

the voice of technology

**Magnet for Scientists  
Powers Up in Loudoun  
Janelia Farms' One Year Anniversary**

November/December 2007

**nvtc**

**northern virginia technology council magazine**

[www.nvtc.org](http://www.nvtc.org)

**Inside:  
Tech Celebration:  
NVTC's Annual Banquet!  
Fall FUSION FEST!**



# Happy Holidays

from the staff of the  
Northern Virginia Technology Council

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November/December  
Vol. 17 No. 6

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#### Northern Virginia Technology Council

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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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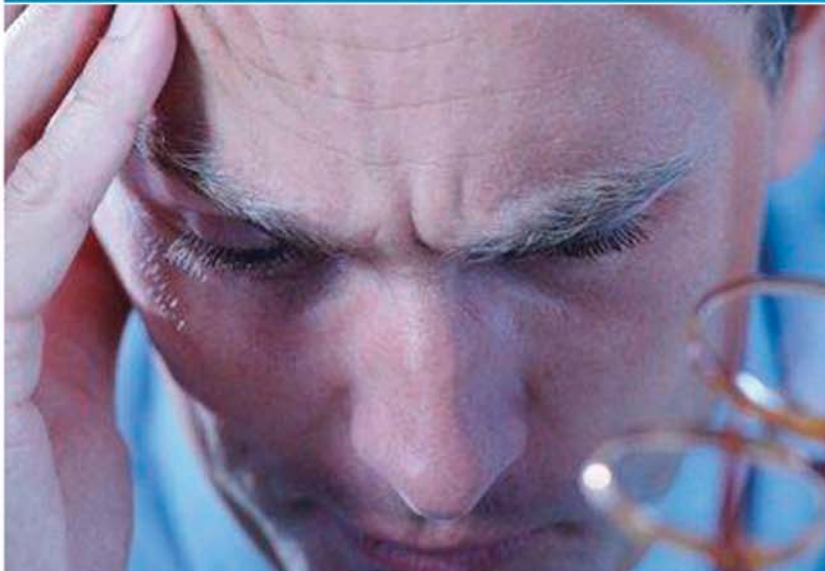




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## MESSAGE FROM THE BOARD

**W**elcome to this edition of *The Voice of Technology*. I encourage everyone to read the interview with Gerry Rubin of Howard Hughes Medical Institute Janelia Farm. In it, Gerry focuses on what has been an exciting first year of operation. We at George Mason University have also been experiencing our share of excitement as well. With nearly \$600 million in capital projects to be completed within the next two years, our institution continues to grow in exciting and innovative ways that, collectively, enable us to better meet the needs of our students, the region, and far beyond. One of our upcoming facilities is the focus of my article.

When it is completed, the George Mason University's Biomedical Research Laboratory will be one of our most exciting facilities. It will be one of 13 regional biocontainment laboratories being built nationwide with funds from the National Institute of Allergy and Infectious Diseases (NIAID) and will help push our institution into the ranks of the leaders in our nation's efforts to combat bioterrorism. Research at this facility will focus on newly emerging diseases such as SARS, avian influenza and West Nile virus, as well as anthrax, plague and tularemia—all very real problems in today's world.

Research conducted at George Mason University is real-world based. Whether it addresses climate change, neurological diseases such as Parkinson's or Alzheimer's, the treatment of cancer, or traffic congestion in Northern Virginia, the work of the many scholars at our institution is diverse, yet singular in purpose in that all of it is geared to serve our region and nation; address real problems that touch all of our lives, directly and indirectly. The work that will be transpiring at this new research laboratory will be as relevant and timely as any other comparable work currently underway at Mason. Specifically, it will pertain to infectious diseases, something that poses a major threat to the health and security of people everywhere. This facility will provide Mason's team of infectious diseases experts with the cutting-edge equipment needed to take this critical research to the next level in the search for lifesaving vaccines and therapies.

While the reality of the lab itself is exciting, equally rewarding is what it represents in terms of collaboration and partnership. George Mason University's entire history in Prince William County has been the result of the joining together of local and regional entities. Our Prince William campus is a showcase of what can hap-

pen when local, state and federal entities combine their strengths to work toward the common good of the people. In the case of Mason, we have created a vibrant and thriving campus that is the direct result of the leadership and vision of our friends in the City of Manassas and in Prince William County. Together, we are helping meet the educational needs of our region.

This new lab signifies the evolution of that unique partnership. We at Mason remain grateful to those public servants—past and present—with whom we have worked to turn Prince William County into a showcase of how a region can benefit when the public and private sectors join forces.

This new lab is expected to be open in summer 2009. It will be located on 10 acres of land adjacent to Mason's Prince William campus. Its overall cost is \$42 million, of which \$25 million comes from the NIAID, \$2.5 million from the Commonwealth of Virginia and \$15.3 million from the University. Mason will own and operate this facility. It is important to note that only personnel trained in biocontainment procedures and authorized to work with the biological agents will be allowed in the lab's containment areas. Agencies involved in regulatory oversight for the lab include the National Institutes of Health, the Centers for Disease Control and Prevention, the Association for Assessment and Accreditation of Laboratory Animal Care International, and the U.S. Department of Agriculture.

Viable homeland security is everyone's business. This exciting new lab represents one activity by and at George Mason University that helps this important challenge. With the continuing support of members of the community, we can help make a positive difference in the future growth and prosperity of our region and nation.

