

Newforma Executives Win 2014 High Tech Council Entrepreneur of the Year Award

Council Honors Fred Kocher with a Lifetime Achievement Award

The 2014 field for the NH High Tech Council's Entrepreneur of the Year (EOY) was deep, but after naming three finalists, the judges chose three leaders of Newforma as the winners. Ian Howell, Dave Plunkett and Bob Batcheler (pictured) were named the 2014 winners at the annual EOY event on May 5. The leaders at the other two finalist companies, Scribe Software and Single Digits, were also recognized at the event.



Howell acknowledged last year's recipient of the Council's inaugural Tech Champion award, Jesse Devitte, who was in attendance. Devitte is co-founder of Borealis Ventures and the Borealis Granite Fund and, as Howell named him, Newforma's "believer" and seed investor. "Without their financial support, without the help of Borealis to get started and then get off the ground and continue to grow, we wouldn't be here tonight...I speak for Newforma co-founders Dave Plunkett and Bob Batcheler when I say we're honored to be recognized as entrepreneurs creating job opportunities here in New Hampshire. We hope our company's success is just the beginning of what's to come."

Batcheler said, "As you grow your company, some of your people go off to start great companies of their own. And I expect to see some of ours at some point in the future up here at EOY."

Fred Kocher, former long-time president of the Council and leader in New Hampshire's business community, was also recognized at the 2014 EOY for his long history of accomplishments. He was given the Council's Lifetime Achievement Award in front of friends, colleagues and family members.

Continued on page 2

Summer is Here!

Summer is here. Time for barbecues, trips to the beach, and tech. That's right, tech. The Council just hosted its 26th annual Entrepreneur of the Year event and the future of New Hampshire's tech ecosystem has never looked brighter.



Paul Mailhot, Council Chair

Congratulations to Bob Batcheler, Dave Plunkett, and Ian Howell of Newforma, who were all named our 2014 Entrepreneurs of the Year, and congratulations as well to the other two finalist companies, Scribe Software and Single Digits, who were also recognized at the event.

Newforma is a project information management (PIM) software company focused on making architects, engineers, construction professionals and owners more productive and successful by seamlessly connecting architects, engineers, and construction and owner organizations with their project data. Company sales have grown by more than 30% year over year for the past three years and Newforma now employs 185 people, most of which are based right here in their Manchester office.

We're also thankful to the sponsors that made this event possible: FairPoint Communications; Dyn; Nanocomp Technologies; Cook Little Rosenblatt & Manson; Baker Newman Noyes; Dunn Rush & Co; the University of New Hampshire at Manchester; and John J. Flatley Co.

Continued on page 2

Thank you to our 2014 Corporate Sponsor Program participants



Paul Mailhot – Continued from Page 1

The competition was impressive and continues to outshine itself every year. Don't worry if you weren't able to join us, this season is ripe for chances to network and interact with others in the New Hampshire tech ecosystem. Our forum series are an excellent opportunity to see first-hand which technologies are creating a name for themselves right here in the beautiful state of New Hampshire, and to stay on

top of the latest information within the software and biomedical fields. Stay tuned for the next installment. We will also hold our second annual Council Night with the Fisher Cats on Thursday, June 19.

Many more events to come this summer, so be sure to stock up on charcoal and dust off the lawn furniture. Summer is here in New England and so, too, are the startups! ■

EOY Recap – Continued from Page 1



Pam, Fred, and Pat Kocher

Kocher served as the face of the Council as its president for 14 years until stepping down in 2013. He is now a trustee and continues to support the Council through work to re-engage other fellow trustees. Kocher is co-founder and helps lead the NH Coalition for Business and Education, runs his consulting firm, Kocher & Co., and continues to host and produce "NH's Business," a weekly program that has aired on WMUR for 20 years.

"New Hampshire's high tech entrepreneurs are helping drive our economy forward, creating good, high-paying jobs and laying the foundation for the innovative economic growth that will support a strong middle class," said Governor Maggie Hassan, who was in attendance.

"Fred Kocher has a distinguished career of supporting this important industry and advancing the priorities that are critical to our economy and

our high quality of life. He exemplifies the entrepreneurial spirit that defines the Granite State, and I thank him for everything that he has done to help build a stronger, more innovative New Hampshire."

"If you stay in one place, and you can make contacts, and you can build your reputation, it will serve you and your family as well as anything I can think of because you become known. You become a living resume," said Kocher.

"New Hampshire is a great state to do business – it's a perfect place to live and work. I am glad I made my commitment here. It was the right decision."

Keynote speaker David Friend of Carbonite offered the audience startup business advice varying from naming your company ("It's nice to have names that sound like what you do, but you've got to be able to spell it when you hear it. You want people to be able to find it on the Internet."), to learning how to sell it ("The first thing you should do is write the ad for your product. Because if you can't explain what it is that you are doing and why somebody should buy it in something about this size, then you've got a problem."). Friend also noted that you need to be able to get your pitch deck – "The most important product in the life of a company, forget about the business plan!" – down to 10–30 slides and it "has to leave them [venture capitalists] with the idea that, 'Man if they can just make this thing, we can sell the heck out of it.' But put your ego aside because



Carbonite founder, David Friend

VCs will assume that you really can't design it; and if you can design it, then you won't be able to manufacture it; and if you can manufacture it, you won't be able to reach your customers, they won't buy it anyway, you'll never be able to start a company, your team doesn't have a clue and you'll probably end up like Microsoft or Google and give it away."

Major sponsors of the 2014 event included FairPoint Communications; Dyn; Nanocomp Technologies; Cook Little Rosenblatt & Manson; Baker Newman Noyes; Dunn Rush & Co; the University of New Hampshire at Manchester; and John J. Flatley Co. ■



7 Ways to Take NH Women's Entrepreneurship to the Next Level



A recent article in the *Washington Post* outlined more businesses are being destroyed in America than created. **New Hampshire was near the top of the list.** Sadly, this

shouldn't surprise us. In the 1950s, 25% of Americans were business owners. Today, that number is at 8% and declining. Combine that with the fact that New Hampshire is a graying state and we can see how the trends are impacting our business growth.

Women in the Game, But Not Playing All Out

The good news is women entrepreneurship is on the rise in America. That's great for a state like ours where 47% of the workforce is female, and 61% of the degrees earned here are by women as well. However, getting New Hampshire women to engage in entrepreneurship won't be enough. Here's why...

