



THE VOICE

O F T E C H N O L O G Y

March/April 2008

The Time
to Go Green
Is **NOW**


nvtc

N O R T H E R N V I R G I N I A T E C H N O L O G Y C O U N C I L

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March/April 2008

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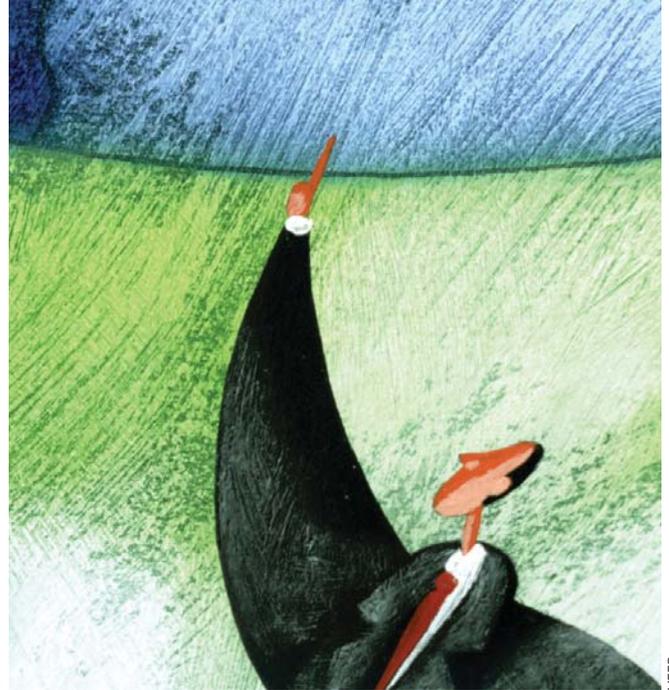
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The March to a Green Existence

BY LYDIA W. THOMAS, PH.D.

The success of NVTC and its member companies has always found its roots in progress and innovation, so it is no surprise that technology companies in our area are leading the business community's march to a new "green" existence. And since NVTC members have expressed a strong interest in seeing this organization play a more active role in highlighting best practices and helping to set the region's energy agenda, NVTC recently established the Green Technology and Energy Task Force, led by myself and Co-Chair Tony Maull of Ernst & Young. Already, members of the task force have found that NVTC member companies are getting involved in the green space. This issue of *The Voice of Technology* highlights and pays tribute to the accomplishments of our member companies that have reported to us on their green initiatives.

While the new task force analyzes and perfects its role, its members realize the importance of going green. And as NVTC member companies and their employees are demanding progress toward a more responsible and environmentally friendly existence, the task force will be providing education in this area. And because NVTC also appreciates the significance of regional green success, the organization and the task force are also collaborating with the Greater Washington Board of Trade on green initiatives.

As a Trustee of Noblis, I can assure you that Noblis is an environmentally responsible member of our community and adheres to the Greenhouse Gas Reporting Protocol developed by the World Resources Institute. When other companies come to us to learn how they can improve their business operations from an environmental perspective, we help them manage resources, set reduction goals, implement new procedures and processes, and purchase new equipment to reduce emissions and conserve valuable natural resources.

Noblis also has developed other approaches to help companies achieve their green goals. One innovation is an enterprise model for emissions

reporting, analysis and logical decision making. By creating an analytic framework for individual companies and a scaleable approach for regional roll-up and assessment, Noblis can provide companies with a realistic path towards success. Our approach helps companies that work with us to reduce energy intensity, greenhouse gas emissions, and water and/or power consumption; implement new renewable energy sources for lower required renewable energy usage; and implement best practices to reduce waste generation and maintain cost-effective waste recycling and waste prevention programs.

I am honored that Virginia Governor Tim Kaine, upon NVTC's recommendation, recently appointed me to represent NVTC and its member companies on his newly established Commission on Climate Change. The Commission will work to reduce the Commonwealth's contributions to global warming and embrace our great state's role as a green leader—an important title for our state and our region, as the engine that powers the economy of the Commonwealth.

All of this just represents the first steps in the march to a green existence for our Council, our member companies, our region and our state.

ICF International Chairman & CEO Sudhakar Kesavan spoke at the January 2008 NVTC Titans Breakfast about his company's plans to fully offset carbon emissions from its 23 offices worldwide by this April. Despite an ironic power outage that almost forced us to cancel Kesavan's presentation, the breakfast attracted nearly 500 business executives—a huge turnout that further illustrates our tech community's commitment to progress in the green arena.

I highly encourage you to read this issue of *The Voice of Technology* from cover to cover to learn more about the incredible accomplishments of your fellow NVTC member companies in the green space and perhaps to get inspired to enact positive changes in your own company's operations sooner versus later. As Kesavan said: The time to go green is NOW. **nvtc**



NVTC member companies and their employees are demanding progress toward a more responsible and environmentally friendly existence.

Lydia W. Thomas, Ph.D., is immediate past President & CEO of Noblis and a Member of the Board of Directors of the Northern Virginia Technology Council.

NVTC Member Accomplishments



John Love

NVTC Secretary and **AH&T Insurance** Principal **John Love** took on the additional responsibility as President & Executive Director of TechAssure, the world's only nonprofit organization dedicated to risk management for the technology industry. The announcement, made in early February, affirmed that Love will continue his leadership at AH&T and NVTC in addition to the added responsibilities at TechAssure to develop new insurance products and affinity group programs, and to research and develop new services for clients of TechAssure member agencies. Love and AH&T contributed to the TechAssure's growth into an international organization that serves more than 4,000 telecommunications, life sciences and government contractor clients. Love, who has managed NVTC's successful member insurance programs, RiskNet® and BeneNet, for more than a decade, said, "Serving at NVTC was an inspiration for many of the ideas and projects I will manage at TechAssure, which will directly benefit NVTC and its members." www.AH&Tins.com

Edison Venture Fund, a leader in providing growth capital and value-added services to growing information technology businesses, recently announced completion of a \$1.75 million follow-on investment in NeatReceipts, a Philadelphia-based company that offers user-friendly scanning solutions that reduce paper clutter and simplify paperwork for small- and medium-sized businesses. Edison's investment will expand NeatReceipts' sales, marketing and new product development. The patented

NeatReceipts scanner



NeatReceipts is a multi-purpose scanning and digital filing system that scans, reads and organizes paper receipts, business cards and other documents into easy-to-read digital spreadsheet formats. www.edisonventure.com

The **Consumer Electronics Association** recently announced plans to launch DIGITAL DOWNTOWN (D2), a new consumer technology event designed to showcase the latest electronic lifestyle and workstyle products to residents and employees of Manhattan's Financial District, the third largest work community in America. D2 will be held this summer, June 12-14, at the World Financial Center's Winter Garden. For more information, visit www.digitaldowntown-nyc.com.

In addition to recording its highest annual revenues in 2007, **Unanet** recently announced that it reached an important customer milestone: More than 500 businesses worldwide have adopted Unanet's Web-based services automation software, establishing the company as a leader in this market. Unanet's Web-based software is offered as either client-installed and internally operated or as a software-as-a-service option in which clients can access the software in a Unanet-hosted environment. The increasing number of customers adopting Unanet's SaaS option is one of the factors driving the company's recent growth. For more information, visit www.unanet.com.

Excitations, a premier provider of experience gifts, will serve as the exclusive provider of Discovery Channel Experiences through a recently announced partnership with Discovery Commerce, the consumer products, licensing and home video division of Discovery Communications. The recently announced partnership will enable millions of consumers to experience or to gift others with the same memorable adventures they see and learn about on the Discovery Channel. The gift experiences, which cover a broad range of categories and are economically priced, include water, air, animal and nature adventures; "green" gift experiences; and experiences that

are especially geared for children and families. “We are delighted to partner with an organization dedicated to inspiring viewers to explore, understand and appreciate all the planet has to offer,” said **Ian Landy**, Co-founder and CEO of Excitations. For more information, visit www.excitations.com or www.discoverycommunications.com.

Retired Major General **Bruce M. Lawlor** was recently named director of **Virginia Tech**’s newly formed Center for Technology, Security and Policy. The center, located in Alexandria, will conduct academic research, enhance existing related graduate programs in the area, and develop new educational courses and executive-focused programs related to national and homeland security. “Virginia Tech, as a leading research institution, has a responsibility to show leadership in addressing large-scale problems,” said NVTC Advisory Board Member **Charles W. Steger**, President, Virginia Tech. According to Steger, the center will focus on “applications of new technology to security issues ... from the global scale to the community level.”