*Alan Merten*  
President, George Mason University  
NVTC Board Member



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**AH&T Insurance** has been named "Best Practices Agency" by the Independent Insurance Agents & Brokers of America in a study of the leading independent agencies in six revenue categories. More than 800 agencies throughout the United States were nominated to take part in the annual study, but only 195 agencies qualified for the honor. The annual survey and study documents the business practices of the "best" agencies and urges others to adopt similar practices. AH&T Insurance is a founding member of NVTC and is the managing partner for NVTC's member benefit insurance programs, BeneNet and RiskNet. **John Love**, Principal at AH&T, serves as Secretary on the NVTC Board of Directors. [www.nvtc.org/insurance.htm](http://www.nvtc.org/insurance.htm) ■ **Cyveillance**, a world leader in cyber intelligence, announced that security management executive **Richard Whitman** has joined the company as Vice President of Sales. Whitman will leverage his experience in the security and intelligence fields to lead customer expansion, manage the current account base and increase Cyveillance's presence in new industries. Whitman comes to Cyveillance from SilentRunner, Computer Associates and Global Integrity. **Panos Anastasiadis**, Chairman, CEO & President of Cyveillance, serves on the NVTC Board of Directors. [www.cyveillance.com](http://www.cyveillance.com) ■ **HireStrategy** has been named one of the Washington, D.C., area's "Fastest Growing Firms" by the *Washington Business Journal* with an average annual growth rate of 68.16 percent from 2004-2006. The privately held company had 2006 revenues of \$15.9 million and has doubled the size of its staff in the past 18 months. HireStrategy provides consulting, permanent placement and executive searches for technology, sales, financing and accounting, administrative, and human resources positions. It was ranked by the *Washington Business Journal* as the #1 staffing firm in the Washington area, and was recognized by *Washingtonian* magazine as one of Washington's "Great Places to Work." [www.hirestrategy.com](http://www.hirestrategy.com) ■ This year will be the 60th anniversary of the founding of **Cherry, Bekaert & Holland, L.L.P. (CB&H)**, one of the largest regional public accounting firms headquartered in the Southeast. CB&H began in August 1947 as a small practice in Wilmington, North Carolina, led by Harry Cherry. Today, in addition to CB&H's core accounting, audit and tax services, the firm provides strategic advice in areas to include merger and acquisition advisory, financial and operational risk management, Sarbanes-Oxley compliance, internal audit, IT advisory, specialty tax consulting, fraud and forensic accounting, and wealth management services. In other news, CB&H also announced several staff changes: the promotion of **James M. Anderson** to Partner in the firm's Government Services Group, the addition of **Ed Mazur** to its Specialized Industry Group as Senior Advisor for Governmental Financial Management and the addition of **Samuel G. Davidson** as a Director with the firm's Government Contractor Services Group. <http://www.cbh.com> ■ **GTSI Corp.**, an IT infrastructure solutions and services provider to government, has been inducted into the Panasonic Computer Solutions Company "Partner Hall of Fame." The announcement was made at Panasonic's 2007 Toughbook Preferred Partner Program (TP3) event, where GTSI also received an award for leading sales to the government. **Jim Leto**, President & CEO of GTSI, serves on the NVTC Board of Directors. [www.gtsi.com](http://www.gtsi.com) ■ **Lee Technologies, Inc.**, a leading provider of solutions which enable commercial enterprises and public sector agencies to avoid disaster and mitigate risk to their physical infrastructures, announced that **James R. O'Neill** has been appointed to its Board of Directors. O'Neill, a Vice Chairman of the NVTC Board of Directors, is President of Northrop Grumman Information Technology (IT). At Northrop Grumman, O'Neill directs one of the world's premier providers of advanced IT, engineering and business solutions for government and commercial clients. He also manages the corporation's IT shared service organization, which manages and im-

plements enterprise solutions in partnership with the corporate office. Prior to joining Northrop Grumman in 2002, O'Neill served as Senior Vice President and General Manager of Oracle Services Industries and held senior positions at Lucent Technologies and Digital Equipment Corporation. **John C. Lee, IV**, Chairman & CEO of Lee Technologies, is Chairman of the NVTC Board of Directors. [www.leetechnologies.com](http://www.leetechnologies.com) ■ **Managed Objects**, a business service management (BSM) company, has won a competitive contract, including software and professional services, with the U.S. Customs and Border Protection Agency. Customs and Border Protection will leverage Managed Objects' BSM software to correlate data from existing multi-vendor IT management tools to more effectively manage its mission critical applications. In one example, through Managed Objects' "single pane of glass" service perspective, the agency will ensure high availability and performance for those applications associated with port of entry operations, including passenger and cargo entering and leaving the United States. [www.managedobjects.com](http://www.managedobjects.com). ■ **QuickArrow, Inc.**, a leader in SaaS Services Automation, announced that Endeca has become its 10th client to complete integration certification on QuickConnect, the SaaS company's Web Services API, which enables users to fully integrate QuickArrow with their organizations' existing front and back-office business applications. QuickArrow provided Endeca with documentation, consulting and a sandbox environment throughout the certification process, allowing them to design, build and test their integration. QuickArrow also has six additional clients in the certification process, with integrations including Great Plains, Softrax, Intaact and Microsoft CRM. In other news, QuickArrow, Inc., was included in Deloitte's prestigious "Technology Fast 50" for Texas and was also named to *Software Magazine's* "Software 500" ranking of the world's largest software and service providers. The Software 500 is a revenue-based ranking of the world's largest software and services suppliers, targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing. [www.quickarrow.com](http://www.quickarrow.com) ■ **SRA International, Inc.**, a leading provider of technology and strategic consulting services and solutions to federal government organizations, has been awarded a competitive task order to provide a broad range of technical services to the National Institutes of Health's Office of Research Services. The task order, awarded under the Chief Information Officer Solutions and Partners 2 Innovations (CIO-SP2i) contract, has an estimated value of \$25.5 million over four years if all options are exercised. The SRA team will deliver project management; enterprise architecture; systems design, development and integration; business intelligence; information security; and geospatial services and solutions. SRA has also been awarded a task order to implement an enterprise-wide infrastructure architecture for the U.S. Department of Justice. The task order, awarded under the Information Technology Support Services-3 contract, has an estimated value of \$59 million over three years if all options are exercised. SRA was awarded more than 60 new contracts in the September quarter with a total value of nearly \$800 million if all options are exercised. **Stan Sloane**, President & CEO of SRA International, serves on the NVTC Board of Directors. [www.sra.com](http://www.sra.com) ■ **TRAINING SOLUTIONS, Inc. (TSI)**, which provides performance development training programs, human resource services, executive coaching and workforce consulting, is celebrating its 12th anniversary. **C. Michael Ferraro**, Co-Owner of the company and a Member of the Board of Trustees of the NVTC TechPac, along with Co-Owner **Sharon Ferraro**, also announced the firm's contract with the United Nations' Assistance Mission in Afghanistan. [www.trainingsolutions.com](http://www.trainingsolutions.com).