An **Economist article** explains while women own almost three in ten American firms, they only employ 6% of the country's workforce and account for barely 4% of business revenues. In short, women aren't taking their businesses to the next level. From personal experience, I can tell you this is most likely due to women entrepreneurs struggling with one or more of the following:

- Not having the skills, information and resources to take their companies to a higher level.
- Anxiety over how people might react to their aspirations.
- Not wanting to fail publicly or let anybody down.
- Concerns around negatively impacting relationships with family and friends.
- An inability to manage other responsibilities in life, including their own health.
- Lack of funding.

All valid reasons to say, "I think my small business is just fine the way it is." While I don't expect every female entrepreneur to become the CEO of a large company, I do think we should pay more attention to providing New Hampshire women entrepreneurs the means to realize their potential.

7 Ways Women Entrepreneurs Can Up-Skill

I had to consciously deal with all of the above (and still am!), in order to grow my business. It took time - and a lot of assistance along the way. The following helped me:

1. **Seek Out Your Tribe** – I started my business in 2001 when I left corporate America to be with my first child. Without a set of colleagues to collaborate with, I knew I wanted to build relationships with women who had the same aspirations as me. I didn't find many in my local area. Thus, social media played a major role in my ability to connect with women entrepreneurs.
2. **Treat Every Obstacle Like a Research Project** – Whenever I hit a major roadblock in my business, I go into research mode. I've always found the answers by talking to people who are experts in their fields

and can relate to my challenge. Usually, within five conversations, I've got new information and ideas to get me on track.

3. **Level-set Before Moving On** – Each time my business grows, it comes with a new set of activities that are time-consuming. When I find myself over-worked and scattered, it's a signal I need get my skills to the point where the situation feels manageable. Several times in the development of my business I've turned down opportunities because I knew I wasn't level-set to handle them. Which leads to the next tip...
4. **Run a Marathon, Not a Sprint** – Growing a business doesn't have to be like what we saw in, "*The Social Network*." We can take our time, but we shouldn't stop moving forward either. In business, my father always said, "If you aren't growing, you're dying." I'm constantly looking for ways to grow my business – but on my own terms. I'd rather take my time and finish the race than get injured and bow out.
5. **Sleep On Every Emotional Decision** – Don't let tough blows and unexpected issues make you react too strongly or quickly. There have been plenty of times in my entrepreneurial life when I've thought, "I can't do this!" Those days happen. When I give myself time to get the feelings and situation in check, I'm able to make better decisions and take more appropriate actions. A time-out is a female entrepreneur's friend!
6. **Accept You'll Make Mistakes** – This is so tough for women! We want to be perfect and never let anyone down. My decision to grow my business came with the acknowledgement I was going make more mistakes. Being too hard on yourself will kill your confidence. Don't let it!
7. **Don't Let Loss-Aversion Hold You Back** – The only thing women entrepreneurs fear more than letting people down is losing everything. As the business grows, it gets easier to say, "I should be grateful for what I've got." It's human nature to work harder to keep what we have instead of focusing on how to create even more success on our own terms. However, this is a business-limiting mindset that can stifle a female entrepreneur's ability to reach new levels of growth.

I hope this article inspires more women entrepreneurs to see how far they can take their businesses. Ladies, New Hampshire could benefit greatly from our willingness to build bigger companies! ■

J.T. O'Donnell is the CEO of CAREERREALISM Media, which specializes in creating and distributing online career development tools for individuals and corporations. Her sites, CAREERREALISM.com and CareerHMO.com help individuals of all ages find greater career satisfaction.



Gone Fishing.... For Customers

By Matt Pierson
Managing Director, DunnRush & Co
Managing Partner, 10X Venture Partners



Many entrepreneurs pitch their business ideas to investors by focusing on the product or service to be developed. Their thinking is that they need to prove their ability to deliver on a set of features embodied in an app, a web site, or a piece of hardware. Developing a minimum viable product (MVP) is often their goal for a phase-one implementation. While this is good and necessary, for the most part investors can quickly judge whether a product idea has merit and is worth investigating further.

From the investor's perspective, it would be worthwhile to spend more time coming up with a true strategy outlining how customers will be acquired and at what cost. All too often we see a slide that sums up a customer acquisition strategy by bulleting terms like "social media" or "search engine optimization." This is code for "I don't have a clue."

At the Council's Entrepreneur of the Year event, keynote speaker David Friend, chair of Carbonite, shared his not-so-secret customer acquisition strategy, using paid celebrity endorsers. Rush Limbaugh speaking about Carbonite on air generated over 10,000 paying users of Carbonite's backup service in the first 24 hours! The cost? A mere \$1 million, payable in advance, thank you very much. The payback? Carbonite now has revenue of well over \$100 million annually and a healthy market cap of \$275 million.

Let's say you don't have a million bucks sitting around in your checking account. You can still identify and partner with recognized, credible people or organizations and ask them to promote your product or service. Mosaic Storage Systems, a photography workflow startup in Manchester, identified numerous subject matter expert bloggers. Reaching out directly to them on an individual basis, they were able to have their service reviewed online by many, gaining additional customers from the bloggers' followers. In some cases, bloggers may write with no financial incentive. In many cases when you want to be mentioned on a regular basis, a financial arrangement must be made to get coverage. Reputable bloggers won't trade their credibility for cash, so make sure you're ready for the "not so great" review if your product or service falls short of expectations.

With both Rush Limbaugh and bloggers, you're really extending the audience for your product by leveraging their audience. ApplyKit, a Manchester-based startup that offers a single online location to manage all your college applications, came up with another spin on this idea. They partnered with an existing ed. tech company that has a sizable customer base and offered a series

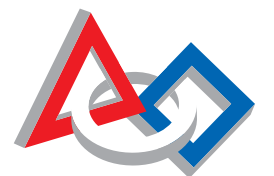
of \$500 and \$1000 scholarships to their customers in exchange for also registering on the ApplyKit site. Their ed. tech partner benefited by providing more value to their existing customers; ApplyKit benefited by acquiring over 30,000 new users at a cost per acquisition well within their budget, and they did it much quicker than anticipated.