Lawlor, one of five senior White House staff members who wrote the plan to create the U.S. Department of Homeland Security, will be responsible for developing the educational, research and outreach programs of the center. Lawlor holds a doctor of science degree in engineering management and a juris doctor degree in law, both from George Washington University, and a master’s degree in national security studies from Norwich University in Vermont. A Harvard National Security Fellow and a Senior Fellow at the George Washington University Homeland Security Policy Institute, Lawlor was previously an instructor at the U.S. Army War College and a distinguished service professor at the Stevens Institute of Technology. www.vatech.edu

Siki Giunta, President & CEO of **Managed Objects**, was recently awarded the 2007 Stevie Award for Women in Business and named “Best Executive” among those at like-sized companies. The award, created in 2004 to honor and gener-

ate public recognition of the efforts, achievements and positive contributions of companies and business people worldwide, recognizes individual women executives (not business owners) for their accomplishments. Giunta’s receipt of the honor capped off a significant year for the 10-year-old, McLean-based business services management company, which recently declared its “best quarter ever.” Managed Objects not only recorded 20 percent growth over the same quarter in 2006, but also documented two dozen new deals, a strong renewal rate among existing customers for the fourth consecutive year, continued expansion of the company’s presence in Europe and the successful launch of an innovative new product, Service Contract Management. www.managedobjects.com

Marcien Jenckes was named CEO of **Voxant**, the new media network, early in 2008. “Voxant has enormous potential to fundamentally change the way premium content is aggregated and distributed throughout the Web,” said Jenckes, who as CEO will provide strategic direction as Voxant continues the aggressive growth that has solidified the company’s position as the world’s largest online syndication network. “Voxant’s distribution network is uniquely suited as a two-way information flow, pushing fully licensed news content out to Web publishers while gathering rich intelligence and data about these niche communities and end users,” added Jenckes. www.Voxant.com

NVTC Board Member **Bob Dinkel** was recently named President and Chief Operating Officer of FedResults as part of the company’s restructuring. According to Dinkel, who was previously Executive Vice President of the Herndon-based company, restructuring the organization into three distinct business units will enable FedResults “to focus on future acquisitions.” The new business units include customer capture, contracting services and channel development, which supports commercial clients entering the federal marketplace. As President and COO, Dinkel will focus on day-to-day operations and supporting new clients. www.fedresults.com **nvtc**



Siki Giunta



Bob Dinkel

“Going Green” Is a Good Business Decision

Sudhakar Kesavan, Chairman & CEO, ICF International, Speaks at NVTC Titans Breakfast

Ironically, ICF International Chairman & CEO Sudhakar Kesavan’s keynote presentation at the NVTC Titans Breakfast on January 30 on “going green” and climate change considerations was nearly postponed because of a power outage in Tysons Corner. The power went on just in time for Kesavan to tell the audience of 500 business leaders that the time for companies to make the decision to reduce their carbon footprints is *now*.

Kesavan said that companies with plans in place to reduce carbon emissions, especially those with ambitious programs to become carbon neutral, will experience “an improvement in employee retention and morale and

the bottom line.” Many large U.S. companies have already made these commitments in the technology sector, including NVTC members Google and Yahoo.

The breakfast was hosted in participation with the Greater Washington Board of Trade.

NVTC recently hosted another Titans Breakfast: the sold-out event on March 13 with Bill Gates, Chairman & Chief Software Architect, Microsoft Corporation, at the Capital Hilton in Washington, D.C., and is preparing for the April 15 breakfast with Dan Johnson, Presi-

dent, General Dynamics Information Technology, at the Hilton McLean.

New Members Energized at NVTC Member Orientation

More than 120 new members gathered to meet each other and learn how to get the best ROI from their NVTC membership at the standing-room-only New Member Orientation held in early February. NVTC Secretary John Love, Principal, AH&T Insurance; NVTC COO Christine Kallivokas; and Kristin Seitz, Director, The Entrepreneur Center @NVTC, provided a roadmap for attendees to follow to maximize the value of membership through committee involvement, sponsorship and participation in NVTC’s exclusive member benefit programs.

The next NVTC membership event, Committee Connection, will take place May 15 at the CIT building. Registration and other details will be available at www.nvtc.org.

John Feinstein Talks Sports, Politics at NVTC Chairman’s Dinner

John Feinstein, bestselling sports author, commentator and journalist, combined sports, politics and humor into a thoroughly engaging discussion for the C-level executives who attended the NVTC Chairman’s Dinner. George Mason University Head Basketball Coach Jim Larranaga was a special guest at the February dinner, which was hosted by NVTC Chairman John C. Lee, IV, Chairman & CEO, Lee Technologies, and sponsored by PricewaterhouseCoopers, represented by NVTC Board Member Chris Simmons, Managing Partner, Washington Metro Market.

NVTC Chairman’s Dinners provide an opportunity for C-level executives to interact with peers and high-profile guests for non-business-related discussion in a relaxed and informal setting. Other past special guests have included former U.S. Attorney General John Ashcroft; Vint Cerf and NVTC Board Member Bob Kahn, developers of the Internet and recipients of the 2005 Presidential Medal of Freedom; and His Royal Highness Prince Turki Al-Faisal, Ambassador of the Kingdom of Saudi Arabia.



Sudhakar Kesavan and John Lee.

Terrence Jones of the Wolf Trap Foundation and Bob Grow of the Greater Washington Board of Trade chat with Bobbie Kilberg.





(l-r) Virginia House Appropriations Committee Chair Lacey Putney, NVTC lobbyist Doug Koelemay of Qorvis Communications, Duffy Mazan, and Brad Schwartz

NVTC Leaders Meet with State Officials, Legislators at “Board Days” in Richmond

NVTC leaders traveled to Richmond on two occasions during the 2008 session of the General Assembly this winter to meet with state officials and legislators to garner support for NVTC’s legislative priorities. In particular, the NVTC leaders and legislators discussed the Council’s support for investment in capital infrastructure for higher education, the need for additional research funding at Virginia universities, proper funding to address Northern Virginia’s transportation crisis, reasonable data breach notification legislation and telework. During the visits on January 30 and February 20, the NVTC delegation also promoted NVTC’s interest in “green” technologies and energy.

NVTC leaders who participated in the Board Days included NVTC President & CEO Bobbie Kilberg; NVTC Chairman Emeritus Sudhakar Shenoy, Chairman, CEO and Founder, IMC; NVTC Vice Chairman & Chair-Elect, Donna Morea, NVTC TechPAC Trustee and CGI President, U.S. Operations and India; NVTC Board Members Gary Nakamoto, Vice Chairman & CEO, Base Technologies (also a TechPAC trustee); Brad Schwartz, President & CEO, Blue Canopy; Bob Dinkel, President & COO, FedResults; NVTC TechPAC Chair and NVTC Senior Advisory Board Member Dendy Young, CEO, McLean Capital; NVTC Senior Advisory Board Members Len Pomata, President, Digicon, and Bob Templin, President, Northern Virginia Community College; and NVTC Public Policy Steering Committee Co-Chair and NVTC TechPAC Trustee Duffy Mazan; and former NVTC Board Member George Vradenburg, President, Vradenburg Foundation.

The delegation met with Aneesh Chopra, Virginia Secretary of Technology; Bill Howell (R-Fredericksburg), Speaker of the House; Dick Saslaw (D-Springfield), Senate Majority Leader; Ward Armstrong (D-Martinsville), House Minority Leader; Chuck Colgan (D-Manassas), Senate Finance Committee Chair; Lacey Putney (I-Bedford), House Appropriations Committee Chair; Dave Albo (R-Springfield), House Courts of Justice Committee Chair; Joe May (R-Loudoun), House Transportation Committee Chair; and Delegates John Cosgrove (R-Chesapeake), Sam Nixon (R-Chesterfield), Steve Shannon (D-Vienna) and Margi Vanderhye (D-McLean)—among other legislators, officials and their staff. **nvtc**

The New NVTC Green Technology and Energy Task Force

NVTC members expressed a strong desire to see NVTC play an active role in setting the region’s “green” agenda. As a result, NVTC formed the new Green Technology and Energy Task Force, chaired by NVTC Board Member Lydia Thomas of Noblis and Tony Maull of Ernst & Young. The goals of the task force are to educate NVTC member companies about best practices in the green space, monitor legislation in the Commonwealth that addresses green issues, and work to make Northern Virginia a place that attracts green businesses and investments. The task force has met twice to date and welcomes new members. For a listing of task force participants, please visit www.nvtc.org. To learn more about the NVTC Green Technology and Energy Task Force, e-mail Allison Glatfelter at aglatfelter@nvtc.org.



