

The 2012 Entrepreneur of the Year Event

Follow your intuition...it leads to innovation.

This phrase is one that captures the successful efforts of top executives at The Echo Group and Dyn, Inc. — who were recognized as 2012 Entrepreneurs of the Year (EOY) by the New Hampshire High Technology Council. This 24th annual EOY event attracted nearly 300 influential leaders of tech-based companies from across the region and recognized three business professionals for demonstrating leadership, determination and following their intuitions for the advancement of technology in New Hampshire.



Team CHAOS

Good Vibes

Positive energy resonated through the ballroom at the Radisson, Center of New Hampshire on the evening of the Awards Ceremony. Long-time friends and business professionals alike began the evening networking with one another and watching the robotics demonstration from CHAOS, the award-winning FIRST Team from Manchester Central High School. Council President

Fred Kocher and Executive Director Matt Cookson began the formal program of the evening by providing an update on Council activities, recognizing new and retiring Board members, and thanking the many volunteers and sponsors that helped make the event possible.

Major sponsors included FairPoint Communications, Dyn, Inc., Baker, Newman & Noyes, Cook, Little, Rosenblatt & Manson, Harvard Pilgrim Health Care, Nanocomp Technologies, Good Leads, Dunn Rush & Co., the John J. Flatley Company, CA Technologies, and TD Bank.

Innovation Expertise

Karen Mead of FairPoint Communications introduced Scott Kirsner, well-recognized journalist who writes about innovation and entrepreneurship for the *Boston Globe*, to deliver the keynote address.

Your High Tech Council is Growing!

In our last Council newsletter, I requested your feedback about the Council and its activities via our most recent membership survey. I'm pleased to report that the survey response was strong, with nearly 25% of our membership responding. The



Tom Daly
NHHTC Chairman

data provided by the response to the survey has been important to help confirm that our current strategic goals are well aligned to the needs of our membership, and the core improvements we have planned to our programming are relevant to our members. The results of the survey continue to help us plan and develop the Council's goals and activities (see full results of page 10). The Council is in the process of planning a series of changes and updates to Council programming and member benefits to help you optimize your NHHTC membership. Many of these are highlighted in this newsletter. What follows is a quick summary.

First, the desire for more industry specific networking events rang loud and clear throughout the member survey results. Council members rated networking at events as their highest ranked service offering provided by the Council, however a desire for more intimate and focused networking events

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Thank you to our 2012 Corporate Sponsor Program participants





NH Banks' Surveys of NH Businesses — The Results

Fred Kocher, NHHTC President

Surveys of NH businesses by Hampshire First Bank and by the NH Banker's Association during April and early May indicate that a majority of NH businesses are optimistic about their own growth, generally optimistic about economic growth in the country, and have been able to get credit.

However, there is concern about the impact of healthcare costs on growth, and some concern about the impact of the presidential race on their businesses and uncertainty in the country.

Among the results of the Hampshire First Bank survey of NH business:

- 83% have not been denied access to credit in the last two years.
- 40% are very or somewhat likely to increase capital expenditures in 2012.
- 66% have been forced to modify their health coverage due to increased costs.
- 59% have not been forced to increase costs to customers in 2012.
- 82% are confident in their ability to grow going forward.
- 58% feel the structure of the federal tax code hinders expansion.
- 66% feel the national economy will continue to grow.
- 82% agree or strongly agree that NH is a great place to do business.
- 59% are not native to NH.
- 33% do business in NH because of the tax structure.
- 44% agree or somewhat agree that uncertainty surrounding the presidential election is affecting their business.
- 28% are delaying business decisions until the election is over.
- 41% increased their overall marketing in 2012.
- 79% belong to a social media site and 91% have websites.

Among the results of the NH Bankers Association survey of NH businesses:

- 82% had no difficulty accessing bank credit in last 12 months.
- 62% were approved for the full amount of their loan request.
- 30% expect the economy to expand in the next 12 months.
- 52% expect to see growth in gross sales and revenues.
- 31% intend to add employees.

A sidebar story worth noting:

A significant trend in banking in 2012 is mobile banking. The Federal Reserve released some interesting research in April that shows how many of us are using mobile banking, and how many of us have changed financial institutions so we could use mobile banking. Here are some of the Federal Reserve findings as posted on the business2community.com website:

- 20% of financial institution customers are using mobile banking.
- Another 13-20% say they will be by the end of 2012.
- 60% of new customers say that being able to use mobile banking influenced their decisions to switch banks. This is a trend to watch! ■

LEGISLATIVE REPORT

R&D Tax Credit Expansion Dead in NH Legislature – What Happened?