Of course, another method you may consider is what is often called "organic growth," or word of mouth. If you have a particularly compelling product, users may spread the word on their own without you having to cough up promotional dollars. SplitWise, a bill sharing app company, has garnered over 400,000 highly engaged users with this method in about two years. Clearly people who use the SplitWise app find it useful and tell their friends about it. The downside of this approach? The *Wall Street Journal* recently reviewed the "five top bill sharing apps," and SplitWise wasn't mentioned. The lesson here is that frugality has a cost of its own. If you don't invest in customer acquisition, your growth will be curtailed and even 400,000 users might not get you far enough, fast enough to merit press attention, let alone investor attention.

Entrepreneurs need to have a solid customer acquisition strategy in place that investors can evaluate. The strategy needs to have identifiable, measurable activities that lead to a cost per acquisition that helps the investor and entrepreneur believe in the return on investment in this strategy.

Author's note: Mosaic Storage Systems, ApplyKit and SplitWise are 10X Venture Partner portfolio companies headed by phenomenal entrepreneurs. We missed out on Carbonite, darn it! ■

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How to Expand Your Circle of Supporters

By Laura R. Aronson

I've known Larry and his wife for years. He's a great guy. He recently mentioned that he had just started a new technology business, and I was very curious about it. But I had to press for a description and a business card. I said I might be able to introduce him to some helpful contacts if he'd call me to discuss it, but I haven't heard from him since.

Larry is just one of many old friends who've never explained what they do or how I might help.

Technologists love what they do, and they love to talk about it ...with their peers. Listen to a huddle of the like-minded and you'll hear some boasts, some groans, some advice, some problem solving, some laughter, and lots of jargon. The energetic chatter can go on for hours.

They Just Wouldn't Understand

But in mixed social or business settings, lots of techies clam up. It's up to you to give a coherent, compelling description of your project or your company's mission. You may think, "Why bother? After all, they wouldn't understand, and wouldn't care even if they did."

But you'd be wrong. Read any issue of *Scientific American*, and even the most arcane articles are clearly summarized, including the relevance to the general public. If the editors can make sense of astrophysics, neurobiology, and advanced materials, surely you can too!

By dismissing people out of hand, how many opportunities are you bypassing? The woman sitting next to you at a wedding reception might be the link to a prospect you'd love to meet. The guy at a community fundraiser might connect you to the engineer with specialized skills you need.

Never assume that people won't understand, or worse, don't care.

Know Your Elevator Pitch

You can enlist people's support if you make an effort to educate them using an "elevator pitch," a business description you could give during an elevator ride. The elevator pitch must:

- A. **Be concise.** You need to get to the point quickly, or lose your contact's interest.
- B. **Be clear.** You must make sense to the other person, regardless of their background.
- C. **Be persuasive.** If you can't communicate excitement and urgency, why should they care?

- D. **Include a call to action.** If your elevator pitch ends with the description, it's missing the most important piece, the call to action. For example, maybe you want to hire people with specialized skills, or find funding, or connect to a type of prospect. Be specific. It never hurts to ask!

Elements of a Great Elevator Pitch

Here are the questions you should answer, even if they don't ask. This seems like a lot of information, but you can, and should, practice until you can say it in three minutes.

1. **What do you do?** This is the most important question and the hardest one to answer. Practice until you can say it in a few, short sentences. Challenge yourself to translate jargon into plain English, or define any jargon you must use.
2. **Who uses your product or service?** Is your product for the general public, or for a very specific niche in medicine, government, or industry?
3. **Who buys your product or service?** Your buyer may be different from your user.
4. **How are you unique?** Even if you offer a standard commodity that competes on price, you probably offer faster shipping, a better selection, or superior service. Know your unique selling proposition.
5. **What excites you about your work?** If you haven't conveyed this by now, tell the listener what excites you. If you don't care, why should they?
6. **What is your call to action?** You probably need or want many things, but think of at least one item you can request, such as a hiring need.

Always carry some business cards. You can't believe how often I meet people who don't carry them. I'm friendly, curious, and eager to do what I can, but I can't help people who don't help themselves. Know your elevator pitch and give out business cards. ■

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Do you know a Young Entrepreneur in NH who deserves to be recognized? The Rising Stars Awards are looking for your nominations for their new **Young Entrepreneur of the Year Award!** This award honors a young entrepreneur in NH who has “looked outside the box,” is helping shape the future of our state through their entrepreneurial venture, and is between the ages of 18 and 40. The Young Entrepreneur of the Year Award is presented in partnership with AlphaLoft and the NH High Tech Council.

The Rising Stars Awards are an initiative of Stay Work Play, in partnership with NH Public Radio, to celebrate and recognize New Hampshire’s remarkable young professionals and college students, initiatives to keep them here, and the businesses and programs that go the extra mile to recruit and retain them.

Details on all of the awards and nomination forms can be found at: <http://stayworkplay.org/risingstarsawards/> ■

Kocher Technology Scholarship Winners Named for 2014–2015 Academic Year

The NH High Tech Council is pleased to announce the recipients of the Kocher Technology Scholarship for the 2014–2015 academic year. The Council created the Kocher Scholarship program in 2007 to encourage students to pursue studies in high-demand science, technology, engineering or math-related fields (STEM).

Students pursuing an undergraduate or graduate degree are eligible to receive an annual \$2,000 scholarship that may be renewed. In addition, students who receive awards and attend one of the seven NH community colleges or the University of NH, Plymouth State University, Keene State College, or Granite State College, will be eligible for an additional \$2,000 match from those institutions, for a total of \$4,000.

In 2014, eligibility was expanded to employees of member companies. Employees are now eligible to receive \$1,000 scholarships toward study in any STEM related field.

The recipients are as follows:

| Candidate Name | Field of Study | GPA | HS Grad Year | School Type | College |
|----------------|------------------------|------|--------------|-------------------|----------------|
| Garrett Caisse | Engineering | 3.7 | 2014 | 4-yr. college | UNH |
| Thomas Gibney | Mechanical Engineering | 3.25 | 2008 | Community college | NHTI |
| Sachi Nagada | Engineering | 3.88 | 2011 | 4-yr. college | UNH |
| Ryan Seymour | Mechanical Engineering | 3.02 | 2011 | 4-yr. college | UNH Manchester |



Small Manufacturing Feels the Same Pain... and Is Just as Important

By Zenagui Brahim

President, New Hampshire Manufacturing Extension Partnership (NH MEP)

Manufacturing has been one of the largest sectors of New Hampshire’s economy and is still the largest contributor to the state’s economy. In the last four years, much has been done by many state, industry and business organizations to promote manufacturing in the state. Val Zanchuk, Graphicast president and chair of the NH Manufacturing Extension Partnership (NH MEP) Advisory Board says, “Many New Hampshire manufacturers are still recovering from the recession. While the impact of the recession was quick, the recovery is taking longer than with past recessions. This response mirrors the state of the general economy. However, the sector is optimistic, as some companies reported record years, and many see acceleration of the recovery in 2014–2015. Re-shoring efforts are also increasing manufacturing demand.”

