

the voice of technology

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## Financing Green Innovation

March/April 2007

# NVTC

northern virginia technology council magazine

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## MESSAGE FROM THE BOARD

### **G**oing Green

In recent years, the concept of environmental sustainability has moved from the fringes to the mainstream. This paradigm shift has spurred discussions about “going green” in boardrooms across the country. In fact, Sprint Nextel is among those companies that have embraced green practices as a means to differentiate, innovate and remain competitive.

One of the most notable ways Sprint Nextel is going green is its use of alternative energy. Last year, Sprint Nextel purchased 10 megawatts of wind-generated electricity to power its operational headquarters in Overland Park, Kansas. This wind-energy partnership prevented more than 175 million pounds of carbon dioxide from entering the atmosphere—the equivalent of taking 10,800 cars off the road!

As the trend toward alternative energy use continues, businesses have the opportunity to be recognized for such efforts. Indeed, Sprint Nextel’s purchase of wind power is one example. Its wind power purchase earned the company a place on the U.S. Environmental Protection Agency’s distinguished “Top 25 Green Power Partners” list.

### **A Greener Network**

Sprint Nextel is also putting energy-saving technologies to work in its network and has the distinction of being the first telecommunications company to run a cell site using a hydrogen reformer in conjunction with fuel cells. A typical cell site uses a diesel generator for back-up power. Following successful lab testing, Sprint Nextel recently deployed approximately 100 hydrogen fuel cells within its network with more installations taking place daily. The fuel cells use hydrogen to produce the power to keep cell sites functioning when commercial electric utility to a site is lost.

Not only does hydrogen fuel cell technology generate zero greenhouse gas emissions, it is also extremely quiet and allows Sprint Nextel to provide increased cell site

reliability without making our neighbors unhappy about noise. As the technology continues to mature, we also hope it will enable us to significantly reduce the quantity of lead acid batteries in our network.

Sprint Nextel is also testing other forms of energy, including the use of photovoltaics and geothermal systems, as a way to reduce energy costs and fossil fuel reliance and improve reliability associated with network operations.

### **Wireless Recycling**

Preventing our products from entering the waste stream at end-of-life is another key environmental concern for Sprint Nextel. In 2001, we established Sprint Project Connect, a recycling program that accepts all wireless phones and accessories regardless of make or model. Proceeds for charity are generated when donated phones are recycled or refurbished and resold. Additionally, Sprint Nextel offers its customers account credit for returning their no-longer-used phones through the Sprint Buyback program.

Since inception, Sprint Nextel’s wireless recycling programs have helped keep nearly 7 million wireless devices from ending up in municipal landfills and generated more than \$3 million dollars for charitable programs.

These are just a few of the ways that Sprint Nextel is taking on the challenge to go green, and we expect to continue exploring more. The trend toward sustainability is, indeed, a green-field opportunity for companies of all sizes in all sectors. Now is a pivotal time to get involved. If you’re not already, I encourage you to begin sharing best-practices with your peers as we all stand to benefit the collective effort to preserve and protect the environment we share.

*Bob Johnson*  
Vice President, Sprint Nextel Corp.  
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Accenture announced a \$1.5 million grant from the Accenture Foundations to Aidmatrix to further the non-profit organization's Global Relief Network. Aidmatrix leverages the power of technology and relationships with more than 35,000 charitable organizations to deliver critical aid—food, clothing and building and medical and educational supplies—to people in need more quickly and efficiently. The grant, the second given to Aidmatrix by the Accenture Foundations over the past three years, will support Aidmatrix's deployment of technology to at least 15 different humanitarian organizations in more than eight countries. [www.accenture.com](http://www.accenture.com) ■ **Bisnow on Business** is changing the format of the *Entrepreneur Weekly* to *Bisnow's Tech*, a weekly magazine about the region's tech scene, done in partnership with NVTC and the Tech Council of Maryland. NVTC member suggestions for stories about what's important and cool in "Techland" — issues, companies, trends and people, are welcome. Write directly: [mark@bisnow.com](mailto:mark@bisnow.com). [www.bisnow.com](http://www.bisnow.com) ■ **Equinix**, a provider of network-neutral data centers and Internet exchange services, announced an agreement to acquire its flagship Silicon Valley property, located in San Jose, California, for \$65 million. In Asia, the company will invest \$12 million for an expansion in its Singapore IBX. The company also increased the existing mortgage on its Washington, D.C., area campus from \$60 million to \$100 million, and obtained \$110 million in financing for the expansion of its Chicago footprint. [www.equinix.com](http://www.equinix.com) ■ **Global Telecom & Technology, Inc.**, a global multi-network operator, announced the appointment of **Kevin J. Welch** as chief financial officer. As CFO, he will oversee all global finance functions and have direct responsibility for leading corporate accounting, tax, treasury and Sarbanes-Oxley compliance activities. Welch brings to GTT more than 16 years of financial and operation experience, primarily in the telecommunications industry. <http://www.gt-t.net> ■ **GTSI Corp.**, a government information technology solutions provider, announced that **Mohamed Elrefai** has been promoted to vice president, Enterprise Solutions Group (ESG). He leads the four teams that comprise the ESG: Networking & Security, Mobility & Physical Security, Enterprise Software and Enterprise Computing. Elrefai possesses more than 15 years of managerial experience in sales and information technology areas, includ-



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### Mission

The Northern Virginia Technology Council (NVTC) is the membership and trade association for the technology community in Northern Virginia and is the largest technology council in the nation. NVTC has about 1,100 member companies representing more than 188,000 employees. Its membership includes companies from all sectors of the technology industry and the service providers that support those companies as well as universities, foreign embassies, non-profit organizations and governmental agencies. NVTC is recognized as the nation's leader in providing its technology community with networking and educational events, specialized services and benefits, public policy advocacy, branding of its region as a major global technology center, initiatives in targeted business sectors and in the international, entrepreneurship, workforce and education arenas, the Equal Footing Foundation that focuses on venture philanthropy and public/private partnerships and The Entrepreneur Center @NVTC to mentor new technology entrepreneurs.

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ing four years with GTSI where he led the Networking and Communications Technology Team. In addition, GTSI announced that **Perry Fabi** has been appointed to vice president of finance and corporate controller. He is responsible for financial reporting, tax, and accounting policies and controls. www.gtsi.com ■ **High Street Partners**, a firm providing finance, accounting, compliance and HR consulting to companies with international operations, announced the opening of a southern California office. This is the third office expansion for the firm this year; High Street Partners now has offices in Silicon Valley, Boston, London, Northern Virginia and San Diego/ Los Angeles. www.highstreetpartners.com ■ **Lee Technologies**, a provider of solutions which enable commercial enterprises and public sector agencies nationwide to avoid disaster and mitigate risk to their IT infrastructures, has been selected by CyrusOne to build out the expansion of its 60,000 square foot Tier 4 enterprise data center. Located within CyrusOne's technology campus, the new high-density facility will be designed from the ground-up to provide 250 watts of power per square foot to support the demands of the power-hungry blade servers. **John Lee**, Chairman & CEO, is NVTC Chairman of the Board; **George Newstrom**, President, is an honorary member of the NVTC Board. www.leetechnologies.com ■ **Mitretek Systems** has changed its name to **Noblis**. Noblis President & CEO **Lydia Thomas, Ph.D.**, is a member of the NVTC Board of Directors. Noblis is a nonprofit science, technology and strategy organization that helps clients solve complex systems, process and infrastructure problems. "We changed our name to Noblis because it conveys the critical nature of the work we do to help our customers address the nation's most challenging problems," according to Thomas. www.noblis.org. ■ **Siteworx**, a Web company, announced that **Doug Miller** has joined its management team as vice president of client services, with responsibility for creating, managing and scaling the Client Services Group, which consists of project managers, program managers and customer support representatives. **Morgan Haye**, Siteworx's longtime director of technical services, has been promoted to vice president, delivery of service. In this role, he is responsible for optimizing and maintaining the company's performance in regards to information architecture, user interface and visual design, and software development and integration. In addition, **Marc Benton** has been appointed to director of technical services and oversees the technical management and engineering staff. www.siteworx.com ■ **SRA International, Inc.**, a provider of technology and strategic consulting services and solutions to federal government organizations, has announced that president and CEO, **Dr. Renato A. DiPentima**, will retire on April 1, and that **Dr. Stanton D. Sloane** has been selected as his successor. Sloane comes to SRA from Lockheed Martin Corporation, where he was executive vice president for integrated systems and solutions. DiPentima is completing a 12-year career with SRA and will remain a part-time employee and board member. He is a member of the NVTC Board of Directors. ■ **Watkins, Meegan, Drury & Company, L.L.C.** announced that **Christine B. Williamson, CPA**, has been named a member of the firm. She has been with the firm for 16 years, most recently serving as the group leader of the Northern Virginia office. She provides business consulting to clients; manages audit, review and compilation financial statement engagement; and focuses on the government contracting industry, assisting with the system conversions and implementation, indirect cost rates, costs submissions, budgeting and other government contracting compliance matters. ■