As the 2012 session of the legislature winds down in May, many of the bills focused on by the NHHTC are still in play. However, our top priority bill, the R&D Tax Credit legislation (SB-295) that would raise the overall cap on available credits from \$1 million to \$2 million, is dead this session.

Legislative gamesmanship in the NH House put the bill at risk when House leadership added an amendment to the R&D bill contained restrictive language on abortions, and sent it to the NH Senate, which had already defeated the same abortion

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Besides serving as President of the Council, Fred Kocher is also the host of "NH's Business" on WMUR-TV.

legislation. The NHHTC hand delivered a letter to both House and Senate leaders protesting the non-germane amendment to the R&D bill, indicating that each bill ought to stand on its own merits. The Senate, faced with a bill that contained both an R&D tax credit expansion and restrictive language on abortions, defeated SB-295, which kills both the R&D tax credit expansion and the abortion amendment this session.

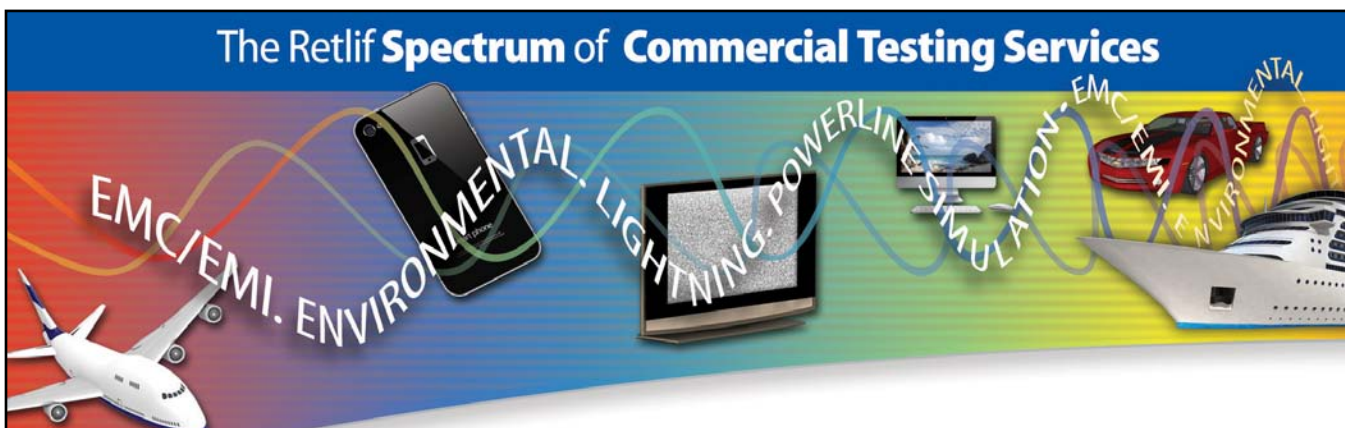
Then, the Senate revived a House bill from the last session (HB-518), which extends the current R&D tax credit on the books from 2012 to 2015, and passed

it. The House had passed it last session, and it was sitting on the table in the Senate. HB-518 now goes to the Governor for signature. It keeps the R&D tax credit on the books, and thus allows the next session of the Legislature to take up an expansion of the credit's overall cap. Chair of the State Senate's Ways and Means Committee, Senator Bob O'Dell, has indicated that the Senate still supports and expansion of the R&D tax credit. In the next edition of the newsletter, we will recap a number of business-related bills that passed and were signed into law. ■

NHHTC Website — Photos Needed!

We've launched our website with a fresh, new and simplified look, as well as new features designed to increase engagement and improve navigation. We also want the website to reflect what our members do. As a result, we are regularly looking for photos of member companies in action. If you have quality images (jpeg) you would like to share that demonstrate your technology or service in action, please send them to info@NHHTC.org.

NHHTC.org



The banner features a colorful background with a gradient from blue to yellow. Overlaid on this are various icons representing different testing services: a smartphone, a laptop, a desktop monitor, a red sports car, a white commercial airplane, and a large cruise ship. Wavy lines in various colors (blue, green, yellow, red) connect these icons, symbolizing the 'spectrum' of services. The text 'EMC/EMI. ENVIRONMENTAL. LIGHTNING. POWERLINE SIMULATION' is written in a stylized, curved font across the middle of the banner.