Globalization is transforming the world of manufacturing. A small-sized manufacturer in Manchester, NH, is competing with a multitude of small- and large-sized manufacturers worldwide—many of them from low-labor cost countries. To address these challenges, NH manufacturers are trying to differentiate themselves, boost efficiency to reduce cost and improve performance, introduce new IT solutions to facilitate innovation and product development, and put in place existing support systems, equipment and strategies to successfully compete in global marketplace. But globalization and new technology requires a workforce development system that blends competency-based and experiential learning with the classroom experience geared to address the essential needs of industry—a system that creates career pathways in advanced and high technology manufacturing.

Many manufacturers are now working with NH community colleges, four-year education and research institutions, and high schools and middle schools. One of the most challenging tasks for NH High Tech Council members is to find the workers with skills in computer science or information technology. Our colleges are not graduating enough to address the need.

As Matt Pierson, managing director at DunnRush & Co., says, “One of the key elements in a comprehensive workforce development plan is ensuring that our young people have computer programming skills. Computer programming is relevant across many fields, including advanced manufacturing, finance, healthcare, and architecture. Offering high school students the opportunity to take a computer programming course as an approved math elective is becoming a ‘need to have,’ not a nicety.”

I have been speaking about advanced manufacturing and STEM at various high schools and middle schools.

All career and technology education centers have impressive advanced manufacturing programs and are very engaged in promoting manufacturing in the state. However, I find a considerable number of the students in other high schools and, most particularly, the middle schools, have little or no knowledge of what is “cool” in manufacturing in NH, let alone what the manufacturer down the street is producing. The feedback from our presentations to high school and middle school students is overwhelmingly positive and tells us that we only need to encourage more businesses to visit these schools.

We constantly hear about available jobs from the medium to large manufacturers in the state. The demand for skilled workers is just as pressing for small manufacturers that have 15 employees or less. These manufacturers amount to nearly 45% of the number of manufacturers in the state. Early last fall, NH MEP ran a survey on the major challenges and needs of these small manufacturers; 593 manufacturers were contacted and 225 decision makers responded to the survey. The following shows that finding qualified people is a concern equally as important as healthcare or other rising costs:

Major Concerns of Companies by Percentage (Average size: 15 employees)

| | |
|--|-----|
| General economy | 23% |
| Rising costs | 16% |
| Finding qualified employees | 15% |
| Healthcare costs | 15% |
| High Business Taxes | 10% |
| Time to fill out paperwork/Red tape/ Bureaucracy | 6% |
| Not enough support for small/new companies | 6% |
| China/ manufacturers moving out of NH | 6% |
| Banks aren’t lending like they should | 3% |

As Harold L. Sirkin, senior partner of The Boston Consulting Group, said in one of his articles, “When people think of manufacturing, they typically envision large publicly listed companies that make cars, aircraft, home appliances, electronics, medical devices, and so forth. They rarely think about the thousands of small manufacturers around the country—many of them “mom and pop” operations—that make products ranging from guitar amplifiers to flight display systems. And truth be told, it is generally from these small companies that the jobs of the future will spring. More important, many of these smaller companies are critical to the success of the big guys, supplying parts and components across a wide range of industries.” ■

NH's Advanced Manufacturing Partnerships in Education



In some cases, entire class rosters have been hired by AMPed NH industry partners within days of graduation.

New Hampshire's Advanced Manufacturing Partnerships in Education (AMPed NH) unites all seven of NH's community colleges, more than 100 advanced manufacturing industry partners and multiple city and state agencies to offer industry-guided and approved training and education programs designed to

deliver seamless transitions from classroom to career in high-tech, high-demand, high-paying advanced manufacturing.

Over the last couple of years, AMPed NH has redefined industry education at the community colleges, which now provide dozens of certificate and degree programs statewide. Education and training programs run from two-week intensive training "boot camps" to two-year associate degree tracks.

As of December 31, 2013, nearly 4,000 unique participants had been trained under AMPed NH.

Highlights for 2013-14

One-Year Extension Awarded to AMPed NH Grant

Activities: In recognition of promising training and advanced manufacturing hiring results, as well as ambitious workforce development goals under AMPed NH, the U.S. Department of Labor's Employment and Training Administration has approved an extension of AMPed NH's Trade Adjustment Assistance Community College and Career Training grant activities for one year. All seven of NH's community colleges will continue work to meet and exceed grant goals through September 2015.



100% student hire rates: Transformed manufacturing programming and industry partnerships are already making a lasting impact on New Hampshire's largest industry sector. Students, including

trade adjustment assistance (TAA) participants, the unemployed, returning veterans and other non-traditional learners, have reported in the last year being better prepared for high-wage, high-skill employment, and success stories are adding up. Dozens of students

have been hired right out of AMPed NH teaching labs in the last year. In some cases, entire class rosters have been hired by AMPed NH industry partners within days of graduation. Advanced manufacturers are now looking to NH's community colleges as reliable recruiting grounds, with presentations, networking events and more continually arranged to connect job seekers with hiring managers.

Expanded Student Services:

Added in the last year is a suite of online advanced manufacturing student services, including eTutoring, ePortfolios and a mentoring and networking community called AMPedNH Connect,

which links advanced manufacturing employers with students at NH's community colleges. For employers, it's an easy way to meet and advise future employment candidates; for students, it's a way to receive first-hand information about the manufacturing industry, build contacts and prepare for a career upon graduation.

AMPedNH.com: AMPed NH launched an informational website, ampednh.com, where the public can learn about credit and noncredit training programs, connect with admissions staff, access student services and read up on the latest AMPed NH news. In the works is a Web-based self-assessment and career exploration tool, which will also be accessible from the website by fall of 2014.