### Communications Professionals:

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# The New Green Machine

## Are Greentech and Cleantech Really Changing the Way We Make Money?

by Patrick Mellody

*Money does not grow on trees, as the old saying goes, but it is green and if you ask those investing in “green” or “clean” technologies, it can grow. The fields of “greentech” and “cleantech” are still evolving. They mean different things to different people involved in green investing.* Jean-Luc Park of the Bethesda, Maryland-based Calvert Fund, one of the largest socially responsible investment funds, says, “Green investment can cover everything from power generation to water to transportation to heating ventilation and air conditioning to the food we eat.” Chuck McDermott, whose investment fund, RockPort Capital Partners, LLC ([www.rockportcap.com](http://www.rockportcap.com)) is dedicated solely to the field of clean technology, narrows the definition with “Cleantech refers to technologies that make a more efficient use of natural resources and reduce waste.” RockPort is investing nearly \$400 million in

ideas, companies and people who want to save the planet and make a profit at the same time. RockPort is not alone. The Cleantech Venture Network, LLC ([www.cleantech.com](http://www.cleantech.com)) estimates that close to \$3 billion was invested in cleantech last year. The Cleantech Venture Network is a group, which RockPort Capital and other large investment firms including the Silicon Valley giant Kleiner Perkins, formed to define the cleantech investment category in 2002.

Cleantech’s definition is about “good business,” surmises Park. “Being a good entrepreneur is of greater importance than a dedication to being green. While there was a time when only the dedicated population would be starting and running such companies, today there are many core business reasons to be green, and the



icon of a wild-haired hippy can be ignored.” Park estimates Calvert considers about one third of its investments to be green.

“Green investing brings to the forefront the recognition that good business is based on strong ethics and the bottom line,” says Leo Eskin, CEO of LPP Combustion, LLC ([www.lppcombustion.com](http://www.lppcombustion.com)), whose company’s technology transforms a range of liquid fuels into a synthetic natural gas that they call LPP gas. LPP stands for lean, premixed, prevaporized combustion of liquid fuels, which burns cleanly in natural gas-fired power turbines and other combustion devices. This Maryland-based company is staking its claim in the space that has received the most attention for green investment: energy.

Green got a big boost when gas prices started to climb in 2004 and renewable energy became the new applause line in politicians’ speeches. Like its name implies, renewable energy has sustainable growth.

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*“While there was a time when only the dedicated population would be starting and running such companies, today there are many core business reasons to be green, and the icon of a wild-haired hippy can be ignored.”*

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According to the Cleantech Venture Network, \$1.6 billion was invested last year in biofuels (including ethanol), solar and wind as alternatives to our current system for power and fuel. This is up from \$110.5 million invested in biofuels in 2005 to \$740 million in 2006. Harnessing the sun and wind is big business. Investments in both power methods rose respectively from \$242 million in 2005 to \$378 million in 2006, \$1.5 million in 2005 to \$380 million in 2006. That rise in wind was primarily due to a tax credit provided by government. Regulatory policy in the green industry is dealt with daily. Almost all green technology is moving into areas of well-established policy and regulation. This reality can cause turbulence as was the case with wind power. “Regulatory policy is always a risk. You can see how when the wind credits were stopped, and then restarted, the trouble it caused for the sector,” emphasizes Park. Price fluctuations in energy, including oil and petroleum, are another concern for green’s future. Eskin believes these variations in energy costs present an opportunity for investors. “The overall success in green tech investing, including in Northern Virginia, will depend on the commitment of the financial community to promote long term sustained investment, independent of the short-term oscillations in the price of imported oil and gas.”

### The Government’s Role

While investors have an opportunity, the government has a significant role. “Through strong and farsighted leadership, federal and state governments can illuminate the path for our industry,” says D.C.-based Gridpoint CEO Peter Corsell. One of Gridpoint’s ([www.gridpoint.com](http://www.gridpoint.com)) products enables the selling of excess solar power to the electricity grid while storing the amount of energy needed for peak hours. The company aims to address energy challenges with cleantech products and in-

telligent energy solutions that benefit utilities, consumers and businesses, as well as the environment.

Steve Shulman, who was Managing Director and Chief Financial Officer at Trans-Elect, Inc., an independent electricity transmission company headquartered in Reston, is more emphatic about the government’s role. He has followed conventional and alternative energy for several years. “Government policy should encourage the market to recognize all the costs involved in using technologies that damage the environment. That is done either by the enforcement of strict emissions standards or through tax and other regulatory policies that discourage inefficient and environmentally detrimental uses of energy in favor of greener alternatives. When all the externalities are properly recognized, that will make green technologies competitive.”

Cleantech includes more than just renewable energy, although that is what currently receives the lion’s share of media attention. The field can be categorized into three areas: energy and power, which includes alternative and renewable fuels, environmental improvements on the oil and gas industry, fuel cells, battery technology, and electricity investments; process and prevention technology, including water treatment, waste management and air pollution prevention; and advanced materials and advanced catalysts, including micro-electro-mechanical systems (MEMS) and nanotechnology which are generally applicable to the other two categories.

Green Harvest Technologies (GHT) ([www.greenharvesttechnology.com](http://www.greenharvesttechnology.com)), headed by Greg Nelson, is in the advanced materials space. GHT is developing, producing, and marketing new applications of bio-based materials in consumer products. Their first product is a bio-based water bottle to replace the petroleum, plastic-based water bottle product. “This is a revolution built on the frame of our current economy, but it also provides opportunities for us to build a more just economy along the way. Much of what is being developed are fundamental replacements to the existing economy—fuel, plastics, durables.”

### It Isn’t Easy Being Green

There is hype surrounding green investment, but as Kermit the Frog said, “it isn’t easy being green.” More money is being directed at green investments and investors are using their experience of the last decade to bear in on the problem. Eskin says, “The greentech revolution is similar to the IT revolution in its rate of growth, but it is dissimilar in the fact that it involves the development of more concrete products,

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biodiesel and ethanol production plants for example, as opposed to many of the less tangible products that were developed during the IT revolution.” Nelson, who was part of the IT boom of the late 90s at the D.C. area-based software company CTSG (which was later bought by publicly traded Kintera) is now building a business based on greentech, relates: “The enthusiasm for greentech does have some similarities to the environment around Internet companies 10 years ago—lots of breathless proclamations, a flurry of new investors, and new companies seemingly sprouting up every day. But as an entrepreneur in the middle of building a business, it actually feels quite different: greentech companies are, for the most part, building products and fundamental technology solutions to replace existing products or core infrastructure. This isn't a time for vaporware, and companies have to prove real value before a serious investor or VC will make the leap. And for us, developing a real-world product instead of software, it has become clear how important it is for investors to be able to see, feel and touch the actual product itself. A ‘screenshot’ or a ‘mock-up’ of a polymer technology innovation doesn't have the same credibility.”

