

TechOut 2014 packs the house!

More than 300 people watched education technology startup **uConnect** take first place and **gemr** win second at TechOut 2014 earlier this month at Dyn. Those 300 individuals also selected third-place winner **ApplyKit** through an interactive live poll.



"The quality of the entrepreneurs competing combined with the excitement and enthusiasm around startups in general is a clear indication that TechOut is a huge success," said Matt Cookson, Executive Director of the NH High Tech Council. "Congratulations to the winners, sponsors, and the business community in New Hampshire for nurturing the next wave of innovative companies."

Co-presented by the NH High Tech Council and AlphaLoft, TechOut is New Hampshire's largest startup competition, providing half a million dollars in financing over five years to entrepreneurs with the most viable plans to develop and market new technology products or solutions. The nine semifinalists and six finalists were selected by a committee of experts who provided feedback, presenting tips and more to all who entered the competition. First place winners received \$50,000, second place \$30,000,



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Summer wrap-up

As summer becomes a memory and we jump right into piles of gold and crimson leaves, I hope you made the most of the vacation season and are well rested for the upcoming months. As we all begin various work and community activities, we're also closing out the year and planning for 2015. As I reconnected with my colleagues recently at the NH High Tech Council (NHHTC) Board meeting, I was greeted by team of professionals eager to get back to work. I also met a great New Hampshire tech company that I want to highlight in this column.



Paul Mailhot,
Council Chair

This September's board meeting was hosted by and held at Cobham Advanced Electronic Systems, a NHHTC member, at its 180,000 square-foot manufacturing facility based in Exeter. A defense contractor, Cobham specializes in advanced manufacturing of radar systems for aircraft and marine applications. They provide RF-Microwave components for radar, including RF-cabling, rotating systems, antennas, and waveguide products. While the vast majority of their products are designed and built for military applications, Cobham's work is evident in civilian technology as well. If you've been to a U.S. airport in the last 40 years and noticed the revolving, vibrant orange antennae that typify it as a place of travel, then you've seen the handiwork of Cobham and the work done in Exeter.

Continued on page 2

Thank you to our 2014 Corporate Sponsor Program participants



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

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

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

Jeff Amaro, Autodesk

John Whelan, Alexander Technology Group

Matt Becker, The Rowley Agency

Toral Cowieson, The Internet Society

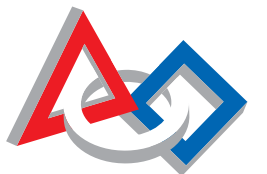
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and technology heroes.*



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Paul Mailhot — Continued from Page 1

Admittedly, I was only aware of the company through the membership listing for the Council. It wasn't until I arrived at their offices, toured the facilities, and met with their leadership team that I truly understood the resources they have available. A world market leader in aerial refueling, radar, and electronic flight instrument systems, Cobham is on the bleeding edge of technology and innovation. Its leadership team also understands and maintains the high-level business intelligence and operations insights befitting a publicly-traded company.

Cobham is a NHHTC member because, as an 80-year-old company, they appreciate the value in local networking and how discussions amongst peers can lead to positive impacts on the community through workforce development, legislative support, and collective insight into the future and innovation of the tech industry. It all starts on the regional level. When asked how the Council could help them, they cited advocacy to help note the important work they do to protect and support our military, and workforce development, as they grow and nurture a skilled, tech-based team.

The NH High Tech Council promotes the tech ecosystem within the state, hosts multiple events for thought leaders in the space to network, collaborate, and creates new opportunities that otherwise wouldn't exist for businesses in the granite state. One such opportunity is our Entrepreneur Forums. Designed to support local, talented entrepreneurs and startups, the forum is the place for companies to present their business challenges to a panel of industry experts and receive board-level and executive advice on how best to navigate the next-steps in their businesses' evolution. Contact us to learn about presenting.

Another opportunity that I am proud to share happened earlier this month. TechOut, a startup competition organized through NHHTC and AlphaLoft, identifies talented tech entrepreneurs and funds their early-stage startups through investment capital awards of \$100,000 a year. We had a remarkable turn out this season at Dyn headquarters in the Manchester Millyard, but we would love to see even more members and guests come show their support and make the most of this unique event. We certainly want to hear more from you, our neighbors, about your businesses and what value we could bring to help you in the coming months, 2015, and beyond. ■

What will be the 2014 Product of the Year?