ACFAM: AMPed NH has launched the groundbreaking Applied Career Fundamentals for Advanced Manufacturing certificate, a for-credit program offered at all NH community colleges that provides students with core academic and technical skills identified by manufacturers as necessary for success in entry-level jobs within the industry. Courses are offered in classroom, online and hybrid formats for easy accessibility, and credits are transferrable between all seven community colleges. For a limited time, new students in the program can take advantage of a tuition-free first course.

Strategic alliance with U.S. Small Business

Administration: In May 2014, AMPed NH signed a strategic alliance with the U.S. SBA to help grow small businesses in advanced manufacturing, the state's largest industry. The missions of the SBA and AMPed



NH align in their efforts to aid small businesses in New Hampshire, which make up the majority of the its industry. The SBA provides business development assistance and advocates for small businesses with the government. Through the alliance, the two groups will combine and expand efforts to increase awareness of and access to programs and resources to increase the skilled workforce pipeline, as well as sales and exportation opportunities for NH businesses.

History

AMPed NH was born in Fall 2011, when the Community College System of New Hampshire was awarded a \$19.9 million grant (#TC-22504-11-60-A-33) by the U.S. Department of Labor Employment and Training Administration under the Trade Adjustment Assistance Community College and Career Training Act to develop education, training and outreach programs that bolster NH's advanced manufacturing industry.

Advanced Manufacturing program and lab details as of Spring 2014

| College | Program of Study | Program Type(s) | Lab Highlights |
|--------------|--|---|--|
| GBCC | Advanced Composites Manufacturing (8 concentrations) CNC Production Boot Camp Advanced Welding Technical Studies | Certificate *Certificate Certificate Associate Degree | New campus. 5-axis CNC machine and simulators, resin transfer molding equipment, 3-D loom, 3-D printer, clean room, autoclave, CMM |
| LRCC | Advanced Manufacturing Electromechanical Technician | Cert. and Assoc. Associate Degree | Fully updated shop and classroom space; CNC milling machines (tabletop and full size) and simulators; hydraulics, pneumatics, robotics and electronic training equipment |
| MCC | Computer Aided Design Mechatronics Automation/Robotics Welding Technology Electrical Technology Advanced Manufacturing Technology | Certificate Certificate Cert. and Assoc. Cert. and Assoc. Associate Degree Associate Degree | Lab grand opening March '13; welding training equipment; electrical training equipment; robotics/mechatronics training lab simulating production from conceptualization to shipping; 3-D printer |
| NCC | Computer Numerical Control Machine Tool Technology CNC Programming Mechanical Design Technology Electronic Engineering Technology Advanced Machine Tool Technology | Certificate Certificate Associate Degree Associate Degree Associate Degree | Fully updated shop and classroom space mirroring true job shop; CNC simulators, Star Swiss lathe, 3-D printers, multi axis CNC machines |
| NHTI | Advanced Manufacturing Processes Computer Programming Electronic Technology Manufacturing Engineering Technology Mechanical Engineering Technology Computer Engineering Technology Robotics & Automation Engineering Technology Electronic Engineering Technology | Certificate Certificate Certificate Associate Degree Associate Degree Associate Degree Associate Degree Associate Degree | Updated lab grand opening October '13; robotics and automation engineering training equipment; CNC simulation and training equipment; measuring equipment |
| RVCC | Advanced Machine Tool Technology CNC Boot Camp NIMS CNC Machinist | Certificate *Certificate *Certificate | Fully updated lab; CNC simulators and training equipment; metrology tools; new computing equipment; 3-D printer |
| WMCC | Welding Technology Pipe Welding Precision Welding Advanced Welding | Certificate Certificate Certificate Associate Degree | Fully updated lab; new extraction system, 25 workstations, virtual welding units, training equipment for multiple types of welding; mobile welding lab operational |
| All Colleges | Applied Career Fundamentals for Advanced Manufacturing WorkReadyNH | Certificate *Certificate | Fully updated lab; new extraction system, 25 workstations, virtual welding units, training equipment for multiple types of welding; mobile welding lab operational |

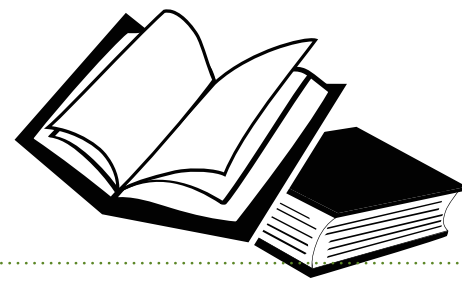
*Non Credit Certificate

Additional information on manufacturing programs offered at the community college system is available at www.ampednh.com.

9 Books Every Entrepreneur Should Read

by Chad Brooks, *Business News Daily* Senior Writer

Originally published on *Business News Daily*



While it might be hard to find time for it, entrepreneurs can learn a lot by cracking open a book every once in a while.

Books authored by other entrepreneurs and business leaders offer a wealth of information on how to succeed in what you're doing. However, finding the books that provide the best advice isn't always easy.

To help entrepreneurs know which books are worth spending the time reading, Audiobooks.com CEO Sanjay Singhal has compiled a list of his nine must-read titles. They are:

7 Habits of Highly Effective People (Simon & Schuster, 2013) by Stephen R. Covey: One of the most influential books on management of all time, Covey's guide to achieving objectives by upholding core principles has sold more than 15 million copies in 38 languages worldwide.

How to Get What You Want (Simon & Schuster, 2004) by Zig Ziglar: Written by one of the most accomplished salesmen and motivational speakers of all time, this book makes a classic argument for goal setting. It delivers broad strategies and practical tactics to achieve success, also offering a generous dose of inspiration.

One Thing You Need to Know (Free Press, 2005) by Marcus Buckingham: This primer on excellence in business management and leadership reveals the fundamental insight that drives achievement. It provides real-world examples that illustrate how "one thing" drives career success.

Lean In: Women, Work and the Will to Lead (Knopf Doubleday Publishing Group, 2013) by Sheryl Sandberg: Written by the chief operating officer of Facebook, this book is a practical guide to leadership for a new generation of women executives. It examines the challenges women face in the executive suite and outlines practical solutions for overcoming barriers and finding success.