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BALANCING PRIORITIES

People, Planet and Profits

While critics of corporate social responsibility may have some compelling points, according to the undeniable evidence in today's business community, they are losing the debate.

By Patrick Mellody

Corporate social responsibility, or CSR, is a term that defines good intentions. The idea behind it is for a corporation—as an entity whose mission is to generate profits and join the world's economic engine—to take responsibility for its work and effect on customers, employees, shareholders, communities and the environment. CSR's concept is grounded in improving quality of life for not only a company's employees, but for all of society. Like anything in business today, however, it just isn't that simple.

CSR runs counter to what has been drilled into the minds of executives and the bottom line of corporations: the idea of profits. Critics of CSR will not hesitate to point out that the fundamental role of business is to make money and contribute to the economy. Detractors categorize CSR as nothing more than an attempt at “window dressing” or—as the environmental community refers to those corporations who refuse to back up their words and public relations with actions—“greenwashing.” Another argument is the belief that society already benefits by the very existence of business, so CSR, therefore, is not necessary.

In an article she authored a couple of years ago for *Forbes* magazine, Betsy Atkins, CEO of Baja Ventures, a venture capital firm focused on technology and life sciences, criticized the concept of CSR. “Management is charged with making informed decisions to invest corporate assets for uses that will efficiently achieve corporate goals. These include growth, profitability, product innovation and anything else that drives the shareholders' return on investment as measured by the stock price,” she writes in “Is Corporate Social Responsibility Responsible?” Atkins, who serves on the boards of Reynolds American, Polycom, Chico's FAS, SunPower and several private companies, believes the use of corporate assets to support causes or for social purposes is irresponsible and deceptive.

While Atkins and other critics of CSR may have their points, according to today's market, they are losing the debate. The corporate scandals of the late 1990s and early part of this decade, combined with the renewed interest in the environment—spawned in no small part by the looming climate change crisis—have provided a perfect platform for corporate social responsibility to become a priority in the current business culture. According to the

The corporate scandals of the late 1990s and early part of this decade combined with renewed interest in the environment—spawned in no small part by the looming climate change crisis—have provided a perfect platform for corporate social responsibility to become a priority in the current business culture.

evidence—and there is plenty—it is possible to balance the priorities of people, planet and profits. This is called a “triple bottom line,” and it takes into account environmental and social performance, as well as financial performance.

John Chambers, CEO of Cisco, was recently quoted in *Forbes* as saying, “The most successful in life have an obligation to give back. And it is not just the right thing to do; it is just plain good business.” Like Cisco, some of the most profitable technology companies, including Google, Microsoft and Intel, are also good corporate citizens and have recognized the importance of CSR. And the World Economic Forum is now a platform for how companies can improve people’s lives, communities and the planet.

As the environmental aspect of the triple bottom line continues to receive a lot of attention, one could argue it has almost become “cool” to be engaged in this issue and do one’s part to fight global warming. Ajay Gupta, CEO of Gsecurity, whose logo and Web site prominently display the words “a green technology company,” says, “Consumer pressure and awareness—and genuine interest—in green issues does significantly help corporations and all organizations go green. The media’s efforts to highlight what companies are doing—even the smaller firms that don’t have deep pockets—can serve both as an impetus for other companies to travel this path themselves and as a reward for the firms that have already started down the path.”

The Durst Organization, a builder, developer and asset manager of large New York City properties, is currently constructing the world’s most environmentally responsible high-rise office building—Bank of America’s 2.1 million-square-foot, 54-story crystalline skyscraper located at One Bryant Park. Not only has Durst already made a profit on the project, but the family-owned company is setting an example for other builders. Jordan Barowitz, Durst spokesman and Director of External Affairs, says, “Building a green building not only protects our planet, but adds value to the building, to the tenants, and decreases operating costs. A green building is an efficient building. It uses energy efficiently, therefore saving money; it uses the most sophisticated engineering and design methodologies, therefore decreasing expensive material, such as steel and concrete. Most importantly it increases the efficiency of those people who work in the building by providing a work environment with more natural light and cleaner and fresher air.”

Locally, Gary Pan, President & CEO of Panacea Consulting, Inc., an Arlington-based business that delivers program management, information technology and information solutions to federal, state and Fortune 1000 clients, says his interest in CSR stems from his organization’s core values. “Panacea and [its] associates have been firm believers of the obligation to demonstrate corporate social responsibility since our founding 17 years ago,”

he says. Pan admits to hurdles in achieving CSR. “At times, it is difficult for our associates to balance their individual obligations and our corporate commitment to CSR,” says Pan. “So many associates are busy with their families and personal interests. I believe that it is incumbent as a leader to continue to challenge our associates to work together for a common good.”

As in many organizations—large and small—at Panacea Consulting and Gsecurity, CSR efforts are housed in the CEOs’ office. But to address the challenges Pan is referring to, many companies see the value in charging a specific executive or corporate division with CSR endeavors. Christopher Lloyd, Executive Director, Public Policy and Corporate Responsibility at Verizon, the multi-billion-dollar telecommunications company, says, “Our CR strategy is to link our core competency of building and maintaining wireline and wireless networks to helping solve social issues related to access to technology, economic development, environment and healthcare. By taking this approach we are able to enhance our reputation as a good corporate citizen, gain a competitive advantage, and deliver community and shareholder value.”

Verizon also has created a CR executive council, made up of senior leaders from across all the corporation’s business units, that focuses on championing a corporate culture that delivers shareholder and community value by ensuring a responsible, sustainable approach to business decisions. The council also helps shape the company’s green practices and policies.

Although not every company has a CSR department or executives assigned specifically to CSR initiatives, most recognize the potential benefits of corporate responsibility on different aspects of their companies. The human resources office is often a place where the “feel-good” features of CSR converge with its implementation. In a competitive

world—and especially in the Northern Virginia area—where getting the best talent is a constant challenge, CSR is more and more often employed as a recruiting tool. New graduates looking for their first jobs—not to mention headhunting executives who are seeking solid lifetime placements—are no longer enticed by potential employers that host a few community events a year, nor are they impressed when only a company’s executives are philanthropic. When someone at the Durst Organization talks about his or her commitment to sustainability, it is obvious how it fits—even if it may not be intended—into a recruiting strategy. “The company’s commitment to sustainability imbues every aspect of our operations,” says Barowitz. “In our minds, environmentalism, innovation and efficiency are parts of the same whole. We constantly strive to do better, whether it is designing a building, purchasing cleaning products or implementing our in-house recycling program.” At the same time, it is also easy to see how innocent questions like, “Do you recycle,” or “What is your company doing to reduce waste,” if not answered with some definition of a company-wide program, could discourage a candidate who has other choices.

Gsecurity’s “effort to reduce waste” is the planet pillar of a triple bottom line—according to Gupta, “to reduce unnecessary energy consumption, gasoline consumption, water consumption, paper consumption, etc.” During a prospect’s interview Gupta may cite cell phones as an example. “A cell phone can only store a certain amount of energy, yet they are often left plugged in when fully charged. That is just wasting the energy,” he says. “While we don’t go around monitoring cell phone chargers, we do tell our staff to charge their phones once the battery is low and, when full, to unplug them.” Gupta relates the whole effort back to the planet: “If we all just don’t waste our resources, we may just find that is all the conservation we would need to do to stem the risk of global climate change.”

Deliberate Restraint Forecasts Inevitable Regulations

In his presentation at a recent NVTC Titans Breakfast, Sudhakar Kesavan, Chairman & CEO of ICF International, a global professional services firm, voiced what many other corporate leaders also believe: regulations that will require businesses to curb their greenhouse gas emissions are inevitable. And as legislation to limit CO₂ emissions are “aggressively moving forward at both the state and federal level,” most businesses express



Sudhakar Kesavan speaks at a recent NVTC Titans Breakfast.

press a preference for federal regulations rather than “a patchwork of legislation” at the state level. Among the several bills currently being considered in Congress that would require limits to carbon emissions, Kesavan regards the Climate Security Act, co-sponsored by Senator John Warner (R-VA) and Senator Joe Lieberman (I-CT), as the most likely basis for future legislation.