The NH HighTech Council's Product of the Year (POY) judges selected the five finalists who will compete for our tech community's most prestigious award for products and inventions at the ninth-annual awards event on November 13. There, the companies below will make their final pitches where you, as an audience member, will help select who receives top honors from the following products:

- Akumina InterChange, submitted by **Akumina** (Nashua, NH)
- RuleGate®, submitted by **Centripetal Networks**, Inc. (CNI) (Portsmouth, NH)
- Dynamic Neuroscreening Device (DND) by **Prosenex** (Hudson, NH)
- E.S.P. Smoke Detection by Valor Fire Safety (Londonderry, NH)
- Riddell InSite Impact Response System by **Simbex** (Lebanon, NH).

[Click here for product descriptions.](#)

Finalists will demonstrate their products during the reception and at during seven-minute presentations, and the winner will be awarded the prestigious POY crystal trophy to be displayed at the Manchester-Boston Regional Airport.

"We're very proud of this year's field as it demonstrates the innovation that is occurring in our back yard. We look forward to an exciting evening of networking, hearing our finalists present, and helping select the 2014 product of the year," said Matt Cookson, executive director of the High Tech Council.

Major sponsors for the 2014 POY Awards are: Autodesk; BerryDunn; Cook, Little, Rosenblatt & Manson; Cross Insurance; Dyn; FairPoint Communications; Hanover Insurance, Nanocomp Technologies, Inc.; Public Service of New Hampshire; and Single Digits.

The event is 5:30 to 8:30 pm on Thursday, November 13 at the Manchester Country Club, 180 South River Road, Bedford NH. The event will feature networking opportunities, food and beverages. Tickets are \$50 for members; \$75 for nonmembers. [Register online](#) or call 603.782.8192 for tickets. ■



Align Revenue, Applied Math Modeling and SalesGoose get advice for their toughest challenges at October's Entrepreneur Forum

When it comes to real-time feedback for technology startups, there's nothing better than candid comments from experts and honest questions from colleagues old and new. That was the case when sales enablement software company Align Revenue, CoolSim engineering simulation software maker Applied Math Modeling and promotional solicitation filter SalesGoose shared their challenges at October's Entrepreneur Forum.

"How do I spur customer adoption for a product literally changing the landscape?" asked Align Revenue founder Ric Pratte, whose product works like a virtual interactive whiteboard that integrates CRM and analytics functions. "Ninety percent of executives say sales meetings are a waste of time, and 90 percent of sales material goes unused. We want to make sales meetings more productive and collaborative."

The panel advising Pratte – Andy Piggot of Dyn, Rick Ouellette of Lead2Revenue and SalesGoose and David Salzberg of Merrill Lynch Wealth Management – praised the CRM integration and emphasized demonstrating AlignRevenue's unique value to salespeople.

"Think about how it can be productive from day one," Salzberg said. "Who sets it up? Sales people don't want to do this. Word of mouth will be your best friend in

terms of adoption – use your own tool to sell your tool."

For Paul Bemis of Applied Math Modeling and creator of CoolSim software, next steps to scale and market a delivery model of a complex software for niche markets was the topic of discussion. "Engineering simulation is expensive and requires lots of infrastructure," said Bemis, whose product helps datacenters design and predict airflow that keeps servers and heat-producing equipment at optimal temperatures. "This is easier, cheaper and more specific... it allows for the "what-if" scenarios."

Advice from Bemis' panel – which was composed of Alain Hanover of MIT Venture Mentoring Service, Ian Howell of Newforma and Mike Tresh of Stratus – ranged from adding features and increasing pricing to finding a sales-focused team to complement existing technical talent.

"It's a great product, now it's time to build a company," Howell said. "Partner with someone that brings sales DNA to your services model."

The event's two-minute "skydive" pitch featured Rick Ouellette of SalesGoose, a digital service that filters sellers and lets buyers set up preference on who they want to hear from – and how.