Contagious: Why Things Catch On (Simon & Schuster, 2005) by Jonah Berger: A compelling examination of what makes stories, rumors and content go viral by a Wharton School professor. This book illuminates six insights that make ideas contagious across multiple social platforms.

Big Data: A Revolution That Will Transform How We Live, Work and Think (Eamon Dolan/Houghton Mifflin Harcourt, 2013) by Viktor Mayer-Schöberger and Kenneth Cukier: This insightful examination of the hottest concept in business today sheds new light on how Big Data is driving business and social policy — and endangering privacy.

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (Crown Startup, 2013) by Eric Ries: With practical tips on how to create a sustainable business and overcome uncertainty, this book provides a fresh look at a startup strategy that is gaining popularity worldwide. A range of companies has adopted the concept, from those launched in a founder's garage to Fortune 500 ventures.

To Sell Is Human (Riverhead Trade, 2013) by Daniel Pink: This book takes an innovative look at the art and science of selling. It outlines principles that are extremely valuable for entrepreneurs, managers, employees, parents and teachers — anyone who has to persuade others to take action, which is virtually everyone.

The Power of Habit: Why We Do What We Do in Life and Business (Random House, 2012) by Charles Duhigg: A 60-week *New York Times* bestseller by a Pulitzer Prize-winning author, this book examines the science behind habits and how people can harness the power of those habits to be more productive and successful. ■

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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.

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Entrepreneur Forum Delivers Another Engaging Installment

One company is looking to replace the tuning fork as the primary tool used to help gauge side effects of diabetes. Another company is using radio frequencies to remotely control a variety of devices in the 3D world. These two companies, Prosenex and Positioning Imaging, took to the stage on May 21st at the New Hampshire High Tech Council's Entrepreneur Forum to pitch their products and gain instant feedback from industry experts and a live audience.



Prosenex President Mike Brown made the first of the two 15-minute pitches. The company specializes in medical objective screening and is focusing on meeting the needs of primary care physicians, podiatrists, neurologists, endocrinologists and occupational therapists in the area of patient screening for peripheral neuropathy due to diabetes and other causes.

Brown cited an "oncoming diabetes tsunami" according to the International Diabetes Foundation, which projects a 55% increase worldwide by 2020. He noted that in North America, 37 million people suffer from diabetes and it represents a healthcare expense of \$545 billion per year, or 11% of total healthcare spending.

Their product is a hand-held device with the ability to objectively grade temperature discrimination and vibration stimuli perception in order to deliver a diabetic foot neuropathy screening exam. Brown noted that temperature discrimination in the extremities is an earlier sign that there are damaged nerves and reduced blood flow. He said the product is a drastic improvement over the tuning fork, one tool commonly used in screenings that was originally invented in 1711.

Brown, one of four partners in Prosenex, said the product offers better screening, earlier detection potential, better treatment regimens, and better care. "The light bulb goes off with a patient when they see a 10 degree difference in temperature in their foot. This early detection drastically reduces medical costs," he said.

After his presentation, the three panelists peppered him with questions and comments. The panelists were Janet Kwiatowski, president of MAE Consulting Group; Regina Au, strategic marketing consultant with Biomarket Insight; and Kevin Hahnen, founder of the Hahnen Group, LLC. They complimented him on a thorough presentation, and on developing a product that meets a clear need. They had several concerns about addressing various regulatory hurdles and asked if this was a hobby or a business, given that the four founders are all part time. They also encouraged Brown and his team to get and use testimonials as a powerful marketing tool.

Ned Hill, CEO of Position Imaging followed with his presentation. His company has created a radio

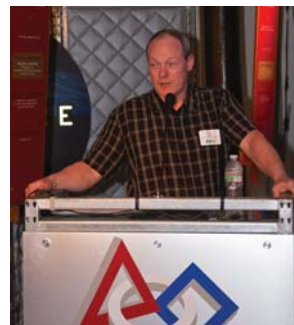
frequency-based tracking technology called 3DWiFi, which is applicable in gaming, collaboration, and augmentation realms. The product leverages standard Wi-Fi/WLAN hardware to track peripherals (game controllers, TV remotes, smartphones) in 3D space with high accuracy, fast tracking speeds, in large working volumes, and with line of sight independence.

Hill said the product is the result of two years of research, that he has two issued patents and two more pending, and the company has received \$4 million in venture capital support to date.

He highlighted several features and noted that the indoor localization feature is far superior to other technologies. "Think Google Earth. But we are at one inch versus three feet," he said.

Hill added that he sees a lot of opportunities in a lot of industries. "We're building a chip set that can address all of these applications." He wanted the panelists to give him feedback regarding if he should view the company as a platform or a product, and if he should swing for the fence with a single killer app.

The panelists for the presentation were Jeff Amaro, major account program manager at Autodesk; Heath Gaffney, president of IMSYS; and Dan Scherlis, principal at Scherlis.com. Among the advice they offered him was that he will have to face hard choices when he hones his focus to the right path for success. In addition, he is entering a very competitive marketplace with big players and needs a clear exit strategy. He was encouraged to not dilute his resources and to diversify his team, which is currently composed of all engineers.



The 90-second Sky Dive pitch was made by Paul Bemis of CoolSIM Software. He provided an overview of the CoolSIM product, which helps data centers to be as optimized as possible in the design phase, and then monitor and reduce heat when they are operational.

Sponsors for the Entrepreneur Forum series include Baker Newman Noyes, Bernstein Shur, Capital Regional Development Council, Dyn, Hayes Soloway, and Ziftr. The next event will be held in October and companies interested in presenting should contact the Council at info@nhhtc.org.

News from the Capitol - May 2014

by Suzan M. Lehmann



The 2014 legislative session is coming to a close with a handful of the 800 bills introduced this year still in play. The Council's Government Affairs Committee identified four main areas of interest that served as the foundation of the Council's government affairs efforts: (1) Education, (2) Taxation, (3) Regulation, and (4) Economic Development. Below is an update on the status of some key bills in these areas of interest.