Whatever your news, we want to hear about it!  
Send YOUR bits & bytes to [bits@nvtc.org](mailto:bits@nvtc.org).

# SCIENCE + TECHNOLOGY + ENGINEERING + MATH = THE STRENGTH OF THE FUTURE IN A KNOWLEDGE ECONOMY

**G**rowing Virginia's highly skilled, highly educated technology workforce is a long-standing NVTC priority. On both the state and federal levels, NVTC has strongly advocated for education funding, initiatives and program activity to bolster the science, technology, engineering and math (STEM) talent pipeline; expand our capacity to produce a world-class technology workforce; to grow, attract and retain the best and brightest science and technology teachers; and bolster the number and quality of students graduating in technology-related fields. The future of Northern Virginia's technology economy relies on the continuing ability and willingness of the public sector and our K-12 educational institutions, colleges and universities to respond to business demand for a smart, highly educated workforce ready to respond to rapidly changing business models, technologies, products and services.

In December 2005, NVTC joined AeA, the Business Roundtable, the Council on Competitiveness, George Mason University and the National Association of Manufacturers in co-hosting the "National Summit on Competitiveness: Investing in U.S. Innovation," which was initiated by U.S. Representatives Frank Wolf (R-VA), Sherwood Boehlert (R-NY) and Vernon Ehlers (R-MI). Participants in the summit, including 16 members of the NVTC Board of Directors, urged the Bush Administration to focus on greater federal investment in research, stronger policies that make science and mathematics education a higher priority and immigration reform to keep highly skilled workers in the United States.

In this two-part series\*, NVTC has asked two education policy thought leaders in the Virginia House of Delegates to each share their ideas, proposals and strategies as they relate to educating Virginia's technology workforce of the future. In this month's interview, Delegate Cosgrove (R-Chesapeake), who recently shared some ideas before a joint meeting of the NVTC Public Policy Steering Committee and the Workforce Committee, reflects on technology education in Virginia.

*\*Part one of this series, an interview with Delegate Dave Poisson, was published in the September/October edition of The Voice of Technology and is available at [www.nvtc.org](http://www.nvtc.org).*



**John A. Cosgrove**  
Delegate, 78th House District

John A. Cosgrove, a Republican, represents the City of Chesapeake in the 78th House District. Elected in 2001, and now serving his third term in the Virginia General Assembly, Delegate Cosgrove has focused his efforts on improving public safety, education, transportation and protecting the Chesapeake Bay, as well as our family values. In the General Assembly, Delegate Cosgrove serves on four important committees: Transportation, General Laws, Privileges and Elections, and Science and Technology.

Under General Laws, he serves as Chairman of the Professions/Occupations and Administrative Process Subcommittee and is a member of the ABC / Gaming Subcommittee. Additionally, he serves as Chairman of the Virginia Delegation of the Chesapeake Bay Commission, and has been appointed to the Joint Commission on Technology and Science (JCOTS), the Base Realignment and Closure (BRAC)-related Virginia Commission on Military Bases, and the Virginia Housing Commission. Under JCOTS, he is Chairman of the Modeling and Simulation Subcommittee, Chairman of Cyber Crimes Subcommittee and a member of the Nanotechnology Working Group.



*The depth and breadth of northern Virginia's technology industry is widely acknowledged as one of the Commonwealth's shining stars. And while the outlook for continued growth in Virginia's technology sector appears rosy, an awareness of the health of the foundation of this industry is a front-burner issue. Will the Virginia of the future continue to have access to its most precious commodities: a talented and well-educated workforce and an ample and ongoing supply of scientists, engineers, mathematicians and technologists? Realizing what's at stake, public and private interests are focusing on the strengthening of fundamentals for Virginia students in the critical subject areas of science, technology, engineering and math.*

**NVTC:** Are there any special efforts or programs that you currently involved with that will support growth and excellence in STEM courses K-12, or at the community college or university level? Please tell us about them.

**Delegate Cosgrove:** I currently act as Chairman of House Joint Resolution 25 (HJR-25), a study of how we teach STEM in our educational system. We have been working for the last year and a half to find out why kids lose interest in STEM subjects and what we can do as a Commonwealth to help excite kids and keep them interested in STEM. We have a wonderful panel of people working on this issue and we will be providing recommendations to the General Assembly this January on initiatives that will help expand the number of students taking higher math and sciences throughout high school and college.

**NVTC:** What initiatives or legislation will you be involved with during the upcoming session of the General Assembly to help Virginia compete nationally and internationally in technology and innovation?