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was a hole in our current programming. The Council is currently in the process of designing and kicking off industry focused meet-up events in the cluster groups of Software/IT, Defense, and Smart/Advanced Manufacturing in the coming months. Our first Software/IT Forum is scheduled for June 14th, 05:30pm at Dyn in Manchester.

Second, we confirmed that the Council's bi-monthly newsletter continued to provide important industry information to our members, but our distribution method by paper mail is a legacy. Henceforth, we've moved the distribution of our newsletter to PDF via e-mail, designed to broaden the amount of information we can deliver to our members and speed up delivery, while enhancing the scope of delivery throughout our membership.

Third, we continue to believe that a core mission of the Council is economic and business development for our membership. In survey questions regarding a member to member benefit program, 74% of NHHTC members stated that their businesses would be interested in offering a discount or other benefit to fellow NHHTC members making purchases or engaging in business. The Council office is currently in the process of designing the program and will be deploying this benefit in the coming months. In preparation for this effort, we've integrated our member database into the NHHTC website, which can be accessed at NHHTC.org/networking-2/member-directory.

It is exciting to report that not only is our programming growing, but our membership base is also growing. The NHHTC has welcomed over 25 new members to the Council since the beginning of 2012, along with a very strong retention of existing members from 2011. We are continuing our mission by aligning with external organizations such as the North Shore Tech Council, abi Innovation Hub, Stay Work Play NH and the NH Innovation Commercialization Center. The sense of growth and prosperity of New Hampshire business continues to be upon us, and I'm excited to continue to see our business ecosystem continue to grow and thrive.

HEADS UP: Keep a watch on the NHHTC website for information about a unique business plan competition coming to Manchester this fall. A group of sophisticated New Hampshire angel investors have come together to raise a \$500,000.00 fund designed to help kick start and grow seed and startup businesses in the State. Details are quickly developing, and will be posted soon. See page 5 for more details.

As the growth of the ecosystem continues, please keep in mind that the NHHTC is here to help your business grow and thrive. Have an idea for a service or benefit we should be offering? Need to find another NH business to supply goods or services to your firm? Please reach out to us via the website at NHHTC.org/contact-us, send a tweet over to @NHHTC, drop an email to info@NHHTC.org, or give us a good old phone call at 603.935.8951. We're here, we're listening! ■

NH-Internships.com — A New Way to Connect Students and Employers

Understanding the benefits that interning can provide will certainly enhance skills and knowledge that can be applied to working in any industry. Internships are a great way to gain direct knowledge in a particular field of interest and can often help keep talented people at local companies because of a positive experience. Yet, providing up-to-date information about internship opportunities to both students and employers outside of the college environment has been tricky...until the launch of NH-internships.com.

The NH HighTech Council will actively support and market the newly launched statewide internship website. This free resource provides information about current statewide internships for local students and working professionals. The website is designed to increase awareness and help students identify internship opportunities around New Hampshire and to help employers effectively market their prospective internship opportunities.

"Kudos to our Board member Jason Alexander for taking this important project on and managing it on a pro bono basis. This will be a great service that will help match up those looking for internships with those looking for interns, and we encourage students and employers to tap into this resource," said Matt Cookson, executive director of the High Tech Council.

More information about NH Internships can be found on the website: www.nh-internships.com.

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New \$500,000 Tech Start Up Competition in New Hampshire to Launch this Fall

There are a half a million new reasons to start a company in New Hampshire. Seeking to ignite the launch of new tech startups in New Hampshire, the NH High Technology Council and the abi Innovation Hub announced a new \$500,000 competition. The start up competition has received funding commitments from 20 accredited investors who have also pledged to help mentor entrepreneurs and boost the entrepreneurial ecosystem in the State. There were several more investors interested in participating, which means "The Fund" could grow in future years.

Each year for the next five years, \$100,000 in prize money will be invested in winning companies. First prize of \$50,000 and second prize of \$30,000 will be determined by a panel of judges organized by the Entrepreneurs Foundation of New Hampshire, an initiative of the New Hampshire Charitable Foundation. A third prize winner of \$20,000 will be selected by the audience during a live pitch off of Finalists at an annual Tech Hampshire event to be held in the Fall. The first competition will be held on September 20th at a location to be determined.

UNH Honors Matt Pierson as 2012 Holloway Entrepreneur of the Year

Matt Pierson, former Board Chair of the High Tech Council and current member of the Board, was recently honored by UNH's Whittemore School of Business and Economics as the 2012 Holloway Entrepreneur of the Year.