Efforts to eliminate employer notice requirements of non-compete and non-piracy agreements surfaced this session with the introduction of **Senate Bill 351**. This bill, as introduced, was aimed at repealing existing law, RSA 275:70, that imposes disclosure requirements on employers who use non-compete and anti-piracy agreements. Under RSA 275:70, employers are required to disclose non-compete and non-piracy agreements to potential employees when making offers of new employment and to existing employees with an offer of change in job classification. The Council registered support for the full repeal of RSA 275:50, and critics of RSA 275:70 voiced concerns about the existing law's undermining New Hampshire's ability to attract and retain jobs in technology and research and development. Critics also cited to the vagueness of key terms in the law that leave employers uncertain as to how to comply with the law. After hearing testimony, the Senate Commerce Committee passed the bill in an amended form that would require employers to notify employees of non-compete agreements when making offers of new employment to prospective employees, but would remove the requirement in existing law that non-compete agreements be provided to existing employees who are changing job classifications within the organization. The bill is pending approval by the Governor.

New Hampshire's research & development tax credit almost took a hit with the introduction of **House Bill 1475** that was aimed at repealing the tax credit and replacing it with a credit on reinvestment. The legislature created the tax credit in 2007 and designated \$1,000,000 for the following five fiscal years to fund the credit. Opponents of HB1475 voiced their concerns over making the credit available to any type of business and the dilution of what they perceived to be a limited total tax credit. The House killed the bill by voting to table it.

In the area of economic development, the legislature passed **House Bill 1416** that requires the Division of Economic Development of the NH Department of Resources and Economic Development to develop a rolling two-year state economic development strategy and operating plan, with the initial plan due by December 31, 2015. In similar vein, the legislature approved passage of **Senate Bill 241** authorizing the establishment of an economic development fund in Department of Resources and Economic Development and the state to receive private grants, donations and

gifts of any kind for the fund. The bill was, in part, fueled by business leaders' interest in donating to such a fund. Both bills are pending approval by the Governor.

Common Core was a focus of some legislative efforts this year with the introduction of two bills that would have delayed or terminated the implementation of Common Core educational standards. **House Bill 1230** would have prohibited the Board of Education from implementing any new Common Core standards until it performed a fiscal analysis and held a public hearing in each executive council district. **House Bill 1508** would have required the Board of Education to terminate implementation of Common Core standards. These efforts to halt Common Core were defeated by the House.

STEM education got a boost this year with Governor Hassan's issuance of an Executive Order on April 9, 2014 creating the "Governor's Task Force on Science, Technology, Engineering and Math (STEM) Education." The task force brings together stakeholders from the education and business communities to make recommendations for modernizing STEM education in the state. Several Council members, including Jeremy Hitchcock, CEO and chairman of Dyn, serve on the committee.

Governor Hassan also announced the creation of a new program led by DRED Commissioner Jeff Rose that will partner manufacturing companies directly with classes at local schools with the goal of building relationships that can lead to a stronger workforce pipeline.

Here's a brief summary of other legislative news:

- Efforts to increase the minimum wage met defeat in the Senate.
- With the passage of **Senate Bill 367**, the State's fuel tax will increase by 4.2 cents and support road and bridge improvements over the next two years and pay off borrowing toward completing the widening of I-93.
- **House Bill 569** that would have given a preference for underground energy transmission line construction. The bill passed the House but was killed by the Senate.

The House and Senate now enter the committee of conference phase of the session with a June 5, 2014 deadline to act on remaining bills. We will continue to monitor the status of key bills as we approach the close of the 2014 legislative session . . . stay tuned for our legislative wrap up. ■

Electromagnetic Compliance (EMC) regulatory requirements: How to make the approval process easier and faster.

Regulatory requirements can apply to almost any new product: hazardous materials, safety, disposal, labeling, etc. In determining what specific requirements apply to your product, your experience, colleagues, governmental agencies and also the accredited laboratories that test products against a range of requirements can all be of use.

However, if your product is an electrical device that includes a microprocessor and is also a commercial/ industrial or consumer product, it can emit electromagnetic radio waves and can also conduct energy “up-stream”, as it were, into a building’s electrical grid. Both can interfere with clear static-free communication and reception and may also affect other items of equipment that depend on “clean” airways or electricity. That’s why the US Federal Communications Commission (FCC) has established requirements for such emissions.

Special EMC test labs are both experienced and efficient in testing against these requirements and most testing can be completed in a day. To varying degrees, labs may also have experienced engineers who can also offer advice on solving problems when needed. And the labs offer testing time for diagnostic purposes as well, so you don’t have to have your product design absolutely completed before doing some diagnostics.

The FCC standards cover two areas.

1. Emissions radiated by the product.

The strength and frequency of emissions radiated from your product must be within specific limits, whether such radiation is intentional such as an RF garage door opener, or unintentional such as a laptop computer.

Testing for radiated emissions can be done either outdoors (not a good option for New Hampshire) or in a large building (30-foot ceiling height required) constructed entirely of non-conducting materials. External radiation (radio, TV and other RF signals) is recognized and factored out.

Alternatively, emissions can be measured in large chambers which are metal-clad to block external RF energy waves and lined with ferrite tiles and foam cones that absorb energy and eliminate reflection of the product’s own emissions.

2. Emissions conducted by the product.

Energy can also be conducted by your product “up-stream as it were, via the power cord into the electrical system. Energy is measured in a normal lab environment using a “line impedance stabilization network” setup.

Special requirements by country

Some countries have expanded these requirements; Europe for example requires additional related tests which measure a range of characteristics such as

susceptibility to TV and radio waves, transient electrical bursts, voltage interruptions, immunity to static electricity, etc. Accredited US labs can qualify your product, in several a days of testing.

Special requirements of some industries.

More- rigorous requirements have been established for some categories of products. In particular, medical devices have some extended requirements, such as increased immunity to emissions, because of the in-use proximity to other medical devices. Products for the Department of Defense, automotive and aircraft industries have their own regulatory process.

How to meet requirements easier and sooner.

Many EMC test labs will be happy to discuss requirements and the testing process with you at no charge and provide some advice going-in about how to forestall problems, for example making ground connections as short as possible, grounding to bare metal not paint, adding shielding and filters.

It can be very helpful to do some diagnostic testing before your product is finished but can be powered up. (Some labs will offer half-days of testing or diagnostic work.) Results will not get any better with the addition of PCB’s or function, etc. and it’s easier to make changes before the design is finalized.

New Hampshire test labs

There are three test labs in New Hampshire: Compliance World Wide in Sandown; Core Compliance Testing Services in Hudson; and Retlif in Goffstown. All are ISO accredited and the reports are accepted by most other countries. There are also several labs in northern Massachusetts.