But as consensus grows among corporate leaders, as well as the scientific community, that the earth is warming because of increasing amounts of CO₂ in the atmosphere, more and more companies—ICF International and other NVTC member companies among them—are already “ahead of the pack” in taking steps to control greenhouse gases. As this

issue of *The Voice of Technology* goes to press, ICF International’s 23 offices worldwide will be carbon neutral through a combination of energy efficiency and transportation measures, as well as the purchase of high-quality carbon offsets. Many ICF International offices comply with the U.S. Environmental Protection Agency’s ENERGY STAR® program, and the organization conducted a “Greenhouse Gas Inventory” for its 2006 global operations, which is “a critical building block” in ICF’s climate strategy. In addition to these actions and a resolute commitment to recycle paper, glass, aluminum, computers and cell phones, ICF International has also implemented a “robust telecommuting program” as part of the company’s efforts to encourage ICF employees to “mitigate their own impact on the climate,” according to an ICF environmental policy statement. More than 400 employees currently telecommute full- or part-time, and ICF makes commuter benefits available in several locations to make it easier for employees to use mass transit to get to and from work.

ICF International’s environmental policy statement doesn’t cite anticipated regulations as motive for these actions, however. Rather, “consistent with our business mission ... as a professional services firm” and “employee recruitment and retention” top the company’s list of “reasons why we do this.” As Kesavan said to the 500 or so executives who attended the January NVTC event, “Companies that decide to reduce carbon emissions, especially those with ambitious programs to become carbon neutral, will experience an improvement in employee retention and morale, as well as the bottom line.”

—Julie Warren

Verizon has a clear CSR objective complete with mission statements and language that willingly acknowledges its reach and impact on people and the planet. “Ingrained in Verizon’s corporate culture is a commitment to environmental stewardship,” says Lloyd. “Verizon networks are part of a global 24/7 operation that serves tens of millions of people and includes one of the largest private fleets and millions of square feet of real estate. Energy is a large cost for Verizon. The company believes not only is it socially responsible, but it is smart business to conserve energy, find new technology solutions to environmental challenges and recycle.”

As a large company, Verizon’s environmental footprint could work against its efforts to use CSR as a recruiting tool. On the other hand, Verizon has taken quantifiable actions that back up its CSR claims. Verizon’s steps to reduce energy consumption include launching the first major trial of fuel cells at its switching center and office building in Garden City, New York, which is expected to eliminate approximately 11 million pounds of carbon dioxide annually. In January, the company also replaced traditional gasoline-powered vehicles in its fleet with 100 new hybrid sedans, which will reduce carbon emissions by more than 263 metric tons and save 30,000 gallons of fuel annually. Verizon plans to purchase another 100 hybrids later this year. And the company’s comprehensive recycling program is implemented at every level. In addition to an extensive office paper and cardboard recycling program, Verizon also promotes paperless billing and cell phone recycling. To date, customers have paid nearly 100 million bills online and have returned 4.5 million cell phones for reuse or recycling. And if that doesn’t make a candidate want to sign up, Verizon will reduce greenhouse gas emissions by approximately 6.6 thousand tons annually in California by using micro turbines fired by natural gas to generate 50 percent of

the electricity needed to operate its two central offices.

INOVA Health Systems, as its name denotes (created by merging the word “innovation” with the abbreviation for Northern Virginia) is putting together additional innovative programs that may become models for employee recruitment at other health care systems. Potential recruits will have the first experiences with programs that could be used across the country and the world. Randy Kelley, CEO of INOVA Loudoun, has teamed up with Ravi Gupta, M.D., (no relation to Gsecurity’s Ajay Gupta) to establish an environmental program that contributes to a safer and healthier environment for INOVA’s patients, employees and community.

INOVA’s comprehensive environmental program has sustainable and measurable outcomes and goals, including the elimination of mercury through the whole hospital system, the reduction of energy consumption, the creation of an environment of healing, implementation of green construction practices, reduction of the waste stream and use of non-renewable resources, improvement of regulated medical waste disposal, implementation of water conservation measures, and use of irrigation-free landscaping. “All of this does improve employee satisfaction and helps with retention,” says Dr. Gupta. “And quite frankly, it’s the right thing to do” he adds. “We are now a smoke-free campus; 99 percent of the mercury is gone; we recycle; we have joined the EPA ENERGY STAR® program, which has helped us change paper products to meet the EPA’s recommended post-consumer waste content; along with our own ideas we are using the *Green Guide for Health Care™*, a best practices guide for healthy and sustainable building design,

construction and operations for the health care industry; and now we are mulching our garden waste.”

Along with recruitment, employee satisfaction also can be directly related to CSR. Since the money saved can be directed to other places, cost-saving measures—especially energy reduction—can have a positive effect throughout an entire organization. In response to the skyrocketing price of oil combined with the climate change crisis, practically every company is looking at ways to cut down on its power consumption.

INOVA has set a goal of reducing its energy consumption by as much as 30 percent. And Durst’s Barowitz says, “The demand for green buildings in New York City is growing. The last four large commercial buildings in New York to be built have all been green buildings, and now tenants demand that new construction be green construction.” Gsecurity’s green priorities, along with the reduction of waste, are to reduce energy consumption and gasoline consumption. And Verizon, as an information communications technology company, is poised to enable energy efficiency and environmental protection. According to a study by the American



Gary Pan,
President & CEO,
Panacea Consulting®

Verizon's steps to reduce energy consumption include launching the first major trial of fuel cells at its switching center and office building in Garden City, New York, which is expected to eliminate approximately 11 million pounds of carbon dioxide annually.

Council for an Energy-Efficient Economy (ACEEE), for every extra kilowatt-hour of electricity consumed by information and communications technology (ICT), the U.S. economy's energy savings has increased 10 times.

Verizon's Lloyd believes there is a bigger role companies like his can play in the energy reduction effort. According to the ACEEE study, ICT has played a role in reducing energy waste and increasing energy efficiency throughout the economy. Evidence suggests, however, the full range of efficiency opportunities that ICT can deliver has not been optimized. In another study by the American Consumer Institute, research suggests that broadband networks can reduce U.S. dependency on foreign oil by 11 percent over the next decade and eliminate more than one billion tons of greenhouse gas. Furthermore, a recent report prepared by Hewlett-Packard and the World Wildlife Fund for the World Economic Forum indicates that while the ICT industry is responsible for approximately two percent of global emissions, ICT solutions have the potential to be an enabler to reduce a significant part of the remaining 98 percent of the total CO₂ emitted by non-ICT industries and the public.

Panacea initially procured hybrid vehicles to demonstrate the company's support of clean fuel alternatives. More recently, however, the company got more serious about reducing carbon emissions by using some ICT companies. "We have addressed the transportation issue and the goal to achieve carbon neutrality by establishing an organizational operating environment

based upon the 'Virtual Now,'" says CEO Pan. "This approach moved the operations of the company to an online collaborative environment permitting our associates to work from anywhere. All of our corporate personnel now work remotely or from their homes, dramatically reducing the need for commuting and local travel."

Most CSR programs incorporate telecommuting as part of their plans. Ajay Gupta sympathizes with all of Northern Virginia, and says he might have a solution to the miserable morning commute with CSR. "We have also reduced the number of miles driven through our 100 percent telecommuting policy and carpooling efforts. This undoubtedly increases employee satisfaction and helps with recruitment," he says.

Lloyd has no trouble touting the triple bottom line benefits of broadband to telecommuters. "Broadband facilitates videoconferencing and teleconferencing," he says, "which help individuals and businesses share information and ideas more efficiently without emissions-intensive physical travel." According to a joint report by World Wildlife Fund and the European Telecommunications Network Operators Association, telecommuting just one or two days per week could decrease rush hours, resulting in less emissions polluting the air in cities worldwide. In addition, the report found that 10 million flexi-workers could yield savings of more than 11 million metric tons of CO₂ emissions, and 30 million telecommuters could achieve more

than 34 million metric tons of savings. In Australia alone, a recent Telstra report found that energy and travel cost savings for businesses and households brought on by telecommunications networks could reach approximately \$6.6 billion per year through a five percent reduction in greenhouse gas emissions by 2015.