"It's like a noise cancelling headset for unsolicited emails and sales calls," Ouellette said, adding that he refers to the product as "today's defender of time."

The Council holds three Entrepreneur forums a year. To learn more about how to apply to be a part of the next forum, visit nhhtc.org. ■

Workforce development

by Gary Sloper, Century Link

The business landscape and the global economy are changing faster than ever before especially with the advent of technology. The economy in NH is not excluded and its adaptation to this constant cycle of modernization will only continue. If innovation, population growth and efficiency requirements stand to become drivers in our economy, how do large and small organizations evolve their human capital to stay ahead?

A company has an excellent opportunity to assist and take advantage of workforce development initiatives in their local communities especially in NH. Hi-tech companies for example, see their business evolution change six months or less which requires a variety of skills that are not necessarily just technology workstream. Project management, sales, technical writing, finance etc are all positions that drive these organizations into a full-functioning ecosystem.

Many companies, including my own business utilize a structured internship program, which is a wonderful way to help develop new, talented professionals for a long career. The company has an opportunity to hire an intern in a real-world business situation, allowing the organization a first glimpse of who could be a potential permanent hire post-graduation. Implementing a formal mentorship program within a workforce development program can equally provide an organization exposure to tenured professionals who could be in transition.

The win-win equation is simple; enable professionals and organizations to develop skills and advancement together in a joint partnership to foster economic development.

In my business, I regularly look to develop the next manager as a succession candidate to grow within the organization. Unfortunately, timing for a promotion is not always readily available or an employee requires additional skills expansion. However, identifying 1-2 key candidates within my team to coach/train individuals in a workforce management program should be a win-win for all. Essentially I would have a potential leader refining his/her coaching skills in a mentorship role with someone utilizing a formal workforce management program that is expanding their area of expertise. As a local economy, we should look to develop rising leaders in various companies while nurturing the next round of professionals in this case, who are in transition. As a participant in any workforce development initiative, that person could be exposed to organizations not always accessible, continue to refine skills and potentially regenerate to provide similar coaching post-transition.

Regardless of which political side of the fence you land on, everyone agrees on a centered focus toward developing long-term employment opportunities that enhance our state's economy. ■

Southern New Hampshire University Entrepreneur Bowl: From Idea to Funding

New event to help students bring business plans to life

Southern New Hampshire University (SNHU), in its pursuit to advocate the benefits and challenges of entrepreneurship, has launched The SNHU Entrepreneur Bowl (EB). This new initiative is designed to guide students from an initial business idea, through the planning process and ultimately to pitching their idea to a group of investors for funding.

There will be two Entrepreneur Bowls; one for undergraduates and another for graduate students and alumni from graduate years 2013 and 2014. The first place prize is \$2,000; second place wins \$1,000; and the third-place winner receives \$500.

The Entrepreneur Bowl Process

The first step required students to attend a Business Idea Slam (BIS) to present a concept or idea. During the fall semester, the SNHU School of Business held three BIS sessions to allow students to present their business idea to a group of alumni, faculty, students and local business people for constructive feedback. Almost like a friendly version of the TV show Shark Tank, the only requirement was that participants present their ideas in a concise, well thought-out manner. The goal is to give students a venue to share their business ideas without having to go through the full business plan process.

Next, those intent on pursuing their idea officially registered to participate in the EB. Prior to registration they were instructed on what is expected, and given guidelines to success and the level of effort required. By registering they agreed and accepted to do the work required.

At that point, students begin their business plans and pitch preparation through the fall and winter months. They ideally partner with faculty, alumni and/or local businesspeople who act as mentors through the planning, pitch and potential negotiation process. All EB registrants pitch their idea to the EB Pitch Committee. The committee will evaluate all presentations and using specific criteria, will determine the registrants who will move on to the Angel Pitch round. There is no limit on the number of registrants that can make it through to the Angel Pitch round.

At the Angel Pitch, each registrant will pitch their idea to a group of potential funders assembled by SNHU; SNHU will only act as the facilitator. Deals will be between the student and the investor(s), with involvement from mentors as needed.