Some labs also offer product safety testing, and other regulatory and commercial testing as well as environmental and HALT and related reliability and accelerated product life testing. ■

Advertising in the Tech News

For information on advertising in the *Tech News*, please contact the newsletter editor, Meghan Marcus, for an editorial calendar and rates.

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www.dartmouth.edu

Founded in 1769, Dartmouth is a member of the Ivy League and consistently ranks among the world's greatest academic institutions. Dartmouth has forged a singular identity for combining its deep commitment to outstanding undergraduate liberal arts and graduate education with distinguished research and scholarship in the Arts and Sciences and its three leading professional schools—the Geisel School of Medicine, Thayer School of Engineering, and the Tuck School of Business.

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www.internetsociety.org

Formed in 1992, the Internet Society works to ensure that the Internet remains a boundless platform for innovation, growth, and human expression for the billions online and the billions yet to join. Key focus areas include policy, technology, and leadership development.

Member News

AIRMAR Technology Corporation opened its second manufacturing facility “AIRMAR East” on May 12. Joining in the grand opening and ribbon cutting ceremony was Governor Maggie Hassan, Senator Jeanne Shaheen, and Congresswoman Annie Kuster. Matthew Boucher, AIRMAR’s president and chief



operating officer, stated, “This is an exciting time at AIRMAR. The new building will serve to increase our competitiveness and support future growth. AIRMAR’s decision to build in Milford represents our commitment to the town and state and recognition that our highly skilled and productive workforce is essential to AIRMAR’s future success.”

Ascendle announced that Diana Getman has joined the company as Product Owner. Diana brings over 20 years of business and project management experience, including as past president and senior account manager at MicroArts Corporation and former owner of Portsmouth Sign Company. She holds a B.S. in Business Administration from the Whittemore School of Business and Economics (renamed Paul College) at the University of NH.

Member News *(continued)*

BerryDunn is pleased to announce its newest hires in the firm's Manchester office. Christen Carrier has been hired as a staff accountant. Melissa Magoon, a tax specialist, and James Piraino, a manager, have joined the Tax Consulting and Compliance Group.

Gamma Medica's LumaGEM Molecular Breast Imaging System, is a finalist for an MDEA award, with design credits to Sunrise Labs and Farm Design: 3 NH companies! Vote for the award [here](#).

Good Leads® announced Prospect Builder® outsourced business development agreements with U.K. based Ixxus for their North American launch of their digital content management platform for publishers and Vivace Health Solutions of San Diego for their electronic health care records and business intelligence offerings to the healthcare community.

HydroComp celebrates 30 Years! HydroComp, Inc. (Durham, NH) began as a business venture in 1984 to meet the specific needs of naval architects and shipbuilders in the area of resistance and power predictions. Thirty years later, HydroComp has grown into a multi-faceted corporation with clients from design to construction to academia in over sixty countries.

In addition to providing the foremost in speed and power prediction, propeller sizing and propeller design tools, HydroComp maintains a culture of active in-house research and development to help insure that the company continually evolves with the changing needs of the maritime community.

Nathan Wechsler & Co., PA, certified public accountants, is pleased to announce that Nina Chang has been named to the Board for the New Hampshire Society of Certified Public Accountants (NHSCPA). Additionally, Chang has been selected to chair the NHSCPA's Financial Careers Committee. Chang is an audit manager with Nathan Wechsler.



NH Manufacturing Extension Partnership (NH MEP) was selected for the Business Assistance Organization of the Year, 2014, by *Business NH Magazine*. NH MEP, part of a nationwide network of MEP centers, is a federal, state and private sector partnership offering technical assistance, consulting

and training to NH manufacturers to help them become more efficient, productive and competitive in the global marketplace.

New Hampshire based **Red River** has hired Steve Burns as Senior Director of the company's commercial division. "I'm excited to be part of a local company where you're welcomed like family and customers are treated like neighbors," said Steve. Born and raised just outside Massachusetts, he'll support the IT requirements and business growth opportunities of New England companies with his more than two decades of career experience.

Sandler Training hired veteran sales consultant Toby Payne to help keep pace with the firm's current growth and continue to attract the quality of clientele that Sandler is best known for serving.

Last fall, **Simbex** and several partner organizations in the region were awarded FDA funding to create a new non-profit center for accelerating commercialization of pediatric medical devices (www.nepdc.com). The resulting New England Pediatric Device Consortium (NEPDC) is now up and running and they are trying to spread the word about their grant program, which offers funding and in-kind services to help move products to market. Applications are reviewed on a quarterly basis with the next submission deadline set for June 9th. For more information, contact Jonathan Beckwith, New England Pediatric Design Consortium, 10 Water Street Suite 410, Lebanon, NH, 03766; 603-678-8260; jbeckwith@nepdc.org.

Transparent Language's government-focused language learning software suite, the CL-150 Technology Matrix for Critical Languages, is now available at no charge to all U.S. federal government and military personnel and programs, sponsored by the Department of Defense. More information at www.transparent.com/government.

Vested for Growth released "Capital Compass," a free online tool to help entrepreneurs get a head start on raising capital by understanding whether debt, royalty or equity is best-suited to their business.

Upcoming Events

HR Exchange

Wednesday, June 11 8:00 am
Sheehan Phinney Bass + Green PA
1000 Elm Street, Manchester, NH

Council Night wih the NH Fisher Cats

Thursday, June 19 5:30 pm
Northeast Delta Dental Stadium
S. Commercial St., Manchester, NH

TechOut

Thursday, October 1
DYN, 150 Dow St., Manchester, NH

Product of the Year

Thursday, November 13
Manchester Country Club, Bedford, NH

Sponsorships Available!

Job Postings

Medium-size manufacturer, located in Central NH, successfully delivering engineering excellence since its inception in 1964, is looking for a **Marketing Manager**, reporting to Vice President and General Manager. 5+ years of experience in corporate marketing management are required. A Bachelor's Degree in Marketing is required, MBA is preferred.

Also looking for a **Business System Analyst**, reporting to Vice President and General Manager. Bachelor of Science degree in Information Technology or 5+ years equivalent experience supporting a large ERP system is required.

Contact Len Rishkofski,
Snowden Associates,
Portsmouth, NH. 603-431-1553;
len@snowdenassociates.com;
www.snowdenassociates.com.

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. We'd love to take a look and help get your information out!



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