Pierson has been an active and successful businessman and entrepreneur in New Hampshire for many years. He was the co-founder of DTC Communications, which was eventually sold to a U.K.-based defense company. He also co-founded JitterGram, which was acquired by the Meltwater Group in February 2011.

The Holloway Award is given to a business leader with a demonstrated commitment to the state's business community, as appreciation for UNH and its resources, and a track record of creating entrepreneurial value by starting companies, supporting and promoting new ventures, and mentoring individuals engaged in business startups.

Besides his work with the High Tech Council, Pierson serves on several prominent boards, including the New Hampshire Charitable Foundation. He is also a managing partner with Dunn Rush & Co. *Congrats Matt!*

The venture, initially called "The Fund" while an Internet URL and website is determined, will be managed by a separate company incorporated by five individuals from New Hampshire's tech sector. They are the abi Innovation Hub Executive Director Jamie Coughlin; early-stage investor Matt Pierson; Co-founder and Chief Technology Officer of DynTom Daly, a Manchester Internet firm; Executive Director of the New Hampshire High Technology Council Matt Cookson; and member of the Cook, Little, Rosenblatt and Manson law firm Matt Benson.

"This competition fills a void in New Hampshire's start up scene," said Matt Pierson. "Not only are we going to put money into winning start up companies, we're going to leverage the knowledge of our investors in helping them grow their businesses and ultimately attract additional capital."

The abi's Jamie Coughlin stated, "By having a five-year commitment to fund this event up front, we're sending a strong message to entrepreneurs that we're establishing New Hampshire as a leader in getting start ups off the ground. This is all about investing in people, ideas, and ultimately stimulating our next crop of tech companies."

"This competition is one more initiative to help drive innovation in New Hampshire," added Matt Cookson, of the High Technology Council. "This effort will help create new, high paying jobs in our dynamic tech sector. The fact that so many individuals have stepped up to fund this effort demonstrates the commitment to nurturing our entrepreneurs."

The Fund is an investment initiative focused on funding new startup technology businesses that will grow in New Hampshire. While companies do not have to be based in New Hampshire upon application, it is expected that the winning companies will relocate to grow part or all of their business in the state. While investors in The Fund anticipate a financial return on the portfolio of companies that ultimately receive investments, equally important is the opportunity to help promote and develop the entrepreneurial ecosystem in New Hampshire. Investors in The Fund have experience mentoring and supporting local entrepreneurs, helping them achieve the success that they themselves have achieved. Winning companies will receive similar support from this group and from the larger ecosystem.

More information on eligibility and the application process will be posted on the abi Innovation Hub and NH High Tech Council websites in mid-June. A limited number of sponsors will be solicited to support the event, which promises to attract significant attention across the state. For sponsorship information, please e-mail info@NHHTC.org or call 935-8951. ■

NH HIGH TECH COUNCIL

Entrepreneur of the Year

Instead of a conventional speech, Kirsner chose to walk the audience through a series of images as part of his discussion entitled “New England’s Innovation Economy, what to boast about and what to worry about.” The imagery depicted early innovations developing in the New England region ranging from the phonograph, the first organ transplant, the first venture fund, and the first video game developed in 1962 at the Massachusetts Institute of Technology.

“We need to break down the barriers between the business world and college campuses, so that smart kids that are going to Southern New Hampshire University or Dartmouth or pick your favorite school, know what the ‘cool’ companies are in that region,” Kirsner said.



Scott Kirsner

Kirsner serves as the program chair for three regional events on innovation: the Nantucket Conference, held each May since 2000; Future Forward, held each fall since 2001; and the Convergence Forum, launched in 2004. His “Innovation Economy” column appears Sundays in the *Boston Globe*.

Geniuses in the Making - Investing in NH's Future

Ryan Seymour from Northwood, NH received a 2012 Kocher Technology Scholarship of \$2,000. He graduated from Coe Brown Northwood Academy and currently attends the New Hampshire Technical Institute. He plans to transfer to the University of New Hampshire to study Mechanical Engineering Technology. His father, David Seymour, works at Hypertherm. Four more scholarships were awarded to previous winners who continue to pursue degrees in STEM (science, technology, engineering, or math) fields at a New Hampshire college or university. They are Justin Cullity, Michael Johnson and Timothy Roemer, who attend the University of New Hampshire, and David Nasser, who attends Plymouth State University.