Gridpoint received funding from powerhouse investment bank Goldman Sachs, which is making a big push into cleantech, along with support from the Altira Group and Standard Renewable Energy Group. CEO Corsell says, “While the effects of the emerging cleantech market

are good for the environment, financial investors are still looking to make a significant return on investment.” McDermott makes it clear how different this is from the dot-com era. “With the markets we are talking about, we are not looking for an incremental change. Investors want drastic, dramatic, visible improvements.”

“The old rule that a mediocre management team can ruin a great product and a great management team can turn a mediocre idea into a great

business” applies to both green and non-green investments when McDermott discusses where his fund invests. Some of the same standards apply for a green

investment as a non-green investment. “Big markets to sell into are very appealing. Patented technology is always a plus. A unique product filling a need is always desirable and execution is essential,” he adds. There are stark differences between how intense the capital investment is in a software or IT product, versus building and managing a plant that actually manufactures or creates power. Equipment has to be bought, procured and maintained. That building and managing usually produces a combination of young and old in the management teams for green companies. Green Harvest Technologies has well-heeled experts, who worked at DuPont Chemical along with the young, politically active veterans of the software boom.

*“Through strong and farsighted leadership, federal and state governments can illuminate the path for our industry.”*

continued on page 12



## Health care coverage plans that provide quality care at an affordable price? No, it's not science fiction.

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# For more information on the “green” scene ...

## INVESTING

### Investors' Circle

<http://www.investorscircle.net>

### Cleantech Venture Network

<http://www.cleantech.com/>

### Clean Edge

<http://www.cleannedge.com>

## ENERGY

### National Renewable Energy Laboratories (NREL)

<http://www.nrel.gov>

### Rocky Mountain Institute

<http://www.rmi.org>

### National Energy Research Scientific Computing Center

<http://www.nersc.gov/>

### Energy Star

<http://www.energystar.gov/>

### Green Power Network

<http://www.eere.energy.gov/greenpower/>

### American Council on Renewable Energy (ACORE)

<http://www.acore.org>

### Oak National Laboratory Energy Efficiency

and Renewable Energy Program

<http://www.ornl.gov/sci/eere/>

### Sandia National Laboratory—Renewable Energy Office

[http://www.sandia.gov/Renewable\\_Energy/renewable.htm](http://www.sandia.gov/Renewable_Energy/renewable.htm)

### Renewable Energy Research Laboratory (University of Michigan)

<http://www.ceere.org/rerl/>

### Idaho National Laboratory

<http://www.inl.gov/renewableenergy/>

### Renewable Energy Access

<http://www.renewableenergyaccess.com>

## GREEN BUILDING

### U.S. Green Building Council

<http://www.usgbc.org/>

### U.S. Environmental Protection Agency (EPA): Green Building

<http://www.epa.gov/greenbuilding/>

### Sustainable Buildings Industry Council

<http://www.sbic.org>

### World Green Building Council

<http://www.worldgbc.org/>

### Whole Building Design Guide

<http://www.wbdg.org/>

## GREEN PURCHASING

### U.S. EPA: Environmentally Preferable Purchasing

<http://www.epa.gov/epp/>

### Database of Environmental Information for Products and Services (U.S. EPA)

<http://www.epa.gov/opptintr/epp/pubs/about/about.htm>

## GREEN NANOTECHNOLOGY

### Project on Emerging Nanotechnologies

<http://nanotechproject.org/>

### U.S. EPA Perspective Factsheet

<http://es.epa.gov/ncer/nano/factsheet/>

### Foresight Nanotech Institute

<http://www.foresight.org/>

## GREEN CHEMISTRY

### U.S. EPA: Green Chemistry Program

<http://www.epa.gov/greenchemistry/>

### Center for Green Chemistry: University of Massachusetts Lowell

<http://www.greenchemistry.uml.edu/>

### Green Chemistry Institute

<http://www.chemistry.org/greenchemistryinstitute/>



continued from page 10

Is this a boom? “People worry about a boom that could drive the valuations of potential investments up but the environment’s popularity as an issue is infusing investors and funds with new money not taking money from another place,” according to McDermott. The electrical power and water industries, two of cleantech’s targets, are a combined \$600 billion market annually. Bio-polymer replacements for petroleum-based plastics are estimated to reach \$50 billion in 10 years. There is room to grow.

Shulman, who has had a front row financial view of the energy industry for 25 years, does not believe this is a revolution per se. “Energy infrastructure investors have always looked for proven technologies that are commercially feasible. Over the past 20 – 30 years green investing, as it relates to the power sector, has become more attractive due to steady improvements in technology as well as an increased recognition of all costs associated with traditional power sources. We are approaching the tipping point where these two trends will begin to favor the alternative sources, as well improvements in appliance efficiency. It is much more an evolution in technology and markets than a revolution.” Corsell agrees and talks about how we got here, from his perspective. “Clearly this is an enormous market. The industrial revolution improved our standard of living by applying technology to improve manufacturing efficiency, thereby making basic goods affordable and widely available. The information revolution further enhanced our standard of living by applying technology to improve our productivity and communications. The cleantech movement will bring about an industrial evolution, in which the goal is to continue improving our standard of living, and to extend that standard of living to the developing world.”

## “Northern Virginia could become the Silicon Valley of cleantech...”

Leo Eskin of LPP Combustion has some advice for potential investors and green companies: “I would hope that the business and investment community would reflect on the challenges and failures encountered during the dot-com revolution. Recognition and understanding of past mistakes will go a long way toward preventing the same mistakes in the future. We need to concentrate on the fundamentals—developing sound, well thought-out business plans, creating diverse, experienced management teams, and not rationalize taking short cuts in the name of speed.”

Investors and CEOs are conflicted when it comes to Northern Virginia taking advantage of greentech. Most recognize these are national and worldwide opportunities, which does not give Northern Virginia any specific advantage. So far the revolutionary innovations for green investments seem to track with academic institutions in Northern California and New England. McDermott says, “Northern Virginia does not leap to the top of page for cleantech investments, but the region does have all the elements, including strong academic institutions and a history of entrepreneurship, necessary to become a leader in cleantech.” A report prepared by the Center for Innovative Technology for the Virginia Department of Mines, Minerals and Energy, Division of Energy cites 11 major Virginia universities and institutions with energy related research and development. The University of Virginia and George Mason



University are singled out for their emphasis on energy policy and relating other disciplines to energy, including alternative and renewable energy.

Northern Virginia has one glaring disadvantage when looking at the green field. The region does not possess swaths of industrial space to build and manufacture, but it does have some other advantages. Corsell, whose company has set up in D.C., says, “Northern Virginia could become the Silicon Valley of cleantech. The region has the talent pool as well as proximity to national policymakers.” Park disagrees. “Most companies in the region are services to the government so the talent here is less likely to risk a start up,” he says. That service and proximity to the government can also be an advantage, according to McDermott, whose fund has invested in Renaissance Lighting. The company, located in

H e r n d o n , develops intelligent solid-state lighting systems, a disruptive

technology that utilizes light emitting diodes (LEDs) as light sources rather than traditional lamp-based technologies such as incandescent, halogen, neon or fluorescent. The company uses technology originally developed by SAIC (Science Applications International Corporation) for laser-guided weapons in service to the government.