I serve on the Joint Commission on Technology and Science (JCOTS) where we will investigate initiatives aimed at helping our technology sector compete nationally as well as internationally. I chair two very important advisory groups for JCOTS. These are the Modeling and Simulation Advisory Committee and the Aerospace and Space Exploration Advi-

sory Committee. These committees include members of JCOTS, members of our university faculties and industry experts who work together to help the members of JCOTS understand what the Commonwealth can do to help industry and academia excel in the competitive marketplace. I also work on the Nanotechnology Advisory Committee and I chair the Cybercrimes Working Group. All of these committees invite industry experts in related fields to brief the members and allow for detailed questions and answers from those who are kind enough to spend their valuable time with our groups. The information we receive from these fine people helps us determine what policies and initiatives the state should pursue in order to accelerate the development of these new and exciting technologies.



**NVTC:** We live in a "knowledge economy." What specific changes—statewide and/or in your locality—will Virginia need to undergo in order to keep up with the times?

Virginia is already far ahead of many states when it comes to dealing with the "knowledge economy," but we are also behind some of the more technologically progressive states. First and foremost, we must ensure broadband accessibility to all Virginians so that our entire state can participate in the current business environment as it exists today. We must also take advantage of the tremendous talents and capabilities of the Northern Virginia companies who are at the forefront of IT and the innovations associated with our economies. I believe that the Commonwealth must continue to invest in technology incubators and to structure tax incentives that will entice existing companies as well as new companies to expand their businesses and talents here in Virginia.

Continued on Page 10

**NVTC: With a greater and greater emphasis on information technology, and our growing dependence on international PhDs, what do you think Virginia must do to attract and retain science and engineering talent?**

I have sponsored legislation that would provide "grant" scholarships to students who seek degrees in math, engineering, computer engineering, physics, chemistry and other "hard sciences" from Virginia institutions of higher learning. These awards would be forgiven if the graduate works in the Commonwealth of Virginia in a technology-related field for a period of four years. This would entice students to complete their technology-related degrees and to plant roots in Virginia after college. It then becomes part of the industry relationship to keep these employees after those first four years. It is my hope that these scholarships will be funded in the next budget cycle so that we can start to reap the harvest of our universities and expand the supply of critically needed technology employees.

*"The relationship between our universities and our Virginia companies is critical to developing new and exciting technologies that will benefit all Virginians."*

**NVTC: How important is the collaboration and cooperation between academia and industry, in your opinion?**

The relationship between our universities and our Virginia companies is critical to developing new and exciting technologies that will benefit all Virginians. I was proud to have been the chief sponsor of House Bill 134 in 2006 that made the licensing and sharing of intellectual property between universities and industries much easier in the Commonwealth. This common sense legislation will help bridge the relationship that is vital between research organizations and the private sector that can implement and market new technologies.

Additionally, industry must be part of the research efforts at our Virginia universities and colleges. Research by itself is not nearly as useful as a discovery that can have applica-

tions in the private sector and allow collaboration that will be beneficial to both the university and the private sector company.

I am honored to serve on the Advisory Board for the Old Dominion University Batten College of Engineering and Technology. This board is made up of industry representatives who offer advice to the dean of the engineering school on matters that may include new technologies, ethics, business environment, state policy matters and many other areas of concern that will affect the college and its students. This collaboration of industry, government and education is offering the university years of industry expertise that will benefit the students and the university for many years to come. It also provides opportunities for networking between employers and prospective employees. Everyone benefits!

**NVTC: What can we do to ensure all citizens acquire basic science and engineering knowledge?**

This is really the responsibility of our K-12 educational system. That being said, it is also important that industry is willing to become involved in the teaching and real world application of the subjects that are taught in our schools. The close relationship of the private sector and our schools will help boys and girls of diverse backgrounds and cultures understand that math and science don't have to be boring and that these subjects affect their lives every day. It is also imperative that the teachers who teach STEM must be enthusiastic about the subject they teach and that the teacher should work to make learning fun and relative to the real world.

**NVTC: What can be done to teach children about the importance of teamwork? How important will teamwork be in solving problems of the 21st century?**

There are several initiatives that are teaching the importance of teamwork that are being utilized in our educational system. My son participated in "Odyssey of the Mind" in elementary school and had to work with a team of students to develop a presentation having to do with time travel. The "First Team Robotics" competition is also a great opportunity for students to compete with students throughout Virginia, as well as the nation. Old Dominion University is spearheading "Project Lead the Way" in Virginia and will

entice students at the middle and high school level to excel in engineering and science. There are other initiatives and programs available from companies that hire summer interns and the students must be shown the need for teamwork during their exposure to the "real world."

### NVTC: What can schools, colleges and universities do to inspire and motivate students to learn STEM subjects?

Schools must try to place a positive social value to STEM and make the student feel that they are valued for their interest and success in STEM-related fields. Also, more attention must be paid by high schools in particular to explain that some of the highest paying jobs are obtained by graduates with technology based degrees. I believe that it is also important to have as many competitive opportunities to excel, starting in elementary school. The sense of pride and satisfaction in competing and showing what your team has accomplished cannot be overstated. I also believe that we must encourage the desire to succeed in STEM at the middle school level so that students will maintain their interest in STEM and choose to study higher math and the sciences in high school and college.

I also believe that there is a critical need for more schools that will duplicate the same model used at the Thomas Jefferson High School in Fairfax County. Those of us who serve on HJR-25 visited Thomas Jefferson High last year and came away with a real appreciation of the advanced learning that is being accomplished at that great high school. I applaud the school system in Fairfax County and the surrounding school systems for developing this extremely innovative and valuable school model. Virginia must look at these types of innovative opportunities throughout the Commonwealth and strive to provide the same type of opportunities to many more students our state. The cost will be great, and the educational culture will have to be modified, but the cost of inaction on our part will be devastating to our future competitiveness.