Gov. John Lynch, Ryan Seymour, Matt Cookson and Fred Kocher



Karen Mead, FairPoint

The Awards

Jim Cook, chairman of the Council’s EOY Planning Committee, took the stage to introduce the 2012 winners. He was joined on stage by New Hampshire Governor John Lynch, who has attended every EOY event during his four terms as governor (see sidebar story). Short videos demonstrating the corporate culture created by the 2012 winners helped set the stage for the awards.

As cited by Cook, The Echo Group Chairman George Epstein unintentionally made his mark in the technology sector by following his intuition — a quality that defines his motive for entrepreneurship. Early in his career Epstein was a teacher at Kennett High School, where he was eventually asked to become Assistant Superintendent of Schools. At first, he believed this to be a great career opportunity in education management. However, as he engaged in discussions about the position, his gut instincts told him that it wasn’t the right fit — life being too short to do something that you’re not passionate about. So, he decided to turn down the opportunity.

“Find the right people, work with the right people, and be prepared to walk away from an opportunity when it’s not the right fit,” Epstein said.



George Epstein

This decision steered Epstein toward his career in high technology in the Granite State. He joined Northern NH Mental Health and Developmental Services and, while there, instituted a number of information technology systems that greatly enhanced the organization’s services. Once other organizations in the field became aware of what Epstein had done, they asked him to develop similar systems. As a result, Epstein saw a market opportunity to build a business, which formally became The Echo Group in 1981.

Based in Conway, NH, The Echo Group has been serving the information management needs of the behavioral health and human service markets for over 30 years. In 2009, Echo released the Visual Health Record™, an innovative timeline-based approach to viewing the clinical chart. Providing greater ease of use, visual alerting, and complete case management, the Echo VHR™ assists organizations in adopting an enterprise-wide electronic health record. Epstein has established his place in the realm of technology for taking steps in the right direction — he followed his intuition and as a result, became a very successful New Hampshire entrepreneur.

Chief Technology Officer Tom Daly and Chief Executive Officer Jeremy Hitchcock were recognized for their work at Dyn, which they co-founded in 1998.

“It takes a village for a company to grow and it’s a great mix of staff, friends, family, and customers that have gotten us to this point,” Hitchcock said. “I’m

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excited about the progress we've made and I hope we inspire others to join the entrepreneurial ecosystem here in Manchester and Southern New Hampshire."

Jim Cook shared the story of Dyn and how the company has emerged since its start. The idea of Dyn began when the two founders were college students



Tom Daly & Jeremy Hitchcock

attending Worcester Polytechnic Institute. This was during a time when Internet access involved telephone dial-up. The original technology was used to map the campus computer network and remotely manipulate computers in labs for printing reports and turning in homework.

This was a very important break through for Daly and Hitchcock, as it eliminated the need to leave warm dorm rooms and walk across a cold campus to the computer lab.

Next, they turned to offering free domain name addresses through their dyn.org domain. When customers requested a more advanced domain name system, they both realized the future possibilities. The revelation presented the need to move out of the basement of their house and to upgrade their equipment. Funding was provided through launching a donation campaign across campus that resulted in hitting their target goal for \$25,000. This transition parallels the transformation from adolescence to adulthood and exhibits their young minds at work, striving to advance technology — a remarkable feat for both individuals.

The business was officially founded in 2001, when Daly and Hitchcock were 19 years old and still attending college. Upon graduation in 2004, they already had three employees on their payroll and a rented office. Their success as young entrepreneurs came from a shared notion to maintain the company while obtaining their college degrees, with the mindset of making people's lives easier when using the Internet.

Today, Dyn (pronounced "dine") calls Manchester home, but has an international presence. The Internet Infrastructure-as-a-Service (IaaS) leader powers Managed DNS and e-mail delivery for over four million worldwide enterprise clients, small businesses and home users. The company's rapid growth, unique culture, and commitment to its community, make it a model for 21st century companies and its founders deserving recipients of the 2012 Entrepreneur of the Year award.

The evening concluded shortly after, as Cookson told the audience to save the date for next year's EOY event, which will be the 25th anniversary event. *Mark your calendars – May 6, 2013!* ■

By Sarah Britton

It's the High Tech Council's turn to thank you, Governor Lynch.

Governor John Lynch once again joined the HighTech Council to help present awards at the 2012 Entrepreneur of the Year event, something he has done every year since being elected governor nearly eight years ago. Each year, he also presented personal citations to the winners.

However, at the 24th annual EOY event, the Council decided to shake up tradition as Council President Fred Kocher presented the Governor with a citation for his commitment to the Council's work and his perfect event attendance. He also announced that the Council Board has appointed Governor Lynch as an honorary Trustee of the Council.