Since 2001, the Bush Administration has spent close to \$10 billion on renewable energy alone. More funds are being poured into green and cleantech every day by both the government and investors. This combination of public and private makes the Northern Virginia, DC Metro and Maryland area a unique catalyst for green investing and green companies alike. Two strengths of the area, biotech and IT, are starting to make significant contributions to the renewable green fields of opportunity. As the crunch on consumption continues economic indicators locally, nationally and globally point toward sustainability and stability for the long term. Greentech and cleantech can be both a good choice for investment in the future of the planet and the bottom line.

*Patrick Melody is a former COO of a renewable energy company in Northern California. He has worked at NASA and the U.S. State Department, and in the high-tech industry and as a political consultant to numerous national campaigns.*

## Fairfax County Board of Supervisors Chairman Gerald Connolly Announces Eco-Friendly Initiative

In his State of the Country address on March 16, Fairfax County Board of Supervisors Gerry Connolly announced that Fairfax County is partnering with the Sierra Club and a select group of other local governments across the United States to unveil a "Cool Counties" initiative—a national effort designed to reduce greenhouse gas emissions and marshal all 3,000 U.S. counties in support of this environmental cause.

Specifically, Chairman Connolly proposed a "cool credit" system of points, providing local governments with a list of actions, programs, initiatives and policies to obtain points: the greater the CO2 reduction in a specific county, the greater the number of credits obtained. Local governments that obtain a specified minimum number of credits will be certified as "Cool" Counties. Examples of "cool credit" points include actions already taken by Fairfax County: the purchase of county hybrid vehicles, the promotion of "green" buildings, the use of wind power and support of telework in both the public and private sectors. Fairfax County now owns 90 hybrids in its vehicle fleet, which in 2005 resulted in fuel savings of almost 13,000 gallons of unleaded gas, equating to a savings of 252,000 pounds of CO2 emissions. This year, the County will purchase 5 percent of its electricity through wind energy and plans to expand the amount to 10 percent by 2009.

A detailed template of the Cool Counties initiative at the will be presented at the National Association of Counties (NACo) conference in Richmond this July.

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**Thursday, April 19  
6:00 pm**

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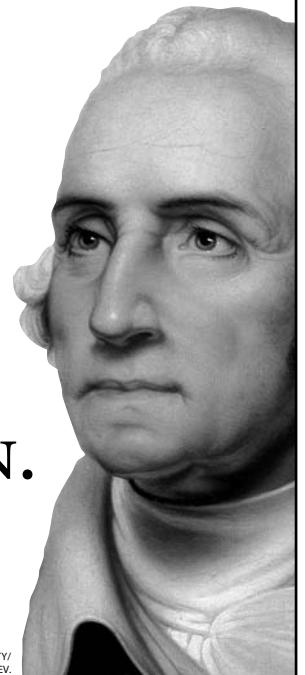
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## Titans Speaker James R. O'Neill of Northrop Grumman IT Provides Insight on IT's Impact on Major Issues Facing the Nation

**J**ames R. O'Neill, President of Northrop Grumman Information Technology (IT), captivated an audience of more than 400 technology business leaders at the January 31 NVTC Titans Breakfast with his engaging delivery, wit, and remarks about IT's role in solving four of the nation's top challenges: national security, health care, U.S. global competitiveness and energy/environment.

O'Neill said "IT is the heart and soul of technology today ... an enabler" that has tremendous potential to improve national security—defense, homeland security and public safety; control the rising costs of health care and improve its access and quality to the nation's citizens; continue to cement the nation's status as a leader in the global economy; and assist in the United States' growing quest for alternative fuel sources and decrease its dependence on oil as its primary energy source.

During his remarks, O'Neill said a top issue that the United States must contend with is increasing its supply of intellectual capital, which he described as the "commodity of our age." Currently, the United States is the "king" of this commodity, but is experiencing growing competition from other nations—particularly China and India. To remain competitive, the nation must make greater investments in math, science, technology and engineering education to ensure a strong, sustainable supply of intellectual capital, he said.



James R. O'Neill, President of Northrop Grumman Information Technology, was the first NVTC Titans Breakfast speaker of 2007.



(l-r) John C. Lee, NVTC Chairman of the Board and Chairman & Chief Executive Officer Lee Technologies; Bobbie Kilberg, NVTC President & CEO; keynote speaker James R. O'Neill, President of Northrop Grumman Information Technology; and Jason Welz, Vice President of Cox Business Services, the Titans Gold Sponsor.



David Gentry, Lee Technologies, and Alex Rafii, Sprint Nextel, network at the January Titans breakfast.

## 2007 Greater Washington CFO Awards Program Kicks Off with Reception

The 2007 Greater Washington CFO Awards Program kicked off with a reception at the Hilton McLean on Wednesday, February 21. In attendance were past CFO Award honorees, including **Mary Dridi**, **Paddy Fitzpatrick**, **Jorge Forgues**, Chief Financial Officer, iDirect Technologies, **Pat Herrity**, Chief Operations Officer, Arrowhead Global Solutions, Inc., **Steve Mayer**, Chief Executive Officer and Founder, CoGenesys, Inc., and **Steven Shallcross**, Vice President and Chief Financial Officer, Vanda Pharmaceuticals; CFOs from technology companies from throughout the region; and sponsor representatives. This year's program is chaired by **Andy HARRS**, Regional Managing Partner with Deloitte and a member of the NVTC Board of Directors.

The awards are hosted by NVTC and the Tech Council of Maryland with participation by the Washington DC Tech Council.

### 2007 Greater Washington CFO Awards Sponsors:

**Platinum Sponsor:** Deloitte

**Gold Sponsors:** ePlus Group, Inc.; Ernst & Young; KPMG; M&T Bank; Marsh Inc.; Pillsbury Winthrop Shaw Pittman; PricewaterhouseCoopers; Qorvis Communications

**Kick-off Reception Sponsors:** Beers & Cutler; Houlihan Lokey; Resources Global Professionals

**Nominee Reception Sponsors:** Silicon Valley Bank; WilmerHale

**Banquet Reception Sponsors:** Comerica Bank; The Mergis Group; Updata

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**Media Sponsor:** Cox Business Services



Ellen Mundell, Deloitte; Suzanne Davis, Beers & Cutler; and David Harvey, Qorvis Communications, at the 2007 CFO Awards Kick-Off Reception.



## NVTC Committee Events

In February, the **Business Development, Marketing and Sales Committee** program, “The CIO’s Role in Implementing New (or Quick Turn-around) Corporate and Government Initiatives” was moderated by **Anne Armstrong**, Publisher, *Federal Computer Week*. The event featured speakers **Yuvinder Kochar**, CTO, The Washington Post Company; **Tim Wood**, CIO, Friedman Billings Ramsey; and **Carol Zierhoffer**, Vice President and CIO, Northrop Grumman Information Technology.

Also in February, the **Meet the Capital Players** held an event, “The Hunt for Deals is ON,” featuring **Peter Roberts**, Partner, Longworth Ventures. Roberts compared and contrasted investment opportunities here and in competing regions and described Longworth’s unique investment strategy and intriguing investment portfolio.

The January **Business to Government (B2G) Committee** event, “Public Safety Interoperability: Issues, Technologies, and Opportunities,” featured panelists **David Dise**, Deputy Director, Fairfax County Department of Purchasing and Supply Management; **Kay Goss**, Senior Advisor, Homeland Security, EDS; **Chris Herndon**, Chief Technology Officer, Morgan-Franklin Corporation; and **Jose Salazar**, Battalion Chief, EMS Training, Loudoun County Fire and Rescue. The discussion was moderated by **Dr. Judith Carr**, Vice President, Government Insights.

The January **Private Equity Event**, “Structuring and Financing a Management Spin-Out Without a “Crash and Burn” provided attendees with practical tips on how to spin out technology and business units from larger companies and obtain funding. The speakers, **Sid Banerjee**, CEO, ClaraBridge, Inc.; **Rich Harris**, Managing Director, RedShift Ventures; **Nick Lantuh**, President, NetWitness, Inc.; **Jay D. Markley, Jr.**, Partner, Columbia Capital Equity Partners; and **Tim Meyers**, General Partner, Updata Partners, discussed their personal experience in funding spin-outs and the unique pitfalls involved.