### NVTC: What role can researchers play in helping educate future generations?

Researchers must become involved in the educational process at the earliest possible time. The interaction of "real world" technological experts can be critical to maintaining the interest of students in STEM. Many companies are taking up the responsibility of working with their local schools and helping students realize the current and future value of a STEM-related degree. This will benefit both the community at large as well as planting the seeds of enthusiasm for STEM that is of paramount importance to an educated and technologically viable workforce for the future.

### NVTC: Is there anything else you would like to add?

Yes, thanks. Our work with STEM education and workforce issues in the General Assembly is just starting. The conversations I have had with the technology community has had a common thread throughout each meeting. We are falling behind in supplying educated, enthusiastic graduates and technologists that are willing to live and work in Virginia. Our universities are having to offer greater numbers of remedial classes in math to students who want to study mathematics, engineering and science. This increases the time needed to obtain a degree, and it also raises the costs associated with attending our universities to the students and to the taxpayers of Virginia.

While we have a tendency to dwell on the need for degreed people, there is also a growing, unmet need for people who do not have college degrees, but are needed for companies dealing with technology issues. After all, college is not for everyone. We must ensure that our K-12 system prepares children for careers with technology companies and that they are able to start work with the essential tools needed in the technology sector. ■





# DR. GERRY RUBIN



Gerald Rubin received his B.S. degree in biology from MIT in 1971; as an undergraduate, he spent two summers working at Cold Spring Harbor Laboratory. He obtained his Ph.D. from the University of Cambridge in 1974 for work done at the Medical Research Council Laboratory of Molecular Biology. He began working on the fruit fly, *Drosophila*, as a

postdoctoral fellow in the laboratory of David S. Hogness at Stanford University, where he participated in some of the earliest studies of gene organization using the newly developed recombinant DNA methods. His research has included studies of the structure and biology of transposable elements and molecular mechanisms of cell fate determination during development of the *Drosophila* retina. In 1982, he and Allan Spradling developed methods for making transgenic *Drosophila*, the first successful germline genetic engineering of a multicellular animal. Rubin served as the leader of the publicly funded effort to sequence the *Drosophila melanogaster* genome, which included collaborating with Celera Genomics Inc., to demonstrate that the whole genome shotgun method could successfully sequence an animal genome.

Rubin held faculty positions at Harvard Medical School and the Carnegie Institution of Washington's Department of Embryology before moving to the University of California, Berkeley, in 1983 to assume the John D. MacArthur Professorship (held until 1999). He became a Howard Hughes Medical Institute (HHMI) investigator in 1987. Rubin served as HHMI's Vice President for Biomedical Research (2000-2002) and Vice President and Director of Planning for Janelia Farm Campus (2002), and he became Vice President and Director, Janelia Farm Research Campus, in 2003.

Rubin has been a member of the National Academy of Sciences since 1987. He is also a member of the Institute of Medicine and the American Academy of Arts and Sciences. He has received numerous awards, including the American Chemical Society Eli Lilly Award in Biological Chemistry, the National Academy of Sciences U.S. Steel Foundation Award in Molecular Biology and the Genetics Society of America Medal.



© Paul Fetters for HHMI

## MAGNET FOR SCIENTISTS POWERS UP IN LOUDOUN

*The list of places that the global biotechnology industry pays attention to has a new headliner, the Janelia Farm Research Campus of the Howard Hughes Medical Institute (HHMI). Open for a year, the steel and glass ribbon of research enterprise that tapers slowly back from the Potomac River almost hidden in a hill in Ashburn, now bustles with activity.*

*NVTC Senior Advisor Douglas Koelemay of Qorvis Communications caught up with Dr. Gerry Rubin, HHMI Vice President and Director of the Janelia Farm Research Campus, in late October to discuss the realization of the vision thus far.*

### KOELEMAY: LOOKING BACK ONE YEAR SINCE THE CAMPUS OPENED, ARE YOU WHERE YOU THOUGHT YOU WOULD BE?

**Rubin:** We're about where we expected to be after one year in putting together staff, scientists and research teams. We'll continue to build up over five years, especially at the top end of our mission, as we search the top universities and research labs worldwide for the best scientists. We're interested in the top talent and we compete against the best—Cal Tech, MIT, Harvard, European institutions—and that's where I spend most of my time. It's like the Redskins looking for the best wide receiver in the world. Another challenge has been the low employment rate in Virginia, which means we've had to work to identify the trained and skilled people here we want to attract. The complex itself is great, an important attraction with architecture perfectly suited to the interaction among scientists we are trying to engender. But it doesn't matter how great a building is if you cannot attract the right people.

**KOELEMAY: YOUR FIRST INVESTIGATORS AND GROUP LEADERS ARE IN PLACE. ARE THEY REFLECTING THE VISION, EVEN SHAPING IT FURTHER?**

**Rubin:** We are a different kind of place and if this is the kind of place that appeals to you, you will be successful here. There has been a lot of self-selection in the decisions of scientists to join us. We're very collaborative, teams are a little smaller than they might be at a university, but they are very well supported. All funds come from Howard Hughes, so the outside grants, research contracts and other things that can be distracting don't exist here. That makes us fairly unique in the world. Researchers are coming here for the right reasons. They realize they are here at the beginning and will shape things going forward.

People here invest part of their careers. We put up a few million dollars. It seems like a fair deal. Come back in five years and you will see a building full of people working hard, driven to solve a problem. That's really what we are trying to do here, some things that are hard to do in a university setting. To see the breakthroughs, you'll need to come back in 10 years.

scientists who share the vision, bring the expertise needed and can support their colleagues in the research effort.