The citation reads as follows: "Be it hereby known that on May 7, 2012 we, the New Hampshire High Technology Council Board of Directors, join with our membership to acknowledge the ongoing support of New Hampshire Governor John Lynch, who has been very engaged with the Council during his four terms as Governor. Since taking office in 2005, Governor Lynch has attended every Entrepreneur of the Year and Product of the Year event run by the Council. He has asked for the organization's input on many issues related to technology and the business community. He has also attended several Board meetings and engaged in conversations about how the State of New Hampshire can help support the Council's mission of advancing innovation. On behalf of the New Hampshire High Technology Council, we commend Governor John Lynch for his support and engagement with the Council and the technology community as a whole and hereby appoint him as an honorary Trustee of the Council."



High Tech Council Welcomes Two New Board Members

At its annual meeting in May, the NH High Technology Council membership elected two new members to its Board of Directors – Catherine Blake, and Gerard Murphy. The membership also reappointed several other Board members whose terms were expiring.



Gerard Murphy is the CEO and Co-Founder of Mosaic Storage Systems, Inc. Mosaic provides anywhere access and cloud backup for serious photographers. In addition to his Babson MBA, Gerard has been in lead sales and marketing roles at several Boston area startups. Most recently he worked at a marketing automation startup called Conversen that grew from five employees to make the Inc 5000 list. Gerard has been honored to judge many business plan competitions and sat on several entrepreneurship panels. Prior to Conversen, Murphy worked at OrderMotion, BiddingForGood and Readak. He lives in Nashua, NH with his wife Elizabeth, daughter Caroline and son James.

Catherine Blake, founder of Sales Protocol International, has a passion for sales, marketing, business development and a heart for encouraging others to be their personal best. Her professional expertise helps companies grow through strategic initiatives, execution, and hard work. Blake has over 20 years of high tech experience with Fortune 500 companies plus start-ups and private ventures. She holds a Bachelor's Degree in Business Administration and an Executive MBA from Harvard University and is currently an adjunct professor at The University of New Hampshire's Whittemore School of Business & Economics. She has been recognized by Who's Who in Information Technology for her sales leadership and generously gives her time and expertise back to many organizations.



The membership also re-elected the following individuals for a three-year term to the Board: Jason Alexander, Mary Collins, Jim Cook, Debra D'Entremont, Bob Good, Gary Lemay, Paul Mailhot, Marc Smith, and Nick Thickins. ■

Council Member Database Now Available

The High Tech Council's member database on our website is now live. This secure database is for members only and includes core information such as company name, description, industry, contact name, and website. It's a great way to find Council members that provide services you may need and to make new local connections.

To access the database, go to NHHTC.org, click on the networking tab and then the member directory link. Enter your e-mail address and the system will e-mail you a password. If your e-mail address has changed or has not been entered into your company profile, e-mail info@NHHTC.org and the Council staff will take care of this.

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NH High Tech Council Seeking Applicants for NH Product of the Year

Application deadline — September 27, 2012

Have a new product or service that is taking off? The NH High Tech Council wants to hear about it. The Council is encouraging New Hampshire-based organizations to apply for 2012 Product of the Year (POY) honors. Finalists and an overall winner will be able to present their innovation to a live audience in November at the 7th annual Product of the Year event.

In mid-October, up to five finalists will be selected and awarded the Product of the Year Judges' Award. These Finalist Judges' Award Winners will present their products in a trade show format that includes a seven-minute presentation to a live audience of roughly 300 people on the night of November 13th at SERESC in Bedford, New Hampshire.

POY is a major business event for New Hampshire. The finalists and the winner receive significant visibility through the judging process, product demonstrations at the event, and overall promotions. Companies that have won the Product of the Year award over the past six years are Nanocomp Technologies, UltraVision, Insight Tech Gear, Holase, Incorporated, Sky-Skan, and Foss Manufacturing.

Is your business a POY contender? Eligibility for this event is based on the high technology requirements designated for this competition. Criteria includes the following:

1. Product submissions must have been released or significantly updated within the past year.
2. Products must have been developed in New Hampshire by a company, subsidiary, or division based in New Hampshire. The business may be a sole proprietorship, partnership, corporation or other legal entity registered to do business in the state of New Hampshire.
3. Product must fall into the broad category of "high tech" as determined by the NHHTC's panel of judges particularly selected for this competition.