Ajay Gupta advocates a telecommuting tax credit with the next Presidential administration. "For example, even a 10 percent reduction in the payroll taxes for an employee who telecommutes would be significantly helpful," he points out.

Without citing specifics, most people involved with CSR remain optimistic about its future as a new Presidential administration looms. However, most would agree with Barowitz, who says, "The industry is far ahead of the federal government in sustainable development. We welcome their entrance into the discussion."

With its emphasis on high tech—especially telecommuting—CSR offers some unique advantages to Northern Virginia and its corporate citizens. As the Iroquois proverb says, "In our every deliberation, we must consider the impact of our decisions on the next seven generations," (from *The Great Law of the Iroquois Confederacy*) so a well-thought-out CSR policy helps companies recruit and retain employees, reduces cost through more efficient energy use and—most important for Northern Virginia—cuts the number of cars on the road and helps ensure a healthy planet for future generations. **nvtc**

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

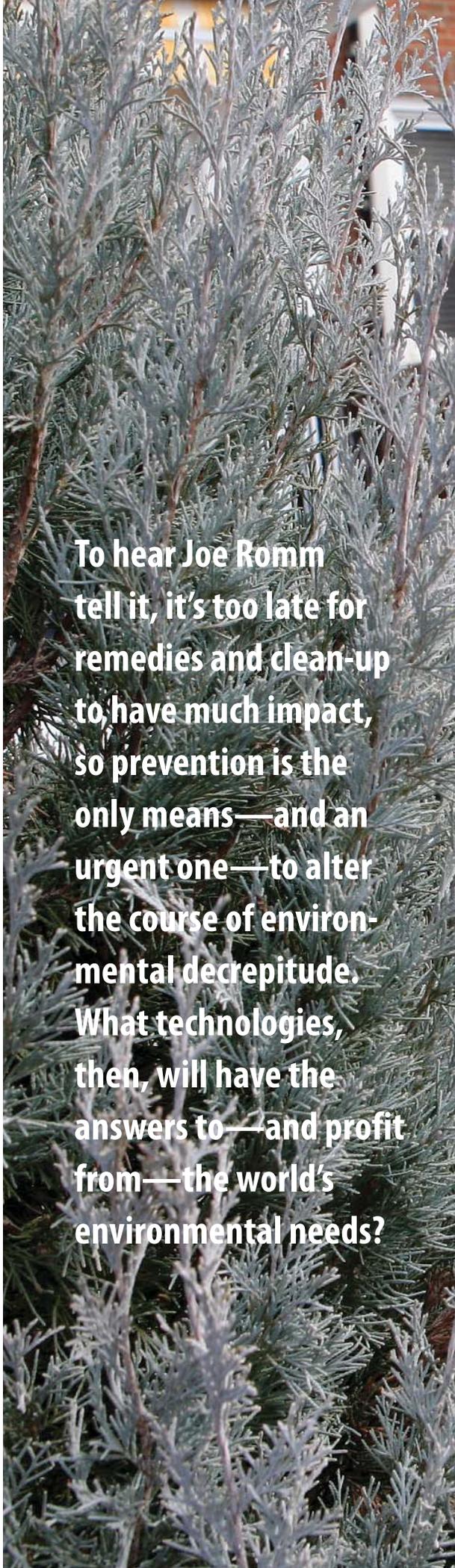
For more information on CSR, visit www.csrwire.com. The Global Reporting Initiative has developed guidelines to enable corporations and NGOs to comparably report on the social impact of their organizations.

The Profit of PREVENTION

Lately, almost everyone is vouching for his or her contribution to cleaning up the environment. All kinds of companies, large and small, claim to be involved not only in a variety of recycling endeavors, but also in their adherence to “green” practices, such as daylighting and other energy conservation measures, shorter commutes for associates, water conservation, and—when planning to build or to expand facilities—embracing sustainable construction practices. Certainly all of these endeavors have positive impacts on some aspect of carbon dioxide (CO₂) emissions, the chief culprit of global warming—not to mention reducing regional smog and other local environmental issues. However, these efforts are not entirely eleemosynary, as good citizenship, after all, is also good for business. And who can ignore the statistics about the need for environmental stewardship? Since 1990, there has been a 20 percent increase in America’s carbon dioxide emissions from the burning of fossil fuels, and carbon dioxide emissions are projected to increase by 15 percent by 2020 if we do not cap pollution; over the past two decades the U.S. fire season has increased by 78 days, a change that is closely tied to warmer temperatures and earlier snowmelt; and as many as 20 million people around the world are in danger of being displaced by more intense droughts, sea level rise and flooding by 2080.¹

One fact remains constant, however: “The United States continues to be the largest single national source of fossil fuel-related CO₂ emissions.”² And most of those emissions are directly related to the energy use of commercial buildings and transportation. According to experts like Joseph J. Romm, Ph.D., technologies that can actually reduce greenhouse gases—or even better, those that provide or enhance alternative sources of energy—are those that will be poised to profit in the coming decades.

In his presentation at a recent brown bag “lunch and learn” for the Technology Transfer and Innovation Forum, Romm, who is Senior Fellow at the Center



To hear Joe Romm tell it, it's too late for remedies and clean-up to have much impact, so prevention is the only means—and an urgent one—to alter the course of environmental decrepitude. What technologies, then, will have the answers to—and profit from—the world's environmental needs?

By Julie Warren



for American Progress and Executive Director and Founder of the Center for Energy and Climate Solutions, declared that because of the world's need for clean energy sources, "the next two or three decades will see a major shift in the way governments, individuals and businesses invest in technology." According to Romm—whose impressive resume also includes a stint as Acting Assistant Secretary of the U.S. Department of Energy and positions with the National Science Foundation project, "Future Directions for Hydrogen Energy Research and Education," as well as the Rockefeller Foundation and the Rocky Mountain Institute—as the availability of oil diminishes and prices for it continue to rise, those businesses that actually can find ways to replace the need for oil and coal will have an economic advantage.

Some industries have already embraced the changes that are necessary. "Clean technologies now make [good] business sense," says Romm, who points out that the costs of "clean tech" are dropping. "I don't think there's a major company in the world that isn't doing an assessment of their own greenhouse gas emissions or developing a greenhouse gas reduction strategy," he says. Major banks, for instance, including Morgan Stanley, JP Morgan Chase and CitiGroup, have declared that they will no longer finance new construction of coal-fired power plants. In creating and signing "The Carbon Principles," a document that lays out guidelines for climate change risk management and the financing of building new electricity power plants,³ these financial institutions are setting the bar for other businesses to help turn the tide of environmental ruin. And in turning that tide, businesses can position themselves for what Romm calls "The Trillion-Dollar Clean Tech Opportunity."

Asserting that "any technology that reduces greenhouse emissions will make money," Romm says that green technolo-

According to Joe Romm, as the availability of oil diminishes and prices for it continue to rise, those businesses that can find ways to replace the need for oil and coal will have an economic advantage.

gies cover a lot of territory, including alternative fuel sources, desalination, water purification and advanced methods of power storage—such as lithium and nickel metal hybrid batteries—and techniques for stored power delivery. "The power electronics market" he says "will be huge."

Romm talked at length about green buildings—what he called a "core area"—during the forum. After all, as he points out, buildings in the United States are responsible for 39 percent of CO₂ emissions. "Most people think it's the factories and cars that cause air pollution, but in fact it's buildings," he says. "And that's why the green building sector has exploded."

Consequently, according to Romm, not only will there be a welcoming market for alternative power sources—like wind-generated electricity, nuclear power, micro-hydraulics and solar energy—that can meet the demand for the kind of commercial consumption the United States requires, but also a growing market for "continuous commissioning" and other forms of advanced building systems management. "Information technology will play a large role here," predicts Romm. "Buildings will be managed over the Internet." Continuous commissioning, developed by Texas A&M researchers, tracks and monitors minute-by-minute data collected from sensors placed throughout buildings. "These systems demonstrate huge savings," says Romm. "If you do an energy retrofit without doing continuous commissioning, you'll never get the savings you were promised."

"The rock show of the clean tech space" is how Romm refers to the U.S. Green Building Council's annual conference, held each November. For all types of new con-

struction and building renovation, the USGBC's LEED (Leadership in Energy and Environmental Design) program offers a number of categories of voluntary guidelines for "the design, construction and high performance of green buildings." These guidelines and ratings encourage contractors, building owners and facilities managers to use recycled materials or materials and furnishings that are produced in regions near building sites; to select low-VOC paints, finishes and furniture; and to dispose of construction debris in a responsible manner.