At present, SNHU is in the process of matching students with mentors, and is in the early stages of planning the pitch sessions for Spring 2015. For more information or to learn more about getting involved with Entrepreneur Bowl, please go to www.snhu.edu.



and third place \$20,000. Funding for the awards is provided by 20 New Hampshire accredited investors who share a passion for entrepreneurship and startups. They have each

made a five-year commitment to the MillWorks Fund, enabling the TechOut startup competition to be held annually through at least 2016.

With October 2, 2014 officially deemed TechOut Day by a proclamation issued by New Hampshire Governor Maggie Hassan, the event “encourages all residents to acknowledge the benefits that TechOut can bring to New Hampshire’s innovation economy... TechOut Day is a day to celebrate entrepreneurship and creativity.”

uConnect, based in Manchester and Boston, aligns entry-level recruiting with higher education to help improve career education, preparation and outcomes for college students and recent graduates. The company creates custom web and mobile applications for college and university career centers that are designed to get students excited about the job search process and actively involved in their school’s career programming. The company launched with UMass Amherst and Bentley University in the spring of 2013 and has signed several new institutions to their platform including MIT, Boston College and University of Connecticut.

“If we can provide schools with innovative tools and technology to centralize entry-level recruiting under their own umbrella, not only do we believe student outcomes will improve but we will be in a position to share critical employment and recruiting data with our client schools that will help them make sure their students are transitioning into rewarding careers after graduation,” said David Kozhuk, founder of uConnect. “The prize money means a lot for a company like ours. We’re excited about being able to grow our team and hopefully the recognition will help us network with some of the great higher education institutions in New Hampshire.”

for collectibles and antiques. Users post pictures of collectibles to gain knowledge of their history from the company’s user base. It connects members and rewards them for contributing appraisals, while curating collections for members’ perusal. gemr is based in Hampton, NH and is currently in beta.



Third place winner ApplyKit is an online application that manages the college selection and application process with a two-sided platform putting all the moving parts and resources of the college application process in one place in the cloud.

The lead sponsor for the 2014 TechOut competition was Borealis Ventures. Other sponsors included: BerryDunn; Centrix Bank; Cook, Little, Rosenblatt & Manson; Credit Suisse; Dunn Rush & Co; Dyn; Holloway Motor Cars; Entrepreneurs Foundation of NH (NH Charitable Foundation); Hypertherm; FairPoint Communications and Wasabi Ventures. The TechOut Media Sponsor is New Hampshire Business Review.



Next year’s TechOut will take place at Dyn on October 7, 2015. ■



Second-place winner gemr, is an online buying and selling platform as well as an online community for experts and enthusiasts who share a passion



Hundreds tour high-tech NH community college labs during NH Manufacturing Week

by Desiree Crossley, AMPED



Representatives of NH's Advanced Manufacturing Partnerships in Education (AMPed) said its technology you have to see to believe, and NH's community colleges are on a mission to turn New England residents into believers.

To that end, NH's community colleges, which in partnership with more than 200 industry, state and federal entities make up AMPed NH, joined forces with NH Manufacturing Extension Partnership, NH Department of Resources and Economic Development, Business and Industry Association and others to host NH Manufacturing Week 2014. The event, a spinoff of National MFG Day, builds awareness of the high-tech, high-demand, high-pay career paths in advanced manufacturing.

Over 1,000 middle and high school students toured more than 40 advanced manufacturing companies in just two days and more than 500 visitors took advantage of the opportunity to get up close and personal with advanced composites manufacturing, advanced welding, precision machining, electronic and electromechanic, robotics and automation, and engineering technologies at all seven NH community colleges. The community college "statewide open house" event on October 1 offered educational activities, customized giveaways designed and manufactured right in the colleges' teaching labs and meet-and-greets with AMPed NH industry partners at all seven institutions.

In addition to students and high-tech clubs from all around the state, visitors to NH's community colleges included a wide range of state and elected officials, industry leaders and workforce development employees. DRED Commissioner Jeffrey Rose; State Rep. Bob Walsh; NH Economic Development Director Carmen Lorentz; representatives from the Workforce Investment Act, NH Works and Belknap Economic Development Commission; and companies like Albany Engineered Composites, Safran Aerospace Composites, Jewell Instruments, IPG Photonics, Parker Hannifin, Granite State Machine, Datron, DEKA, AET Labs, GE Aviation, WH Bagshaw, Agile Magnetics, Turbocam, Monadnock Paper and more, all took part.