**KOELEMAY: HOWARD HUGHES ALWAYS HAS EMPHASIZED PEOPLE, NOT PROJECTS, BUT ITS TRADITION HAS BEEN TO SUPPORT INVESTIGATORS IN PLACE. WHY THE NEW APPROACH THAT IS JANELIA FARM?**

**Rubin:** Supporting great scientist in place at universities and other institutes has been a great success. One of the Nobel Prizes in medicine this year went to one of our investigators. One of the Nobel Prizes in medicine last year went to one of ours. We've been successful in supporting scores of members of the National Academies. We just decided that we should try something a little more adventurous.

The niche we are filling at Janelia Farm is the one vacated by high tech industry in the United States. Bell Labs, Xerox Park and other research institutions that gave us the transistor, laser, the mouse and hundreds of other breakthroughs were funded by for-profit companies with a long-range view. Changes in the business climate have brought a shorter term



**KOELEMAY: YOU'VE SPOKEN ABOUT BEING MORE CROSS-DISCIPLINARY, LONGER TERM, MORE CUTTING EDGE THAN A TRADITIONAL RESEARCH ENTERPRISE. GENERAL PRINCIPLES THAT GOVERN INFORMATION PROCESSED BY NEURONAL CIRCUITS IS ONE FOCUS. IMAGING TECHNOLOGIES AND COMPUTATIONAL METHODS FOR IMAGE ANALYSIS IS ANOTHER.**

**Rubin:** Those are the two very important things we decided to focus on. We knew with 40 independent labs and 400-500 scientists that we needed to have a mission and a plan. Even the Redskins can't just sign the best athletes without running the risk of a team made of all defensive ends. So if we are going to solve an imaging problem, we need the best biologist, who can identify what really needs to be seen, and we need the best optical physicist to tackle the way we might see it. The process requires plans and goals to identify the roadblocks to better imaging and how to knock those roadblocks down. So we are looking for the best


view and short-term goals and very few companies are willing and able to fund research efforts when a commercially viable product may not appear for 10 to 20 years.

Government grant cycles have shrunk to three to five years and grant committees are extremely conservative. Tangible deliverables in three years are one way to measure success, but it is not the same as getting someone to envision something complete new.

We have the opportunity to do something different here. As I explain to the board of trustees, this is not like an investment in blue chip stocks. This is more analogous to venture capital. We know we are going to fail at some things. And if we succeed at everything, it would be a failure of leadership on my part, because we would be proceeding too conservatively.

CONTINUED ON PAGE 18





# Oktoberfest

## NVTC'S FUSION FEST

### Fall 2007

More than 400 registered attendees packed the Reston Town Center Pavilion on October 4 to enjoy the festivities and networking at the NVTC Fall Fusion Fest "Oktoberfest." Grand Marshall Donna Morea, NVTC Vice-Chairman / Chairman-elect and President of CGI, introduced Amir Hudda, CEO of Event Sponsor Aptix. Hudda drew tickets for several raffles, including two round-trip tickets to Europe, donated by American Airlines. Everyone went home with a commemorative beer stein donated by Gift Sponsor Invest in Germany.



Jim DiModica, APT Impact, Inc., and David Muir, Mindbank Consulting Group, join Tim Hutton of AH&T Insurance sharing a laugh with colleague Rick Lippert. AH&T Insurance was one of the event's sponsors.



FUSION FEST is all about the networking!



(l-r) Stacy Hayes, Vice President and COO, DS3 DataVaulting; Paul Lombardi, President, INpower and Senior Advisor to the NVTC Board of Directors and Paul Lombardi III, President, Terathink

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Our accordion playing polka lady kept the crowd lively.



And more networking ...



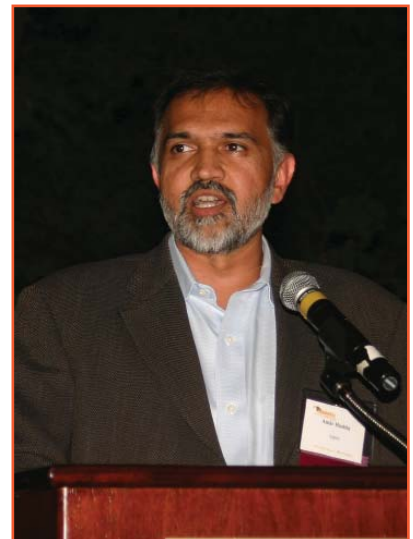
NVTC President & CEO Bobbie Kilberg



NVTC Vice Chairman & Chair-Elect Donna Morea, President, CGI – the FUSION FEST "Grand Marshall"



(l-r) NVTC Board Members Greg Baroni, President, Federal Systems, Unisys Corporation; Kevin Parker, President & CEO, Deltek Systems Inc.; and Brad Schwartz, President & CEO, Blue Canopy



Amir Hudda, CEO of Event Sponsor Apptix.



Marcus Schmidt and Tobias Schenk of Gift Sponsor Invest in Germany



Suresh Shenoy, Executive Vice President of Marketing, IMC; and NVTC President & CEO Bobbie Kilberg



The authentic German food drew as much interest as the "St. Pauli Girl"



Wayne Lee of GreenbergTraurig agreed to pose with our "St. Pauli Girl"

# NVTC EVENTS: November - December

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

### NOVEMBER 2007

#### November 5: Tech Celebration, NVTC's Annual Banquet, "A Night at the Masquerade"

**Keynote Speaker: David M. Rubenstein**

**Co-Founder and Managing Director, The Carlyle Group**

5:00 - 6:30 pm Registration & Networking Reception

6:30 - 9:15 pm Dinner & Program

Hilton McLean, 7920 Jones Branch Drive, McLean, VA

\$225 Members / \$325 Non-Members

\$2250 Member Table of 10 / \$3250 Non-Member Table of 10

**Platinum Sponsor:** CGI

**Gold Sponsors:** Alion Science & Technology; GTSI; SI International; SRA International, Inc.; United Bank

**Silver Sponsors:** BDO Seidman, LLP; CACI; Deltek; IBM; Janelia Farm Research Campus, Howard Hughes Medical Institute; The Judge Group; Network Solutions; Noblis; Updata