Applications can be downloaded from the NHHTC website at NHHTC.org. The deadline is September 27th.

At the event, the audience is actively engaged and helps select the winner. After the presentations, the entire audience casts their vote for their top product. The audience vote counts towards 50% of the final tabulation and the initial judge's vote counts for the remaining 50%. The winner will be announced at the conclusion of the event and will have their company name etched into the prestigious NHHTC Product of the Year crystal trophy, which was designed for the Council by Pepi Herrmann. The trophy and the finalist's winning product will be on display at the Greater Manchester-Boston Regional Airport.

To date, several prominent organizations are sponsoring this year's POY event as noted below. Additional sponsorships are available and information can be found at NHHTC.org. ■



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Our Member Survey Says...

According to the NH HighTech Council membership, you love to network, you are supportive of our core activities (but look for more industry-specific events), you prefer electronic delivery of information over hard copy, and you'd like to have the opportunity to offer discounted products and services to fellow Council members.

Thank you for your feedback!

These are a few of the findings from the member survey conducted in April on a broad range of topics regarding the current mix of services the Council offers. The Council's Board and leadership conducted this survey to make sure the services we provide to members are of the highest value as possible, and this particular survey provided some good insight into how our members perceive current offerings, as well as a few changes the Council wanted to test through the survey prior to implementation.

Out of our 200 corporate members, 45 participated in the survey, or 22.5%. The split was even between technology companies and technology service provider companies.

Highlights include strong support for moving this newsletter to an e-mail distribution model and support for creating a member-to-member discount program.

Regarding the newsletter, 76% of those surveyed said they would prefer receiving it via e-mail, versus 22% by postal mail. If the Council switched to an electronic distribution model, 44% said they would be more likely to read the newsletter, 18% said less likely, and 36% said it would make no difference. As a result, we have made the switch for this current newsletter. Some advantages include the fact that the news will be more timely because there will be no delay for printing and mailing. It will be in full color, we can change easily the length with no cost implications. And, we can build in links to additional information, such as linking back to member home pages for jobs, news, and more.


Another effort under consideration for members is a member-to-member discount program. Of those companies that have products and services to offer to other members, 74% said they would be interested in participating. Given this, the Council is developing a model for a discount program that we plan to launch in the next few months. We'll be sending out more information to members as we develop this program further.

The survey asked members to rank key services offered by the Council on a scale of 1 to 10, with one being the highest. As we have found in the past, networking was number one. The highest rated items based on a combined percent of those members who gave the particular service a ranking of 1-4 are as follows:

- 91% - Networking at Council events
- 73% - Value of information distributed in the bi-monthly newsletter
- 71% - Educational advocacy to drive the NH workforce
- 68% - Value of information distributed through weekly e-blasts
- 62% - Participation at the Entrepreneur of the Year event
- 61% - Participation at the Entrepreneur Forum events
- 60% - Participation at the Product of the Year event

We then asked members what their perceptions were regarding some new areas where the Council may focus. There was strong support for establishing clusters and associated events by industry sector, including defense, advanced manufacturing and software. As a result, the Council is launching the software cluster through an inaugural event on June 14th (see related article on page 15).

Member feedback on Council programming is of great value and directly impacts what we offer. Thank you to those who participated. If there are additional thoughts on these and other programs, we'd appreciate your feedback. Please contact the Council any time at info@NHHTC.org. ■



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Technology Transfer 101

By Marc Sedam, Executive Director, Office for Research Partnerships and Commercialization,
and New Hampshire Innovation Research Center at the University of New Hampshire

When you meet someone for the first time, a frequent first question is “So, what do you do?” In previous positions, my answer has been pretty simple. I’ve been a scientist, inventor, licensing manager, entrepreneur, failed entrepreneur, and head of a biotech company. Those position descriptions are straightforward. But the question “What is technology transfer?” is important not only for cocktail parties but to help business leaders in New Hampshire understand the impact of the University of New Hampshire on the local economy. By its simplest definition, “tech transfer” is the process by which UNH takes the intellectual assets developed on campus and transfers them for the greatest public use.

In the university setting, the most common intellectual assets are patents, copyrights, and (increasingly) trademarks. These assets are developed by faculty in the normal course of their research and teaching activities and are often funded by the federal government. As with private enterprise, the university and not the employee owns these assets. The sole exception to this ownership interest is in “exempted scholarly works” — the traditional academic outputs of publication and presentation (books, journal articles, teaching curricula) — which remain owned by the faculty. A university’s tech transfer office evaluates the asset for marketability and determines the best mode to protect it.