Great Bay Community College held its third annual Distinguished Leaders Award Fundraiser on October 2 at the Wentworth by the Sea hotel. Themed "Advanced Manufacturing's Night Out," the event featured guest



speaker, actor and U.S. manufacturing advocate, John Ratzenberger, best known for his roles as "Cliff Clavin" on Cheers and host of the cable program "Made

in America." The event raised \$400,000 for the college's scholarship fund.

Also launched during NH Manufacturing Week 2014 was AMPed NH's digital advanced manufacturing career guide. The Web-based tool features a six-question personality and skills-based quiz that helps match users with approximately 80 advanced manufacturing careers in demand today. Users can explore best matches based on their quiz answers or take a self-guided tour of the full complement of careers featured. For each career, users will find a job description, as well as relevant tools, technologies, activities, skills and interests. Also provided are salary and education requirements. It's easy for users to see which NH community college offers training for each career profile, and links are provided for academic counseling, professional networking and financial aid resources for users of all ages and backgrounds. The career guide can be found at www.ampednh.com/careerguide. To



complement the digital tool, AMPed NH has also created an advanced manufacturing career guide poster, which can be downloaded at no cost.

The week was capped off with the annual Governor's Summit on Advanced Manufacturing and High Technology in Manchester, where industry and education partnerships for workforce development was a key message.

"As the state's largest industry, manufacturing is critical to strengthening the foundation for the innovation economy that will expand middle class opportunity and keep New Hampshire moving in the right direction," said Gov. Maggie Hassan. "But we know that there is more we need to do to keep our economy moving forward, to keep manufacturing jobs in New Hampshire and to attract new advanced manufacturing and high-tech companies to the Granite State."

AMPed NH was launched by NH's community colleges to close that gap by delivering industry-approved training in state-of-the-art labs that were either opened or completely overhauled to meet regional employer needs. Students learn using the same types of cutting-edge manufacturing equipment found on professional production floors, creating seamless transitions from classroom to career. AMPed NH is funded by a \$20 million Trade Adjustment Assistance Community College and Career Training grant furnished by the USDOL's Employment and Training Administration. ■

The Squeaky Wheel: how to deal with challenging employees

by David Liddell, President and CEO, Skye Business Solutions

In April, I talked about the Vortex, those day-to-day distractions and demands that suck us into a black hole of non-purposeful activity. But did you know the Vortex has an accomplice? The other obstacle to effective leadership is the Squeaky Wheel – that one employee who, whether seeking feedback or through management issues, claims your time over and over again. The Squeaky Wheel, as the saying goes, gets the grease – and should. If you have one of these folks in your office, you need to take swift decisive action to prevent your efficiency from being affected.

The two types: Employees who become a Squeaky Wheel are usually one of two types. One simply needs feedback and more accountability, and the other is expressing frustration.

The first type (think your Millennial employees) craves feedback to improve, and doesn't feel confident taking autonomous actions without your oversight. These people are usually eager to do well within the company, but may come across as needy because priorities and goals haven't been set for them clearly.

The second, through poor performance, delivering inconsistent results, or clashing with other employees, is signalling to you that a problem needs to be addressed or expectations better communicated. The motivations behind their behavior are a little more difficult to diagnose, but once identified, the problem is almost always solvable.

Fortunately, the same approach works regardless of what type of Squeaky Wheel you have.