The **Emerging Business and Entrepreneur Event**, “Focus Your Business Model for Success” in January, was led by moderator **Cynthia Gilmer**, Founder, Opus Plus, Inc., with a panel of successful CEOs who have all established successful businesses. The panel included **Luis Derechin**, CEO, JackBe; **Denise Tayloe**, CEO, Privo; and **Bryan Ware**, CEO, Digital Sandbox.

The **Emerging Business & Entrepreneur Committee** also presented “Leveraging Business Generated Media (BGM) for your Emerging Business ... It’s Not Just For Techies Anymore!” in December. The discussion was led by moderator **Renuka Chander**, Principal & Owner, Research Technika, LLC, and featured speakers **Marcel Goldstein**, Senior Vice President, Ogilvy PR Worldwide; **Richard Pollock**, President and founder, Next Generation Advertising, LLC; and **Peter Waldheim**, Senior Strategist, Word of Mouth Marketing Association

To join or learn more about NVTC committees, contact **Pam Covington**, NVTC Director of Committee Activities, at [pcovington@nvtc.org](mailto:pcovington@nvtc.org), or visit the committee section of [www.nvtc.org](http://www.nvtc.org). Additional event coverage can be found in the event archives section of the NVTC Web site.

## NVTC Media Partner

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Business Intelligence for Government Systems Integrators

## NVTC Community Champion

**WEST**  **GROUP**

# NVTC EVENTS: March - April

## Northern Virginia's Premier Events for the Technology Community

### March 2007

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#### March 6: Workforce Committee's Healthcare Subcommittee Event

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##### Revolutionizing Health Care through Technology

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
Ernst & Young, 8484 Westpark Drive, McLean, VA  
\$35 Members / \$70 Non-Members

**Platinum Sponsor:** The George Washington University Virginia Campus  
*Presented by the NVTC Workforce Committee*

#### March 7: CFO Series

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##### Compensation Trends and Current Issues

7:15 am Registration & Networking; 8:00 - 9:30 am Program  
The Ritz-Carlton, 1700 Tysons Boulevard, McLean, VA  
\$35 Members / \$70 Non-Members

**Platinum Sponsors:** Ernst & Young LLP; Pillsbury Winthrop Shaw Pittman LLP. **Gold Sponsors:** Commerce Bank; Marsh Inc.  
**Silver Sponsors:** Equis; Jones Lang LaSalle. **Bronze Sponsors:** Bowne of DC Financial Printing; The Mergis Group  
*Presented by the NVTC CFO Series Committee*

#### March 14: Private Equity Event

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##### The Return of the Angels

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
Hilton McLean, 7920 Jones Branch Drive, McLean, VA  
\$35 Members / \$70 Non-Members

**Platinum Sponsors:** Chessicap, Inc.; Comerica Bank; DLA Piper US LLP; PricewaterhouseCoopers; Wilson Sonsini Goodrich & Rosati, P.C.  
*Presented by the NVTC Capital Formation Committee*

#### March 15: Titans Breakfast Series

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##### Featuring Keynote Speaker: The Honorable Michael Chertoff, Secretary, U.S. Department of Homeland Security

7:00 am Registration & Networking; 8:00 - 9:15 am Program  
Hilton McLean, 7920 Jones Branch Drive, McLean, VA  
\$50 Members / \$80 Non-Members

\$450 Members Table of 10 / \$800 Non-Members Table of 10  
**Signature Platinum Sponsor:** QinetiQ North America. **Platinum Sponsors:** Cox Communications; George Mason University School of Management; Heidrick & Struggles; Northrop Grumman **Gold Sponsors:** Accenture; Approva; IBM PartnerWorld Industry Networks; Jefferson Wells; STG, Inc. **Silver Sponsors:** DC Rainmakers; Leclat Group; Panacea Consulting Inc.; Stonesoft; Transformation Systems, Inc.; Travelers Insurance; United Bank; USM Business Systems, Inc.  
*An NVTC Signature Event. This event is co-hosted by ITAA.*

#### March 16: Business Development, Marketing & Sales Event

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##### Advice from Commercial and Government Sales VPs

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
2070 Chain Bridge Road, Conference Center, Lower Level, Vienna, VA  
\$35 Members / \$70 Non-Members

**Business Development, Marketing and Sales Sponsors:** **Platinum Sponsors:** DC Rainmakers, LLC; Government Insights; Learning Tree International; Oracle; Rainfield Group. **Silver Sponsor:** LeapFrog Solutions, Inc. **Location Sponsor:** Rainfield Group  
**Business to Government (B2G) Sponsors:** **Platinum Sponsor:** LeapFrog Solutions, Inc. **Gold Sponsors:** AH&T Insurance; Government Insights; Synchris. **Silver Sponsors:** Goodman & Company; Panacea Consulting, Inc.; Scheer Partners, Inc.; Unanet Technologies; Vistrionix, Inc.  
*Presented by the NVTC Business Development, Marketing & Sales and B2G committees*

#### March 20: Emerging Business & Entrepreneur Event

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##### Building Your Business Using Government Grants and Funding Programs

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
2070 Chain Bridge Road, Conference Center, Lower Level, Vienna, VA  
No charge for Members / \$70 Non-Members

**Silver Sponsors:** Access National Bank; Aronson & Company; Grant Thornton LLP. **Location Sponsor:** Rainfield Group  
*Presented by the NVTC Emerging Business & Entrepreneur Committee*

#### March 23: General Counsel Event

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##### E&O Insurance for Technology Risks - What You Really Need to Know (besides that your clients require it)

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
Hilton McLean, 7920 Jones Branch Drive, McLean, VA  
\$35 Members / \$70 Non-Members

**Platinum Sponsors:** AH&T Insurance; Corporation Service Company  
**Gold Sponsors:** Albo & Oblon, L.L.P.; Baker & McKenzie; Hogan & Hartson; McGuire Woods LLP; Morrison & Foerster LLP; Pillsbury Winthrop Shaw Pittman LLP; Venable LLP. **Silver Sponsors:** Bowne of DC; Chubb Group of Insurance Companies; Wiley Rein LLP; Womble Carlyle Sandridge & Rice, PLLC  
*Presented by the NVTC General Counsel Committee*

#### March 29: Security Event

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##### Security Management Simplified: How to Implement Enterprise Security Process Enforcement

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
2070 Chain Bridge Road, Conference Center, Lower Level, Vienna, VA  
\$35 Members / \$70 Non-Members

**Silver Sponsors:** AH&T Insurance; Predicate Logic, Inc.; Secure IT  
**Location Sponsor:** Rainfield Group  
*Presented by the NVTC Security Committee*

# NVTC EVENTS: March - April

## Northern Virginia's Premier Events for the Technology Community

### April 2007

#### April 11: Titans Breakfast Series

**Featuring Keynote Speaker: Patrick J. Esser, President, Cox Communications Inc.**

7:00 am Registration & Networking; 8:00 - 9:15 am Program  
Hilton McLean, 7920 Jones Branch Drive, McLean, VA  
\$50 Members / \$80 Non-Members

\$450 Members Table of 10 / \$800 Non-Members Table of 10  
**Signature Platinum Sponsor:** Northrop Grumman **Platinum Sponsors:** Cox Communications; George Mason University School of Management; Heidrick & Struggles; QinetiQ North America **Gold Sponsors:** Accenture; Approva; IBM PartnerWorld Industry Networks; Jefferson Wells; STG, Inc. **Silver Sponsors:** DC Rainmakers; Leclat Group; Panacea Consulting Inc.; Stonesoft; Transformation Systems, Inc.; Travelers Insurance; United Bank; USM Business Systems, Inc.