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The Washington Post Company

**Media Sponsors:** Potomac Tech Wire; TechJournal South

*An NVTC Signature Event*

**NVTC Newswire  
of Choice**



**PR Newswire**

United Business Media

#### November 13: Emerging Business and Entrepreneur

**Mixing Products and Services—It CAN Be Done!**

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 / \$75 Non-Members

**Silver Sponsor:** IPsmarx Technology, Inc.

**Location Sponsor:** Rainfield Group

*Presented by the NVTC Emerging Business and Entrepreneur Committee*

#### November 16: General Counsel

**"Synergy in the C Suite" How Chief Financial Officers and Chief Legal Officers Work Together**

7:30 am Registration & Networking; 8:00 - 9:30 am Program

The Ritz-Carlton, 1700 Tysons Boulevard, McLean, VA

\$45 Members / \$75 Non-Members

**General Counsel Committee Sponsors:**

**Platinum Sponsors:** AH&T Insurance; Corporation Service Company

**Gold Sponsors:** Albo & Oblon, LLP; Baker & McKenzie LLP; Hogan & Hartson; McGuireWoods LLP; Morrison & Foerster LLP; Pillsbury Winthrop Shaw Pittman; Venable LLP

**Silver Sponsors:** DC Rainmakers; Information Technology

Placements - Division of Legal Placements; Scheer Partners;

Womble Carlyle Sandridge & Rice, PLLC

**CFO Series Committee Sponsors:**

**Platinum Sponsors:** Ernst & Young LLP; Pillsbury Winthrop Shaw Pittman LLP

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**Silver Sponsors:** Jones Lang LaSalle; UGL Equis

**Bronze Sponsors:** Bowne of DC; The Mergis Group

*Presented by the NVTC General Counsel and CFO Series Committees and WMACCA*

#### November 29: Business to Government

**Real ID: The Challenges of Implementation and the Opportunities for Business**

7:30 am Registration & Networking; 8:00 - 9:30 am Program

Patton Boggs, 8484 Westpark Drive, 9th Floor, McLean, VA

\$45 Members / \$75 Non-Members

**Gold Sponsor:** Wiley Rein LLP

**Silver Sponsors:** AH&T Insurance; Goodman & Company;

IDC Government Insights; LeapFrog Solutions Incorporated;

Scheer Partners; Unanet Technologies; Vistrionix, Inc.

**Location Sponsor:** Patton Boggs

*Presented by the NVTC Business to Government Committee and the ITAA*



# NVTC EVENTS: November - December

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

### DECEMBER 2007

#### December 4: CFO Series Event

##### Management Buyouts: How to Get Them Done!

7:15 am Registration & Networking; 8:00 - 9:30 am Program

The Ritz-Carlton, 1700 Tysons Boulevard, McLean, VA

\$45 Members / \$75 Non-Members

**Platinum Sponsors:** Ernst & Young LLP; Pillsbury Winthrop Shaw Pittman LLP

**Gold Sponsor:** MARSH

**Silver Sponsors:** Jones Lang LaSalle; UGL Equis

**Bronze Sponsors:** Bowne of DC; The Mergis Group

*Presented by the NVTC CFO Series Committee*

#### December 7: Health Technology Event

##### The Future of Medical Technology in Civilian Health Care Can Be Seen Today in DoD and VA Applications

7:30 am Registration & Networking; 8:00 - 9:30 am Program

Marriott Tysons Corner, 8028 Leesburg Pike, Vienna, Va

\$45 Members / \$75 Non-Members

**Platinum Sponsors:** The George Washington University Virginia Campus; IBM Global Business Services; Inova Health System;

Noblis; Northern Virginia Community College;

PricewaterhouseCoopers, LLP; SRA International

**Silver Sponsors:** George Mason University College of Health & Human Services; VMD Systems Integrators

*Presented by the NVTC Health Technology Committee*

#### December 11: Emerging Business & Entrepreneur

##### Ethics for Small Business: Real Risks and Opportunities

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 / \$75 Non-Members

**Silver Sponsor:** IPsmarx Technology, Inc.

**Location Sponsor:** Rainfield Group

*Presented by the NVTC Emerging Business & Entrepreneur Committee*

#### December 12: Security Event

##### Mobile Security: A Latte for your Data?

7:30 am Registration & Networking; 8:00 - 9:30 am Program

Deloitte, 1750 Tysons Blvd., Lower Level Development Center, McLean, VA

\$45 Members / \$75 Non-Members

**Platinum Sponsors:** Defywire; Northrop Grumman

**Location Sponsor:** Deloitte

*Presented by the NVTC Security Committee*

#### December 14: Business Development, Marketing and Sales Event

##### Networking and Building Community: Smartest Ways to Increase Sales Revenue

7:30 am Registration & Networking; 8:00 - 9:30 am Program

2070 Chain Bridge Road, Conference Center, Lower Level, Vienna, VA

\$45 Members / \$75 Non-Members

**Platinum Sponsors:** DC Rainmakers; Kolbrener USA; Learning Tree International; QlikTech Inc.; Rainfield Group

**Gold Sponsor:** Deltek, Inc.

**Silver Sponsors:** Hinge; LeapFrog Solutions Incorporated; The Mergis Group

**Location Sponsor:** Rainfield Group

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

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## KOELEMAY: HOW DID YOU ARRIVE AT THIS RESEARCH MODEL?