Once a building is occupied, daylighting strategies and controlled power and water conservation, like low-flow or waterless toilets or rain collection systems, can also earn LEED points. Even negotiating a long-term lease—moving a business from one location to another is not only disruptive to a business and its personnel, but also creates debris and indoor air pollution—can earn a tenant a point on a LEED rating. According to Romm, "Any technology that gets you a [LEED] point is a fast-growing technology."

"We've been using oil to run our cars for 80 years, and that has to change," says Romm, who is emphatic that we "must have 60 mpg cars by 2040." An exponent of electric plug-in cars ("Every other alternative fuel costs as much or more than gasoline at current levels," he says), Romm drew forum attendees' attention to the recent announcement (January 2008) of Israel and Renault/Nissan's collaboration with Project Better Place to "create a market and an infrastructure for the mass production of electric vehicles." Such vehicles use electricity three to four times more efficiently than current hybrid engines, and

the range of drivers in most countries is 44 miles (or 70 kilometers) or less per day, which is easily within the limits of current plug-in autos.

In spite of this, Romm sees hybrid, plug-in, rechargeable cars as the most likely alternative to current gasoline-powered vehicles, and describes a three-fuel vehicle—all-electric for the first 20 miles, then hybrid/electric, followed with a blend of biofuels for long distances—as a promising model. He does not see much of a future for hydrogen-powered automobiles because of the major infrastructure changes required to make compressed hydrogen widely available. And to produce ethanol, another alternative fuel, he points out that “you have to compete for land and water resources,” both of which are endangered commodities.

“Drought may [be] the single largest impact of global warming,” says Romm, who discussed strategies—including desalination, energy storage and water reclamation—to remedy other environmental issues. He predicts that “after carbon-less technologies—as climates shift and the subtropics expand due to global warming—[technologies] that purify water, desalinate water or use water more efficiently will have a large market.”

“Solar thermal [also] will make a lot of people a lot of money,” says Romm. Solar thermal energy—which is different from solar photovoltaics that harness solar energy and convert it to electricity—generates power from solar energy collected and concentrated via lenses and reflectors. The heat can be stored and power can be generated from it when needed no matter what time of day or what the weather. An additional benefit, according to the Web site of the Solar Development Company, Inc., is solar thermal power plants create two and one-half times as many skilled, high-paying jobs as do conventional power plants that use fossil fuels.⁴

Romm isn't alone in his market forecasts. A recent special report in *The Wall Street Journal*⁵ documented how in seek-

ing ways to produce power for remote, “off-the-grid” areas of the world, some companies may find technologies that can be applied to needs larger than those for which they were first developed. One such innovation was created by a small group of Stanford Business School students in response to an assignment to “come up with a safe alternative to the main source of artificial light in the developing world—lamps lit by kerosene.” The result was the MightyLight, “a waterproof, portable lamp that runs on solar-powered batteries.” According to the *Journal*, to date more than 10,000 of the lights have been distributed by the New Delhi-based Ignite Innovations, Ltd., the company the students ultimately formed. The group is now working on a solar-powered cell phone charger. This particular technology, the benefits of which are obvious—more hours of light for work or school, as well as increased security for those who use it—is not dependent on large utility companies or expansion of the grid.

Like many, Romm is certain that “ultimately the federal government will pass legislation that requires reducing CO₂ emissions.” And every segment of the economy will have to contribute, he says, to cut CO₂ emissions the needed 50 percent by 2050. “The good news is that it's doable,” he adds. “And it's not expensive.” But the best news is that those technologies that can be applied to alleviating global environmental problems are poised to achieve tremendous profits beyond the dreams of many. **nvtc**

¹ www.environmentaldefense.org/article.cfm?contentID=5816

² cdiac.ornl.gov/trends/emis/tre_usa.htm

³ <http://www.socialfunds.com/news/article.cgi/2468.html>

⁴ www.solardev.com/

⁵ Guy Chazan, “Smaller Smarter.” *The Wall Street Journal*. Feb. 11, 2008. p. R10.

Joseph Romm, Ph.D., is a Senior Fellow at the Center for American Progress, where he is Editor of the online newsletter, *ClimateProgress.org*. Previously, he served as Acting Assistant Secretary for the Office of Energy Efficiency and Renewable Energy in 1997, and from 1995 through 1998, as Principal Deputy Assistant Secretary at the U.S. Department of Energy. In the latter position, Romm helped manage the largest program in the world for working with businesses to develop and use advanced transportation and clean energy technologies—\$1 billion aimed at energy efficiency, hybrid vehicles, electric batteries, hydrogen and fuel cell technologies, renewable energy, distributed generation, and biofuels. Romm is also the author of several books, including *Hell and High Water: Global Warming—The Solution and The Politics* (William Morrow, January 2007). Romm holds a Ph.D. in physics from MIT and researched his thesis on physical oceanography at the Scripps Institution of Oceanography.

The **Technology Transfer Forum Luncheon Series** is a monthly event co-organized by Technology Transfer Society – Washington Area Chapter, George Washington University Council of Entrepreneurial Tech Transfer & Commercialization, The Federal Laboratory Consortium, The Angel Investors of Greater Washington, The Entrepreneur Center @NVTc, Maryland Technology Development Corporation (TEDCO) and Rockville Economic Development, Inc.

NVTC Members Advance Green Initiatives

As the sustainability movement continues to gain momentum among all types and sizes of regional businesses and organizations, a growing number—and variety—of NVTC member companies recently affirmed their commitment to “green” practices.

The **Consumer Electronics Association** recently made headlines with its 2008 International CES, the largest consumer technology tradeshow in the world, which was also the largest carbon neutral event



Carbon Neutral: The 2008 CES

in history. Through its partnership with CarbonFund, CEA offset more than 20,000 tons of carbon emissions associated with the tradeshow by investing in a combination of certified renewable energy, reforestation and energy-efficiency projects. CEA had already “extended its commitment to the broader community” when it launched www.myGreenElectronics.org in 2007. The Web site provides information to consumers on how to recycle used electronics, calculate energy consumption, and find energy-efficient and eco-friendly electronics products.

NVTC Board Member and TecPAC Co-Chair Gary Pan, President & CEO of **Panacea Consulting, Inc.**, said in a recent issue of the *Washington Business Jour-*

nal that “our company now has a minimal carbon footprint.” In the article Pan details the company’s implementation of a virtual office and says that Panacea, a program management, information technology and information management company with federal, state and private sector clients, not only benefits the environment by eliminating associates’ commutes—as well as the “heat generated and power consumed by our offices, and the waste generated by previous paper-dependent operations”—but also has happier and more productive employees.¹

Sustainable Buildings

George Mason University, Northrop Grumman and **Ernst & Young** are among other NVTC members that have committed to LEED (Leadership in Energy and Environmental Design) ratings for construction projects. The U.S. Green Building Council’s LEED Green Building Rating System™ is a voluntary program that “encourages and accelerates global adoption of sustainable green building and development practices through the implementation of universally understood and accepted tools and performance criteria.” For more information on LEED ratings, visit www.usgbc.org.

Not only has **Ernst & Young**’s new office in Washington, D.C., achieved a LEED-CI (commercial interiors) rating, but a number of other E&Y buildings and office spaces are ENERGY STAR®-rated. More than 80 percent of E&Y offices and facilities have implemented timed night and weekend HVAC, and motion-sensor lighting exists in nearly one-third of the company’s facilities. Recycling is also a major initiative of E&Y. Toner cartridges, ink jet cartridges, paper and other office supplies are recycled in large percentages, and when carpeting and office equipment cannot be reused or donated, these items are also recycled.

In addition to sustainable building practices, **Northrop Grumman**, the global information systems company, has initiated a National Work Force Center, a new program that provides high-quality, cost-effective technology centers in specific locations within the United States that encourage teleworking and short commuting distances—practices that cut down on overall carbon emissions—to employees.

Northrop Grumman employs other unique technologies, including arranging computer equipment in such a way as to ensure consistency in heat, weight and energy loads, which optimizes traditional thermal dynamics-based cooling. The company also deployed virtual machines that incur minimal increases in electrical power loads and has developed an approach for reducing the power used by servers with hard drives, which optimizes hard drive power consumption.