*An NVTC Signature Event*

#### April 13: Business Development Marketing and Sales Workshop

7:30 am Registration & Networking; 8:00 - 11:30 am Program  
Ernst & Young, 8484 Westpark Drive, 2nd Floor, McLean, VA  
\$65 Members / \$99 Non-Members

**Platinum Sponsors:** DC Rainmakers, LLC; Government Insights; Learning Tree International; Oracle; Rainfield Group. **Silver Sponsor:** LeapFrog Solutions, Inc. **Location Sponsor:** Ernst & Young

*Presented by the NVTC Business Development, Marketing and Sales Committee*

#### April 17: New Media Technologies/Tech Emergence Event

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
Oracle, 1910 Oracle Way, Reston, VA  
\$35 Members / \$70 Non-Members

**Silver Sponsors:** Hoppmann Audio Visual; LeapFrog Solutions, Inc.; Travelers Insurance; Wiley Rein LLP. **Location Sponsor:** Oracle

*Presented by the NVTC New Media Technologies and the Tech Emergence Committees*

#### April 19: Business to Government (B2G) Event

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
Hilton McLean, 7920 Jones Branch Drive, McLean, VA  
\$35 Members / \$70 Non-Members

**Platinum Sponsor:** LeapFrog Solutions, Inc. **Gold Sponsors:** AH&T Insurance; Government Insights; Synchris. **Silver Sponsors:** Goodman & Company; Panacea Consulting, Inc.; Scheer Partners, Inc.; Unanet Technologies; Vistrionix, Inc.

*Presented by the NVTC B2G Committee*

#### April 24: Emerging Business & Entrepreneur Event

7:30 am Registration & Networking; 8:00 - 9:30 am Program  
2070 Chain Bridge Road, Conference Center, Lower Level, Vienna, VA  
No charge for Members / \$70 Non-Members

**Silver Sponsors:** Access National Bank; Aronson & Company; Grant Thornton LLP. **Location Sponsor:** Rainfield Group

*Presented by the NVTC Emerging Business & Entrepreneur Committee*

#### April 30: NVTC Spring Golf Tournament

11:30 am-1:00 pm Registration, 1:00pm Shotgun Start  
6:00 pm Dinner & Silent Auction

Belle Haven Country Club, 6023 Fort Hunt Road, Alexandria, VA  
Foursome \$1200, Individuals \$350 per person

**Tournament Sponsor:** Deutsche Bank Alex Brown **Club Sponsor:** GTSI Corp. **Hole in One Sponsor:** Technology Finance Specialists, Inc.

**Mulligan Sponsor:** Sprint Nextel **Closest to the Pin Sponsor:** Principal Financial **Hole Sponsor:** Command Information

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### Northern Virginia Technology Council

## UPCOMING TITANS

April 11, 2007

**Patrick J. Esser**  
President  
Cox Communications Inc.



Hilton McLean

7:00 - 8:00 am Registration & Networking  
8:00 - 9:15 am Program



To register visit [www.nvtc.org](http://www.nvtc.org)



## Sixteen NVTC Member Organizations Participate in Groundhog Job Shadow Day

Sixteen NVTC member organizations participated in February's Annual Groundhog Job Shadow Day, a nationwide event led by the National Job Shadow Coalition, which consists of America's Promise, Junior Achievement (JA), the U.S. Department of Labor, and the U.S. Department of Education, and led in Northern Virginia by JA of the National Capital Area. The goal of Job Shadow Day is to give youth first-hand exposure to the high tech workplace—for one day—in the hopes of inspiring new academic and career choices and promoting technology business and entrepreneurship in the minds of participating students.

NVTC, The Entrepreneur Center @NVTC, the National Job Shadow Coalition, JA of the National Capital Area and Fairfax County Public Schools matched 160 students with more than 30 businesses from across Northern Virginia. The Entrepreneur Center @NVTC arranged Job Shadow opportunities at start-ups and other enterprises so students could learn about entrepreneurship.



Catherine Morgner from Marshall Academy

Photo courtesy of Keith Erickson

The NVTC member organizations that participated in Job Shadow Day include:

AH&T Insurance  
 CACI International  
 Catapult Consultants LLC  
 FGM, Inc.  
 Greenberg Traurig  
 IDEA  
 Mason Enterprise Center  
 Mitretek Systems  
 Northrop Grumman Information Technology  
 Parature, Inc.  
 PC Recycler  
 Project Performance Corporation  
 Scheer Partners  
 Silicon Valley Bank  
 Verizon Business  
 Verizon Multimedia

## The Entrepreneur Center @NVTC Co-Hosts First Venture Capital Entrepreneur Challenge

The Entrepreneur Center @NVTC joined TiE-DC in holding the first Venture Capital Entrepreneur Challenge on February 27 at the Tower Club in Vienna. Building on a series of private VC "Elevator Pitch Dinners" co-hosted by The Entrepreneur Center and TiE-DC, this was the first such business pitch competition held before an open audience in this region—and more than 100 entrepreneurs and investors attended.

Ten early stage entrepreneurs out of a total of 40 applications received were chosen to compete for a \$10,000 seed prize and test their "elevator pitch" before a panel of judges composed of **Brian Hayhurst**, Managing Director, Carlyle Group; **Shan Nair**, President, Nair & Co.; and **Jay Markey**, Partner, Columbia Capital.

The first place seed prize, sponsored by Carlyle Group and Nair & Co., was awarded to **Chinedu Ekechukwu** of Mwendo, **Preeti Gupta Shah** of Copperpages and **David Sherbow** of MPTrax—an Entrepreneur Solutions program participant—tied to win the second place prize of airfare and complimentary admission to the TiECon East Conference in Boston June 14 – 16.

The Entrepreneur Center @NVTC congratulates the winners of the Venture Capital Entrepreneur Challenge and the other participating entrepreneurs. Another private VC Elevator Pitch Dinner is planned for May and plans are in the works for a second Venture Capital Challenge next fall.



(l-r) Steve Boyd, Director of The Entrepreneur Center @NVTC, talks with a Challenge presenter and Entrepreneur Solutions participant Chris Hopkinson of Tax Scan.



(l-r) The winners of the Venture Capital Entrepreneur Challenge join some of the event team: (l-r) Steve Thomas, Executive Director, TiE DC; Preeti Shah, CopperPages; Chinedu Ekechukwu, Mwendo; David Sherbow, MPTrax; Katherine Magalif, TiE-DC; and Ila Talwar, Project Coordinator, The Entrepreneur Center @NVTC.

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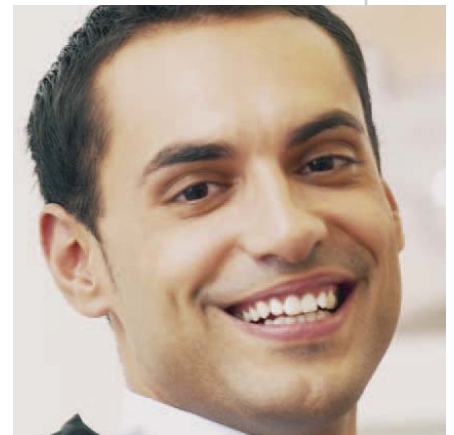


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## NVTC Members Scour Eurasia for Innovation

by David R. Giebink, Ph.D.

Director of Industry Programs, U.S. Civilian Research & Development Foundation

In the decade spanning 1990 – 2000, Northern Virginia has transformed into a destination economy. The region's continuing growth in population, financial strength and position in the global technology market have generated unprecedented opportunities for those who live and work in the region. Undoubtedly, the policy choices of governments, development agencies and volunteer alliances—like NVTC—have played an integral role in generating this growth. Well into its second booming decade, the region's new challenge is to ensure that the benefits of this change are seen at all levels of society and business. Building on some of the strongest economic momentum in the nation, Northern Virginia must continue innovating ways to encourage and facilitate the growth of small and medium enterprises (SMEs). In an increasingly interconnected world, one such strategy is to “go global.”