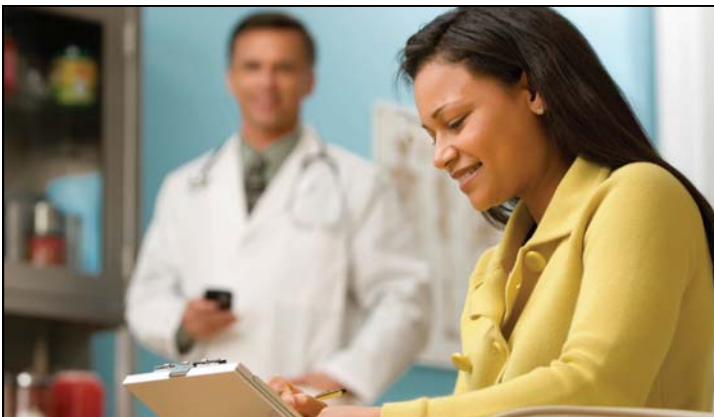
Find the source of the problem. In a private setting, the employee might be willing to offer insight into what they need. Try, "I've noticed recently that you [describe some specific behaviors here]. Do you know why that might be?" Or, "What could be changed to avoid [problem] in the future?" Listen to their complaints, agree on a plan of action to address the issues, and set a date to meet again and evaluate their progress.

Take action. Depending on what you agreed in your first meeting, appropriate action might be providing feedback at reasonable intervals, assigning resources to which they can refer for guidance, or sticking to a strict set of deliverables or deadlines – whatever solution you are implementing, the key is consistency. Remember that you made your expectations clear in your initial conversation; you're not overly harsh for holding to them.

Document progress. Write down the problematic behavior you see, as well as any improvements after your initial conversation. That way, you have clear measures of progress to discuss during your next one-to-one, or, if all else fails, you have a written record to show cause for termination.

Don't spread the squeak. Breaking bad habits is frustrating work, and you may resent that this issue is taking you away from your strategic business objectives, but it's important not to gripe about the issue to other employees. You set the tone for professionalism – if you talk about problem employees behind their backs, others will take your lead, and you'll find yourself in a hostile workplace before you know it.

Working with challenging employees is one of the formative experiences of leadership. You're likely to encounter more than one Squeaky Wheel over the years, so look at this as an opportunity to hone your listening and communication skills. In fact, you may even find that having to reinforce priorities and goals to those not already on the bandwagon will help you to further refine your vision for the organization. ■



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Upcoming Events

HR Exchange

Wednesday, November 12, 8:00 am
Sheehan Phinney Bass + Green,
1000 Elm Street, Manchester, NH

Product of the Year Awards

Thursday, November 13, 5:30 pm
Manchester Country Club, Bedford, NH

Sponsorships available!

Member News

Good Leads® announces agreements for performing outsourced business development services with the signing of two customers performing custom application development services: Clientek of Minneapolis and Pleasant Solutions of Edmonton. Visit www.goodleads.com to learn more.

The Dartmouth Entrepreneurial Network Innovation Center and **New Venture Incubator**, also known as DEN for short, was officially launched. The 3,000 square-foot facility offers entrepreneurs an open and creative space to bump into other creative people or to meet and collaborate on problems, etc. Check out the recent **Union Leader** announcement to learn more.

John J. Flatley, owner of Nashua Technology Park and Nashua Office Park at Gateway Hills, located on the NH/MA state line in Nashua, NH, is pleased to announce the 3rd Annual Flatley Challenge designed to assist entrepreneurs in the fields of IT, communications, data storage, connectivity, robotics, medical devices, life sciences and other leading-edge technologies.

To the winner(s) of the innovative competition, Flatley will provide free rent for one year for up to 5,000 square feet of office and/or lab space as well as up to \$10,000 in fit-up, connectivity and related costs.

The Flatley Challenge is intended to stimulate the development and growth of early-stage companies by providing them both free incubation space plus the opportunity to interact with such world class companies as Dell, Skillsoft, Aspen Technology, Benchmark Electronics, Amphenol TCS, Wind River, Parallel Wireless, Regus, HiSoftware and DataGravity already resident at Gateway Hills. To compete in this year's Flatley Challenge, interested firms will be asked to submit a letter of application to the John J. Flatley Company no later than October 31, 2014.

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

info@nhhtc.org

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!



Product of the Year Awards Tickets

Thursday, Nov. 13, 2014, 5:30 to 8:30 pm
Manchester Country Club, Bedford NH

Buy together and save!

Single ticket members: \$50

Single ticket nonmembers: \$75

Block of 5 tickets, members only: \$225

Block of 10 tickets, members only: \$450

Purchase online or call 603.782.8192

Seats for blocks of tickets may be reserved so everyone in a party can sit together.

The format is a free-flowing event — there are no formal tables.

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