Other Northrop Grumman sustainable practices include participation in demand/response programs with local utilities, effectively reducing the company’s manufacturing and office facilities’ energy use during peak consumption hours; active involvement in recycling programs, energy conservation and appropriate human resources practices; and the use of virtual world technologies, which can reduce travel-related energy consumption.

Reuse and Reduce

The Virginia office of **Micron Technology, Inc.**, reports that the company has reused more than one billion gallons of water since 2005 and has increased the average reuse rate by eight percent. Micron also has saved more than 17 million kilowatt hours in the past five years. The company’s plans for 2008 include saving an additional 15 million kilowatt hours and increasing its regional recycle rate to 47 percent, which will include reuse of materials as well as recycling of products.

BetterWorld Telecom, headquartered in Reston, is the first carbon-neutral telecom carrier in North America. The nationwide voice and data provider, which focuses on serving businesses, enterprises and organizations that have social and sustainable missions, achieved its 2007 environmental impact goals and received Zero Footprint carbon-neutral certification. The company is now working on attaining the second phase of its environmental goals, which includes implementation of a wind power/offset provider for its Web site, significant reduction in paper output—more than 80 percent of customer revenue is now e-billed—and introduction and sales of VoIP and unified communications products that use less power and have less equipment and wiring footprint.

Woman-owned **Turtle Wings™** is “committed to making the world a better place” by facilitating the reuse and recycling of electronics. The company offers a number of recycling and data destruction services to both government agencies and corporate businesses, including de-installation of large electronics, pickup and removal of unwanted electronics, recycling and data destruction certification. The company

also provides excess reusable inventory programs, product recall services and one-time or ongoing collection events for businesses or neighborhoods.

Greenbelt-based cyber security and IT service company, **Gsecurity, Inc.**, advocates and supports teleworking for staff, and makes documents available remotely—and securely—to staff who wish to work from home. The company also opened a second office in Rockville that is more convenient to staff, ultimately reducing carbon emissions that result from longer commutes.

Kodiak Finance, a woman- and minority-owned business, helps government and systems integrators, as well as commercial organizations, buy or lease environmentally friendly computers, and recycle or dispose of electronics securely and responsibly. The company also provides “green data center” audits, policies and best practices.

GlobalLogic’s goal is to be carbon positive within five years. “My hope is we can get there sooner,” says CEO Peter Harrison, an NVTC Board Member. Another GlobalLogic initiative is the creation of a green



Turtle Wings™ facilitates the reuse and recycling of electronics.

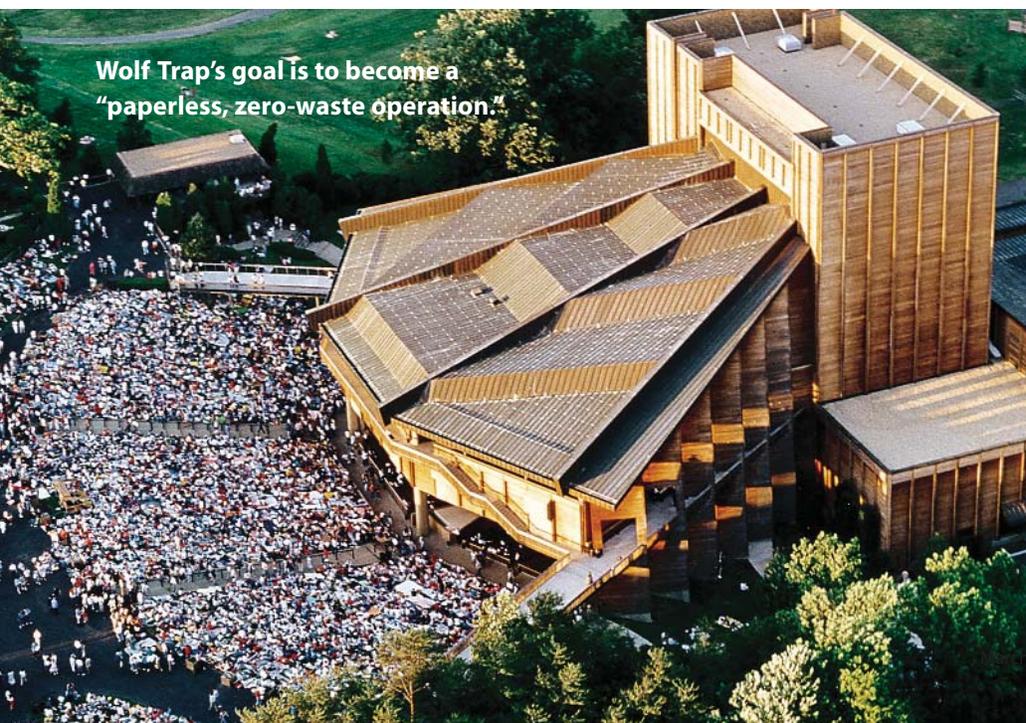
taskforce “charged with calculating our global carbon footprint,” Harrison says. GlobalLogic, headquartered in Vienna, has ongoing product development partnerships with more than 140 start-up, emerging and established technology clients in markets throughout the world.

In a recent issue of *Inside Arts Magazine*, Terrence Jones, President & CEO of the **Wolf Trap Foundation for the Performing Arts**, discussed “the positioning of Wolf Trap as an environmental model and resource for artists and arts presenters.” Jones states that the ultimate goal for the facility is to become a “paperless, zero-waste operation,” with plans for using alternative fuels and efficient vehicles, as well as “the purchase of wind credits to offset carbon emissions at the Center for Education.”² **nvtc**

¹ Gary G. Pan. “Working in the Virtual Now Becomes Reality for Firm.” *Washington Business Journal*, Jan. 25-31, 2007, p. 21.

² Kristen Andresen. “The LEED,” *Inside Arts Magazine*. September/October 2007, pp. 37-41.

If your company is green, NVTC wants to know about it. Send your story via e-mail to goinggreen@nvtc.org.



Wolf Trap’s goal is to become a “paperless, zero-waste operation.”

ROBERT LLEWELLYN

NVTC Initiatives Support Community, New Business,

Progress is a regular column in The Voice of Technology providing news and updates about distinctive NVTC initiatives: The Equal Footing Foundation, The Entrepreneur Center @NVTC and NVTC TechPAC.

Equal Footing Foundation Receives \$20,000 CEA Grant

The Equal Footing Foundation, the charitable arm of NVTC, recently was awarded a \$20,000 grant from the **Consumer Electronics Association (CEA)**—an NVTC member—to support the Foundation’s youth development and education initiatives. EFF will use the grant to support outreach efforts for students who lack access to technology at home, as well as to sustain a number of other education and workforce develop-



Students from area Computer Clubhouses compete in a Botball tournament.

ment initiatives, including its annual Botball robotics programs. Clubhouse students in the Botball programs design and build robots to compete with other regional teams, and have performed exceptionally well at the annual Botball Robotics Competitions, held at the University of Maryland, College Park.

“CEA is pleased to be a part of EFF’s efforts because we believe that kids should be exposed to technology,” said **Gary Shapiro**, CEA President & CEO and NVTC Board Member. “EFF is

helping underserved kids in Northern Virginia and we are honored to support this important mission.”

EFF currently has six Computer Clubhouses, each located in established community centers throughout the area, that provide safe after-school development and educational programs for underserved area youth. As many as 1,500 Fairfax County students attend these Clubhouses each week to work with peers and adult mentors to explore their academic potential and develop self-confidence and marketable technology-oriented work skills in preparation for future careers.

Colleen Hahn, EFF President & Executive Director, said, “We hope CEA’s generous support will encourage others in the technology and business community to give back to our local youth, as they are our future workers.”

In addition to donating funds, another way to support the Foundation is by volunteering at one of the Clubhouses. **Alex Kennedy**, of **CACI International**, who feels you can “make more of a difference by being there” for the kids, is one such volunteer. “Alex has been with BotBall longer than anyone else,” says Hahn. “He is extraordinary and the kids love him,” she adds. Kennedy, who says he initially volunteered because of his personal interest in the counseling field, says, “I needed to get some experience.” He offered to work in the Computer Clubhouse Botball program, in particular, because “as a programmer, it was a natural fit.” Of the kids he works with, Kennedy says, “It’s always amazing to see how quickly the kids grasp the concepts.”

