Conduct periodic reviews and reports of product inquiries and/or technical complaints. Successfully recognize sales opportunities and funnel them to the sales department (for organic products) and/or marketing manager (for all non-organic products). Travel (some overnight) for customer demonstrations, tradeshow exhibitions, strategic sales presentations and technical service visits. Provide customers with product information, pre/post sales support and technical advice. Provide market feedback to sales, marketing and operations as appropriate. Conduct customer service functions supporting the customer service associates.

Strong listening and communication skills. Effectively communicate with all personality types. Process focused, detail oriented, organized and thorough. Strong problem solving ability and/or data analysis. 3-5 years sales or customer-care experience. BS degree in biology, biochemistry, or 3+ years experience in an assay development or diagnostic/product related field. Sound understanding of immunoassay based products and adequate laboratory skills to perform assays in accordance with the manufacturer's instructions for use. Capable of multitasking and an effective time manager.

Contact Information: Jamie Rajotte-Tremblay, Captivating Talent LLC, 1465 Hooksett Road, Hooksett, NH 03106
jamie@captivatingtalent.com • 603-324-3115

Your Goals. Our Global Resources.

- Individual and Corporate Investment Advice
- 401k's
- Corporate Cash Management
- Lending Services

For more information, contact

Stephen Demarais, Vice President-Investments
603-334-6247 stephen.demarais@ubs.com

20 Ladd Street
Portsmouth, NH 03801

www.ubs.com/financialservicesinc

Wealth
Management

You & Us



UBS Financial Services Inc. is a subsidiary of UBS AG. ©2009 UBS Financial Services Inc. All rights reserved. Wealth management services in the U.S. are provided by UBS Financial Services Inc., a registered broker-dealer offering securities, trading, brokerage, and related products and services. Member SIPC. Member FINRA. 7.01_Ad_3.375x5_MH0406_Dem5

Stay Work Play Portal Nears Launch

A comprehensive website geared at providing information, links, resources, and ways to connect our younger professionals and encourage them to “stay, work, and play” in New Hampshire will formally launch this spring. The site, www.stayworkplay.org, will feature robust content, social media linkages and feedback opportunities, a statewide calendar of activities, a living index, tools that compare cost of living in different regions, and linkages to employment sites and resources.

The goal of Stay Work Play NH is to expose more young people to the advantages of remaining in or returning to New Hampshire. The overall effort builds off the work of the University System of New Hampshire (USNH) and partnering organizations that established the *55% Initiative* in 2007. This effort set a goal of encouraging at least 55% of the new graduates to stay compared to approximately 50% who currently stay. The High Tech Council has been an active supporter of this effort.

Why is this effort important? Because New Hampshire has more people approaching or at retirement age than younger individuals who are preparing to enter the workforce. The state needs to attract and retain a skilled workforce to fill these shoes and help support the economy, enrich our communities, and advance the state in creative entrepreneurial ways.

stayworkplay
NEW HAMPSHIRE

The website is the centerpiece of the new organization’s efforts. Facebook and Twitter will be used to help create a steady stream of content, including photos, video links, testimonials, events, and opportunities, that can be shared with followers and fans of this effort.

Stay Work Play was established as a nonprofit organization in April 2009 to further the *55% Initiative*,

support and advance several recommendations made by the Governor’s Task Force on Young Worker Retention in the spring of 2009. It serves as an independent organization to run the website and associated marketing efforts.

The High Technology Council is one of five statewide organizations that incorporated Stay Work Play. The other four are USNH, the NH College and University Council, the Business and Industry Association of NH, and the NH Department of Resources and Economic Development. It is governed by a Board of Directors that includes a NHHTC representative, Jason Alexander.

If your organization is interested in helping sponsor the website and gain visibility with this target audience, or if you want to get involved in this effort, please join the “Stay Work Play NH” Facebook group or e-mail info@stayworkplay.org ■

Businesses Need To Be Social—With A Purpose

by Margaret Donnelly

According to a recent survey conducted by Duke University and the American Marketing Association, nearly one-fifth of respondents’ marketing budgets will be devoted to social media in the next five years. And this is money well spent. Chadwick Martin Bailey and iModerate determined that more than one half of Facebook fans and two-thirds of Twitter followers felt more inclined to purchase from businesses they interacted with on those sites.

With the rise of Twitter and Facebook, customers and prospects are now able to share what they think about a product or service at anytime, in any number of places, and with a potential army of like-minded



fellow consumers. Businesses who aren’t monitoring social channels are both missing the rewards from engaging new customers and running the risk of being unaware of what is being said about them on the real-time web.

What’s important is the ability for companies to integrate their social efforts with their overall marketing goals and strategies. Social marketing should not be a silo on its own; it should be a coordinated and planned effort that balances conversation and community with messaging and

marketing. Businesses need to approach social marketing with specific goals in mind, have a clear process in which to engage with the social public, and see real returns on their investment. Without this strategic approach, it’s all talk and no traction. ■

Margaret Donnelly is VP of Marketing & Business Development at JitterJam™, a company headquartered in Bedford, NH. JitterJam is a new multi-channel marketing platform that integrates social media, e-mail, and mobile engagement with an intelligent contact database and the tools needed to turn social interaction into new opportunities for revenue growth. To learn more, please visit www.jitterjam.com.



23 Elm Street
Peterborough, NH 03458

presort-std
U.S. Postage
PAID
Permit #1
Manchester, NH

2010 NHHTC Calendar

Mark Your Calendar - Register at www.nhhtc.org

Human Resources Exchange

Apr 7 *Topic - Spring Ahead or Fall Back? Best Approaches
to Documenting Employee Achievements or Shortcomings*
Sheehan Phinney Bass + Green, Manchester 8:00-9:30 am

SwANH Educational and Networking Event

Apr 20 *What is Cloud Computing and
why should you consider it?*
SERESC, 29 Commercial Dr., Bedford 6:00-9:00pm

NHHTC Entrepreneur of the Year Banquet

May 10 Center of NH, Radisson Hotel, Manchester 5:30-8:30pm

2010 Spring NHHTC Entrepreneur Forum

May 26 *FIRST*, Manchester 5:30-8:30pm

For more information - 603-924-8324 or info@nhhtc.org

**NHHTC Entrepreneur of the Year
Awards Banquet
May 10
Register at www.nhhtc.org**

NEW HAMPSHIRE HIGH TECH NEWS

A publication of the
New Hampshire High Technology Council
OUR MISSION

Founded in 1983, the New Hampshire High Technology Council's mission is to encourage the development and success of technology-based businesses in New Hampshire.

Membership in the New Hampshire High Technology Council is open to high tech companies and their service companies. Companies wishing to join, or who want more information on the Council, should go to www.nhhtc.org and register or call the New Hampshire High Technology Council.

For more information, call or go online:
New Hampshire High Technology Council
23 Elm Street, Peterborough, NH 03458
Tel: 603-924-TECH (8324) Fax: 603-924-4312
e-mail: info@nhhtc.org www.nhhtc.org

Submitting NHHTC Materials

All articles or ads should be sent to
Richard H. Stephens, Editor
603-924-9481
c/o CC Stephens & Co
23 Elm Street, Peterborough, NH 03458
e-mail: info@nhhtc.org

**Thank You to Our
Corporate Sponsor
TD Bank**