For many, going global is a tainted phrase akin to outsourcing, conjuring images of the outbound international movement of ideas and jobs. But the huge potential of inbound innovation is frequently overlooked when not in human resource form. In Northern Virginia's successful business environment, importing fresh ideas and innovation is an investment in continued growth and makes good business sense. Harnessing the positive impact of globalization requires proactive programs which introduce foreign companies to the region and demonstrate to

those companies the value of establishing their businesses here. In December 2006, NVTC International Committee members Randall Reade (committee chairman), Marshall Ferrin (committee chairman-Middle East and Africa and foreign delegation coordinator), and Don Rainey and Juan Zarco (co-chairs-Embassy Liaison) traveled to Moscow with the U.S. Civilian Research & Development Foundation (CRDF) with this strategy in mind.

In Moscow, this volunteer team spent a week teaching a group of SMEs from Russia and Ukraine about the benefits of the Northern Virginia marketplace and critically evaluating each company's investment value and market viability. While a few of the participating Eurasian companies represent strong opportunities for the region's largest

firms and contractors in their home nations, the volunteer team selected many for the opportunities they can provide to Northern Virginia's growing companies in our region. The 12 companies—selected from nearly 70 applicants—span the information communications technology, security and energy fields. The companies were chosen for their combination of intellectual property protection, proven technology, and market potential.

*“ [W]hile much of the nation is debating the complexities of global outsourcing, Northern Virginia is poised to benefit from going global. ”*

The selected Eurasian companies will participate in 15 days of intensive business development programs, culminating at the Eurasian Innovation & Investment Forum March 27 – 28, an event co-sponsored by CRDF and NVTC and designed to promote business partnerships between Northern Virginia businesses and leading science and technology start-ups from Eurasia. During the forum, each company will have the chance to pitch their innovation to Northern Virginia's business, investment and technology community. In sum, these companies will demonstrate new concepts in software, innovative models for power systems management, revolutionary tools for personal computing, and new technologies to guard against emerging threats.

The organizers hope that the Eurasian Innovation & Investment Forum will serve as a starting point for what will become locally formed partnerships with global impact.

So, while much of the nation is debating the complexities of global outsourcing, Northern Virginia is poised to benefit from going global.

To learn more and to get involved in the NVTC International Committee, visit <http://www.nvtc.org/committees/intl.php>.

More information about the forum, including a schedule, previews of the Eurasian companies and featured speakers, can be found at <http://www.innovationforums.org/virginia>.



A church inside the walls of the Kremlin in Moscow, one stop in the NVTC International Committee members' tour of the city.



JoAnn Neuber, CRDF Senior Program Manager, Industry Programs; and the head of Moscow State University present CRDF certificates to the Eurasian SMEs



During a workshop, candidate Eurasian companies dealing with energy and environmental technologies present their business plans. In the foreground, Max Ryabko, CEO of the Russian company UFD.





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## Equal Footing Foundation Sponsors “Listening to Democracy’s Next Generation”



Delegate Kristen Amundson (D-44) the leading government official behind the “Listening to Democracy’s Next Generation” program.

For four days in late January 2007, a group of Fairfax County high school students participated in a unique interactive program, “Listening to Democracy’s Next Generation,” as part of their civics curriculum to learn about local and state government. The program was developed through a collaboration with Virginia Delegate Kristen Amundson (D-44), the Equal Footing

Foundation, Fairfax County Public Schools and WestEd—a leading educational nonprofit specializing in Web-based learning initiatives.

Each day during the program, students and members of Virginia’s state legislature had a unique Web dialogue on key public policy issues affecting Virginians in the areas education, trans-

portation and human services. In addition to the classroom work, students and their peers were encouraged to continue the dialogue after school through the Gum Springs Computer Clubhouse. By applying classroom lessons to real-world applications, students were able to access leadership and get their voices heard on vital issues.

“Our youth are less engaged in what government does, or should be doing, and I want to change that. On the flip side, elected officials need to be better connected to what our youth are thinking about how government works, and how they can encourage them to get more involved,” said Delegate Amundson, the leading government official behind “Listening to Democracy’s Next Generation.”

WestEd created the Web dialogue technology used for the program. “We see Web dialogues as an important frontier for the nation’s civic education,” said Laurie Maak, WestEd’s Web Dialogue Manager. “When students have the opportunity

# EQUAL FO

to learn about issues that are important to them and to discuss relevant policies with lawmakers and government officials, we believe those young people will become informed and engaged members of our society.”

“Our ultimate goal in sponsoring ‘Listening to Democracy’s Next Generation,’ was to create stronger ties between Virginia’s students and their government officials,” said Colleen Hahn, President/Executive Director, Equal Footing Foundation. “The students asked insightful questions and had valuable opinions for the legislators. The Equal Footing Foundation hopes to expand this program throughout the Fairfax County school system and into more of the Computer Clubhouses in the future.”

## Student Suggestions

### The dialogue provoked insightful questions and opinions from the students. Some of the topics delved into included

- One class encouraged state and local law enforcement officers to work with the federal government to enforce current immigration laws.
- Students said that taxes should be raised for unhealthy items, such as cigarettes and alcohol, to both discourage “bad” behavior and create new revenues for transportation.
- Many students cited the need for delegates to focus on public safety, housing—particularly building maintenance for public housing—and overall community development.
- One suggestion was to devote more educational funds for student field trips and site visits and less to non-educational spending, such as for security cameras in the schools.
- Students said that all participation in sports should count for physical education credits and that achieving a grade of an A or B in a course should serve as the equivalent of passing the Standards of Learning Test in that subject.
- Students said that safety needs to be increased for bicyclists and pedestrians on major roadways.
- One suggestion was to expand public transportation and HOV lanes on highways.
- One class said that investment in public parks should be considered by legislators.

## Benefits of Web Dialogue

**For the Students** – The students who took part in the Web dialogue, like many voters, had felt disengaged from the legislative process. Teachers said that prior to the dialogue they expected to receive, at best, generic responses to their questions. Instead, the delegates and panelists considered all questions seriously and provided in-depth responses. As a result, one teacher said, “When they [students] got an answer to their question, they thought it was the greatest thing ever.” The technology allowed every government class at the two high schools to “talk” with high-level government officials—something they never could have done in the past.

**For the Teachers** – Most of the teachers who participated in the Web dialogue said they did not know much about state government. “There’s a lot about Virginia that I need to learn,” one teacher admitted. But as a direct result of the Web dialogue, teachers are now planning to spend several weeks teaching about state government in contrast to the three or four days spent in the past.

**For the Elected Officials** – Time is always a consideration for an elected official. Technology made it possible to engage students, listen to their responses and provide students with serious answers to their serious questions.

## Special Thanks for the Web Dialogue

West Potomac High School students & teachers  
Teachers Emily Millians and Hassan Mims

Mt. Vernon High School students & teachers  
Teachers Kelly Sharbel and Joanne Muir

Delegates  
Kristen Amundson (D) - Mount Vernon  
Robert H. Brink (D) - Arlington

Panelists  
Isis Castro, State Board of Education  
Doug Koelemay, Qorvis Communications

Supporters  
Laurie Maak, WestED  
Gary Nakamoto, Base Technologies, Inc.



## “Crickets” in the Clubhouse

This year, the Media Lab at MIT (Massachusetts Institute of Technology) organized a global competition to award 40 PicoCricket kits for students participating in Computer Clubhouse robotics programs. Out of the 109 Computer Clubhouses around the world, two of the Equal Footing Foundation’s Computer Clubhouses were awarded six PicoCrickets kits! The winners were the James Lee Computer Clubhouse and the Baileys Crossroads Computer Clubhouse.