John Taylor of **iWay Software** is another Botball volunteer. “I’ve always wanted to volunteer but [until now] never had the opportunity to ... use some of the skills I use at work. This one turned out to be perfect,” says Taylor. He especially enjoys watching as the kids “actively participate as a team,” and is proud of his team’s success in last year’s regional Botball tournament.

EFF continues to recruit volunteers for homework help, graphics projects, digital music making and Botball. Botball volunteers should have a working knowledge of LEGO® MINDSTORMS™

Legislation

programmable modules and/or specially designed programmable modules designed by the KISS Institute. For more information on EFF volunteer opportunities, contact Colleen Hahn at chahn@nvtc.org or (703) 904-7878, ext. 231, or visit www.efooting.org.

New TEConnect Offers B2B and B2G Partnering Opportunities

TEConnect, a new, free online service of **The Entrepreneur Center @NVTC**, brings small- and medium-sized NVTC member companies together with larger companies that are seeking partners for ongoing or upcoming contracts and projects. Because TEConnect draws data from the NVTC member database, member companies interested in partnering opportunities—in both the business-to-business and business-to-government markets—should enroll by



clicking on “Edit Company Profile” at www.nvtc.org/membership and completing the demographic and government contractor sections. Representatives of large companies, whether or not they are NVTC members, can find potential small- and medium-sized company partners by visiting <http://tec.nvtc.org> and clicking on the “TEConnect” button. For more information, send an e-mail to the Entrepreneur Center at TEC@nvtc.org.

Growth Strategies Available Through Entrepreneur SOLUTIONS

Entrepreneur SOLUTIONS, The Entrepreneur Center @NVTC’s program for matching mentors, coaches and advisors with new businesses that are attempting to reach the next phase of their growth, continues to seek volunteer advisors willing to work with young companies. Entrepreneur SOLUTIONS, one of a variety of programs offered through the Entrepreneur Center, pairs experienced professionals with backgrounds in accounting, legal services, busi-

ness planning, finance, and sales and marketing with new enterprises and start-up companies that are seeking guidance on how and when to develop business plans, how to assemble management teams and how to craft strategies for expansion. For more information about Entrepreneur SOLUTIONS, either as a start-up enterprise or as a volunteer advisor, e-mail Ila Talwar, Project Coordinator, at italwar@nvtc.org or visit <http://online.nvtc.org/solutions/about.htm>.

The Value of NVTC TechPAC

A key benefit of membership that helps to bolster the success of our member companies and ensure that Northern Virginia remains a global technology center—**NVTC TechPAC**—is perhaps the least understood by NVTC members. According to **Dendy Young**, TechPAC Chairman and McLean Capital CEO, the PAC or “political action committee” is a “very important part of the value NVTC adds to the community.” TechPAC is essential for NVTC to compete for its legislative priorities against other well-organized industries in the Commonwealth. It also allows NVTC members to combine financial resources to support candidates for the Virginia Senate and House of Delegates and other candidates for state office who champion issues of importance to the technology business community in our region and across the state. By pooling our financial resources, NVTC can have a stronger voice in Richmond—and better protect and enhance the tech industry’s and member companies’ professional interests.

Last year, TechPAC doubled its contribution base to more than \$100,000 and was able to contribute to 87 candidates across the state who share NVTC’s legislative priorities and pro-technology views. For the next election cycle, the PAC again needs to double its contribution budget and influence in Richmond even further. NVTC’s goal for TechPAC is for it to become the top industry PAC in the Commonwealth.

To contribute or learn more about NVTC TechPAC, contact Allison Glatfelter, NVTC Public Policy Manager, at aglatfelter@nvtc.org or (703) 904-7878, ext. 218, or visit the TechPAC page at www.nvtc.org. **nvtc**

TechPAC is essential for NVTC to compete for its legislative priorities against other well-organized industries in the Commonwealth.

The Virginia state legislature closes March 8, as *The Voice of Technology* goes to press. Look for news of the 2008 Virginia legislative session in the May/June issue.

NVTC Media Partner

WashingtonTechnology
Business Intelligence for Government Systems Integrators

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COMMITTEE SPOTLIGHT



(l-r) NVTC Board Member Jim LeBlanc of the American Kuwaiti Alliance; Claire Denton of the British Embassies' UK Trade & Investment and Jill Stelfox of Defywire at the South East England Development Agency and UK Trade & Investment dinner in late November 2007.

Infused with New Energy, NVTC International Committee Looks to New Opportunities in 2008

Building on momentum from the successful launch a year ago of the online Global Resource Map (www.NVTCGlobalResourceMap.org), the NVTC International Committee, under the leadership of Chair Randy Reade of Zipzone and NVTC Board Liaison Jim LeBlanc of the American-Kuwaiti Alliance, hosted three high-level guest speakers at its fall 2007 meetings. NVTC Board Member Mike Daniels of SAIC encouraged an audience in October to “think big and think globally.” At the committee’s November meeting, NVTC Board Member Bob Dinkel of FedResults described lessons learned while with Computer Associates as he dealt with localization challenges, such as translation, foreign cultures and country-specific laws. NVTC Board Member and a founder of the Internet Bob Kahn of Corporation for National Research Initiatives in December provided his perspective on the future of the Internet and its impact on global business.

The NVTC International Committee closed 2007 by hosting an interactive roundtable dinner, co-sponsored by South East England Development Agency and UK Trade & Investment, to facilitate dialogue among UK science, technology and investment concerns and Northern Virginia-based companies and technology C-level executives interested in investment opportunities in Britain or in establishing a presence there.

Most recently, the NVTC International Committee introduced the “Embassy Initiative” by contacting representatives from embassies with significant or emerging technology sectors. Plans are afoot to bring the embassy officials together for meetings throughout 2008 to discuss successes and hurdles in developing their countries’ technology sectors.

To learn more about the NVTC International Committee, as well as to expand your business globally, contact Randy Reade at zlttd@earthlink.net. **nvtc**

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Gary Shapiro

President and CEO of Consumer Electronics Association and NVTC Board Member



NVTC member since:

2000

Favorite NVTC memory:

I enjoy so many things NVTC does: The big gala dinners, the mixers at Bobbie's [Kilberg, NVTC President & CEO] home and the breakfasts with the great speakers.

Value of NVTC membership is:

Huge! NVTC attracts the top business leaders in the region, and you can get to know them easily. More, as an advocate for technology and the region, NVTC is best of its class.

CEA is "green" because:

We promote telework, we have a special benefit incentivizing employees to live close [to the office], we subsidize Metro, we have the largest event in the nation (the International CES) and we are making it green—plus our members' products are allowing telework, remote sensing, Internet access and linked communication anywhere, anytime. Plus our members have sold most of the 2 billion products with the EPA ENERGY STAR® label.

Today's breakfast includes:

Melon and toast with peanut butter.

"Routine" work day includes:

Working to make something happen and make a difference. Being a CEO means focusing on the big picture, people and partners. Avoiding the barrage of e-mails, minutiae and immediate issues is a challenge. Every day I want to do something positive, create something, and reach at least two people I have not touched in a while. When in town, I do the 5:15 p.m. "boot camp" we have at our office with other interested employees. Then I shower and go to a dinner or I stay in the office and work until late.

If I wasn't working at CEA, I would be:

Speaking, writing and advising companies on strategy.

When I was a kid, I dreamed of:

Running things. I think I can make anything run better. I wanted to transform Greyhound (because I was frustrated using their buses). I wanted to run Amtrak (same). Whatever I see close up—if it isn't a great experience—I want to run it. That's how I took over managing the Jones Beach Theater restaurant and its 100 employees at age 19.

Proudest accomplishment (professional or otherwise):

Professionally, guiding industries and governments on the launch of HDTV and successfully fighting content industries to ensure they did not block new time-shifting and place-shifting technologies. Also building International CES to a world-dominant event and introducing an innovative culture to our organization. Personally, I am proud of my wife and sons.

Three adjectives that best describe you:

Driven. Creative. Confident.

Suit, khakis or jeans:

Suits mostly. Jeans otherwise.

Technology I CAN'T live without:

Must I choose among my children?

Technology I CAN live without:

Jet ski

PC or Mac?

PC

BlackBerry or Treo?

Blackberry

Last book read:

Obama's *The Audacity of Hope*

Favorite movie of all time:

"Groundhog Day." It shows the possibilities of an ordinary day.

Top vacation destination:

Anywhere my wife is.

Car I drive:

BMW 325



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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 200,000 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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