Once the asset is protected, the job of the tech transfer office is to find the path through which the greatest number of people benefit. With basic research or information, often the best path is to publish the information so anyone can build on the results and data. Specific discoveries or ideas, however, are often placed in the hands of a company who invest in the development and perfection of the idea and improve its chances of reaching the market. These transfers are done via a license agreement.

Think of licensing as a lease and not as a sale. In a license the university retains ownership of the idea but allows the company to develop, market, and sell it commercially. Licenses can be exclusive or non-exclusive, and most frequently contain an upfront fee, diligence milestones, minimum payments, and a royalty on sales of products or services. If patents are involved, the company is also responsible for paying the total cost of protection. Companies often are uncomfortable with diligence milestones (specific development goals which must be met in a specified period of time) but the university has an obligation

to the funding agency to report on the progress of federally-funded ideas. My job at UNH is to work with the company and negotiate an agreement that does not place an undue burden on the company while retaining fair and appropriate return for UNH.

An emerging aspect of tech transfer is its role in economic development. UNH, like many universities, is able to accept equity in exchange for a license fee (all the other license obligations remain) but only does so for companies started on UNH technology. We do so when startups are focused almost exclusively on the technology licensed and represent, in combination with our faculty expertise, the best commercial path.

A few weeks ago I was introduced to a member of the New Hampshire business community and the conversation indeed started with “So, what do you do?” After providing an answer pretty similar to the contents of this article, the response was “Wow! I had no idea that UNH did anything like this. That’s pretty neat.” I hope you agree. ■



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Member News

Bob Robbins and Colleen Farley are pleased to announce the recent formation of **Robbins Farley, LLC**. Robbins and Farley, formerly with Morgan Stanley Smith Barney will now offer customized investment services as well as a broad array of financial products and services through Wells Fargo Advisors Financial Network.

BANK W Holdings, LLC, co-founded by NHHTC Board Member Jason Alexander, was recently honored as a Business of the Year by *Business NH Magazine*. Full release at: <http://goo.gl/1BeC2>

Anna-Marie Sparks, President of **Sparks Employment Group LLC** has been named to the Havenwood-Heritage Heights Board of Directors, a non-profit organization located in Concord NH.

Cook, Little, Rosenblatt & Manson would like to congratulate Single Digits, Inc. on its recent \$10 million Series A Preferred Stock financing with Tudor Ventures. We are excited to work with one of New Hampshire's fastest growing entrepreneurial companies.

Sunrise Labs is pleased to announce agreement to acquire New Harbor SQA with founder Tony Raymond joining Sunrise as Director of Quality.

Job Postings

Simbex: A research & product development company specializing in the areas of injury prevention, mobility & rehabilitation is currently hiring for the following positions: Senior Systems Integration Engineer and Administrative Assistant. For more information, go to www.simbex.com

EFI in beautiful Meredith, NH is currently hiring for several positions. With success in mind as the ultimate goal, we strive to create and provide an environment that offers challenging and rewarding opportunities. <http://w3.efi.com/Careers>

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Software Cluster

High Tech Council Launches Software Cluster – First Event Set for June 14

Attention all software developers, software engineers, and IT professionals (database administrators, system administrators, network engineers, IT consultants)! The New Hampshire High

Tech Council is pleased to announce the first in a new series of software forums – a quarterly meet-up of Software and IT Professionals. We want to provide you a dedicated forum to network with each other, to exchange ideas and best practices, and to raise the awareness of the software industry in New Hampshire.

The creation of the cluster is in direct response to what members have told the Council – they love to network and want more opportunities to do so with their professional peers. As a result, the Council has established the software cluster and plans to establish additional clusters around other industry sectors, such as advanced manufacturing and defense-related products and services.

Each forum will have a topic for the evening and our June 14th meet up will focus on development methodologies including Waterfall, Agile, Scrum, Extreme Programming, and Kanban. We will have panelists from Autodesk, PixelMEDIA and Dyn on hand. The first meet up will be held on Thursday, June 14 at Dyn, Inc – 150 Dow Street, Manchester, NH from 5:30 to 8 pm. The format will be informal – an hour of networking with food and beverages, followed by the panel, and ending with a Q&A and additional networking.

The event will be free for Council members involved in the software industry. The cost for non-members, will be \$50. Register at www.NHHTC.org

We look forward to seeing you on June 14th. Thank you to our event sponsor. ■



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

For more information:
NHHTC

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