Developed in collaboration with the National Science Foundation and the LEGO Group, PicoCrickets are similar to the LEGO® MINDSTORMS™ robotics kits. MINDSTORMS are specially designed for making robots, while the PicoCricket kits are designed for making artistic creations with lights, sound, music and motion. The Equal Footing Foundation Computer Clubhouses are fortunate to have both types of kits for use in its rocket and robotics programs.

The Computer Clubhouses in Fairfax County continue to provide innovative ways to educate youth and build their confidence and dreams through education.

## Teen Summit Testimonial

By Irene Morrison-Moncure

*Each year, Equal Footing Foundation sends several students from the six Computer Clubhouses it supports to the Global Teen Summit in Boston. To qualify for the summit, students must show exemplary behavior and be recommended by a Computer Clubhouse manager. The following is a testimonial from one student about her summit experience:*



Teen Summit is a meeting of all the kids that are members of the Intel Computer Clubhouses from around the world. My roommate was from Georgia and in my “Activity Track,” or specialized program area, my partners were from New Mexico and Washington State. I also met kids from Ireland and New Zealand. They and some others had spent more than a day riding on airplanes to experience the Teen Summit!

Everyday we woke up in our non-air conditioned dorms and headed downstairs and across the courtyard to the dining hall. Northeastern University had good food and was an excellent host to all of us. The days began with everyone going to different tracks and working to complete projects that would be presented to the entire group at an exhibition on the final day of the summit. Tracks were based on technology available to Clubhouse members and I was surprised to find that the James Lee Clubhouse had many of the programs we used. For example, my track made short personal movies using Windows Movie Maker, which can be found on many computers and is very simple to use. It was such fun that I wanted to stay another week. We could not, of course, so I couldn't wait to get home and try everything I had learned.

We also had workshops, which were like tracks but only lasted a day. My workshop was on using Hyperscore, a music making computer program created by the MIT Media Lab. It offered non-musicians a way to make music without actually having to know the technical stuff. After seeing many Clubhouse members show off CDs that they had made themselves, I decided that with Hyperscore I had an easy way to make my own music CD.

Another opportunity offered at Teen Summit was a college and career fair held at The Museum of Science, home of the first Computer Clubhouse. We were able to visit a series of resource tables where we could gather information and learn about jobs we could pursue with skills we learned at the Computer Clubhouses. The colleges represented there were especially helpful, pointing out majors in music, graphic design and technology. Afterwards, we were treated to a movie in the Omni Theatre, and the screen was so large that sitting there felt like we all were actually in the movie. In addition to all those things, I enjoyed riding the Boston trolley; learning all about RPG Maker, a game making program created by a very cool guy named Seth at the Jordon Boys and Girls Club; and watching another boy named Jimi unite the whole Teen Summit through his passion for soccer.



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# More than 80 New Members Learned to Maximize Their NVTC Membership at Orientation Session in February



**O**n February 22 more than 80 new NVTC members convened at the auditorium in the CIT building for a networking breakfast and orientation session. Key members of the NVTC staff provided details on how to reach the maximum return on NVTC membership investment through committee involvement, sponsorships and the NVTC exclusive member benefits programs—including health insurance and retirement plans. Members were pleased with the overview and tips on how to get their companies plugged into the organization.

This gathering of new members was the first to hear about an exciting new health program through INOVA Health Systems that targets C-level executives. To obtain more information on any of the NVTC exclusive member benefit programs, please contact the membership department at [membership@nvtc.org](mailto:membership@nvtc.org).

#### **Don't Miss: The Committee Connection**

June 13, 2007

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BYTE BY BYTE

Virginia Continues to Round Out its Technology Economy

The first time Virginia emerged as a technology state way back in the 1990s, software development, systems integration and the Internet led the way. Northern Virginia, in particular, described itself as a different type of technology economy to distinguish itself from the chips and hardware that were the hallmark of Silicon Valley and its pretenders. No more.

Welcome to Virginia as Technology State Part II, the sequel in which Northern Virginia has joined the global chip-making economy. The rapid expansion of Micron Technology's Manassas chip fabrication plant and growth of other major electronic manufacturers, such as NVTC member companies Canon, Diebold, Northrup Grumman and Raytheon, are reasons why. The Virginia Economic Development Partnership (VEDP), in fact, now markets electronics manufacturing in Virginia as a part of its commentary on the more than 11,000 technology firms and 265,000 tech workers here.

VEDP calls the state's two major fabrication plants and more than 70 local semiconductor suppliers and vendors a "robust" asset and marshals the export statistics to prove it. Exports of computer chips from Micron and Qimonda AG's plant in Henrico County totaled \$1.5 billion in 2006. And to illustrate the accelerating trend away from more traditional industries to technology ones, those chip exports were more than the value of coal (\$882 million) and cigarette (\$510 million) exports combined.

Exports of Virginia-made chips for computers, cell phones, iPods, cameras and other devices more than doubled in 2006 from a value of \$645 million in 2005. Upon hearing the news, Pat Otte, NVTC Board member and director of Micron's Manassas chip fabrication plant, told reporters, "We're rewriting Virginia history, byte by byte." Strong demand worldwide allowed Micron to hire 1,000 new workers for its upgraded plant in 2006 without state job creation subsidies like the ones that sustain coal employment in Southwest Virginia or prop up tobacco.

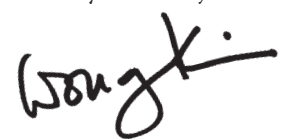
President George W. Bush recognized the importance of translating demand into investment into job creation in his visit to Micron early in February. "When you walk through the halls of this innovative company," Bush told Micron employees, "it's pretty clear to me that you need to know what you're doing for a company to survive and thrive like this." In years past, a President of the United States might have searched for a silicon backdrop somewhere else.

And VEDP adds two other points: Virginia's pro-business climate and its utility record. Neither Micron Technologies nor Qimonda AG (formerly Infineon Technologies) has experienced a single power outage at their Virginia semiconductor manufacturing facilities. VEDP also touts the Commonwealth's community college system, including the Northern Virginia Community College, which is part of an alliance of industry consortia to promote local training opportunities. These consortia include the Center for High Performance Manufacturing, the Virginia Nanotechnology Initiative (VNI), SEMATECH and SEMI/SEMATECH.

The Information Technology Industry Foundation (ITIF) takes a slightly different look at the positive trends in its just-released "2007 State New Economy Index" report. Ranking states across 26 different indicators—technology jobs, workforce education, fast-growing firms, e-government, scientists and engineers, etc.—ITIF places Virginia 8th among states, the same position it held back in a similar 2002 index. But Virginia has gone from 3rd to 1st in that time in IT professionals, 5th to 2nd in technology jobs and 25th to 13th in broadband deployment. That Silicon Valley state, meanwhile, drifted down to 5th overall from being ranked 2nd overall in 2002.

So what does this new technology state identity mean for Virginia's view of its future and the types of investments it will make going forward? It probably means an even quicker response from public schools, community colleges and universities in transitioning students to the highly skilled and professional jobs NVTC members and others are creating. Virginia no longer competes for low-wage, low-skill jobs that require a low tax location. It certainly means new and sustained investments in the transportation and communications networks that support logistics, exports and other links to global markets. And according to the ITIF Index, it means building more industry-sponsored R&D and venture capital to increase Virginia's innovation capacity.

In the end, Virginia as Technology State Part II emphasizes even more how important the systems understanding that drives the Internet, telecom and integrators has become to a healthy economy year in and year out—just as we planned back in Phase I.



*Douglas Koelemay is a Senior Advisor to NVTC and Managing Director at Qorvis Communications, LLC*

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