**Rubin:** We knew there probably was not a way of doing research that hadn't been tried. But we wanted to identify the cultural plan of places that have been most successful in research, find out what makes them successful, what distinguishes them. University missions include research, for example, but also teaching, raising funds and attracting grants from third parties, administering departments, and other activities.

Bell Labs, on the other hand, was funded by a for-profit company and employed 3,000 people. The Medical Research Council Laboratory of Molecular Biology at Cambridge, England, was a government-backed institution that never employed more than 250 people. Both had a steady stream of pioneering research. The core principles they shared were that they were internally funded—people didn't have to adjust their research goals to a third party interest—and research groups were small, though they self-assembled into larger teams. Scientists focused on research.

Diego. We understand what makes technology clusters successful and what that person ready to start a new company is looking for.

And just by being here we help put Loudoun on the list of places the biotech industry will pay attention to. Today, for example, a committee meeting here (“Fluorescent Proteins & Biological Sensors”) has drawn participants from Canada, Oregon, Duke, NIH, Stanford, Russia, the Bronx, France, Santa Barbara, Germany, Barcelona—all over the world. We are getting the best people in their fields to work here and we are bringing in the best scientists from all over the world for these meetings. That's another 2,000 of the world's best scientists who will sleep in our hotel this year, including probably 15 Nobel Prize winners and 150 members of our National Academies.

## KOELEMAY: THE RESEARCH ENTERPRISE HAS GONE GLOBAL AND NOW REQUIRES THE UNITED STATES TO COMPETE EVEN FOR ITS OWN RESEARCHERS. WHAT MORE DO WE NEED TO DO?

**Rubin:** This is a question that includes Janelia Farm, but is much larger. Innovative research opportunities for foreign graduate students, for example, used to be the best in the United States. Whether we are declining or Europe, China and India are just determined to get better, competing for the best students and best scientists is now a challenge. Government-sponsored research has leveled off here and others clearly understand that research and innovation are engines for change.

I think the United States is still number one, but numbers two and three are gaining fast. General support for research and the technology industry, such as the things that NVTC is doing to make the region more attractive to entrepreneurs, are important steps. So are the ideas of Richard Florida to build an environment that includes diversity, change and innovation, things that attract the most creative and innovative people.

## KOELEMAY: ARE YOU SATISFIED THAT JANELIA FARMS IS WORKING AS ENVISIONED?

**Rubin:** Janelia Farm Research Campus has life and I'm very happy. We have done something that's pretty amazing thanks to all the institutional support we've had from Howard Hughes and a great staff. A year ago there were still more construction workers than scientists working here. Now there is a really vibrant research operation where people are working together and discovering new things. Any startup company would be happy with what we have accomplished here. I am extremely pleased. But my job is not to be extremely pleased. My job is to fix the 10 percent of things that aren't going the way I think they should be going. ■

"(I)T DOESN'T MATTER HOW GREAT A BUILDING IS IF YOU CANNOT ATTRACT THE RIGHT PEOPLE."

So Janelia Farm Research Campus is a place where we ask what is the most important thing to tackle and how can we get the right people together. It would not be good if all research enterprises were organized as we are. Remember, we need a balanced investment portfolio.

## KOELEMAY: HHMI HAS PLUGGED INTO A REGION THAT IS BOTH FORWARD-LOOKING AND TRADITIONAL IN WAYS OF DOING THINGS. HOW ARE YOU MEETING LOCAL AND REGIONAL EXPECTATIONS?

**Rubin:** Our focus in this first year has been internal, of course, as we have been getting things up and going. But we have high hopes for our positive impacts on Loudoun County, the public schools here, George Mason University and spinout companies. In general, sparking such changes and developments in the community takes time.

We're the largest non-governmental supporter of science education, which already is helping public schools and the Loudoun Science Academy here. Our contacts helped the school system recruit George Wolf as the new Director. But COO Cheryl Moore and I also bring our entrepreneurial backgrounds from the Bay Area and San

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**John F. Cissel**, Director of Membership Development, at (703) 904-7878, ext. 208 or [jcissel@nvtc.org](mailto:jcissel@nvtc.org) for more information.

# **nvtc** Presidential Series

The Honorable Rudy Giuliani, a Republican candidate for President and former mayor of the City of New York, on September 21 discussed his positions on immigration, taxes, education and how technology can be used to create an "information-based workforce" before an audience of more than 730 business executives at the NVTC Presidential Series Breakfast.



1. Presidential candidate **Rudy Giuliani** 2. **Kimberly Stephens**, Jefferson Wells International and **Paul Askew**, USI DC Metro 3. **Doug Jerger**, NextStep Partners, and **Carmine Tagliatetz, Jr.**, Computer Aid, Inc. (CAI) 4. **Rudy Giuliani** and NVTC Vice Chairman **Donna Morea**, CGI 5. **Ray Reyna** and **Laura Masone**, both of Manpower Professional 6. **Marta Wilson** and **Mark Luncher**, Transformation Systems, Inc.; **Minh Le**, Accenture 7. NVTC President **Bobbie Kilberg**, and **Rudy Giuliani**

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# nvtc TITANS

David Zaslav, President & CEO, Discovery Communications, the leading non-fiction media company in the world, told an audience of technology business executives at the NVTC Titans Series Breakfast on October 17 that new media technologies are necessary to increase a television company's market share. He provided the technology executives with insights into why and how his cable company has become a content and media company and he outlined the business strategy involved in Discovery's \$250 million purchase of the online search engine HowStuffWorks.com, adding a key element to its network's growing digital presence and enabling Discovery to link relevant advertising to online articles.



1. **David Zaslav**, Discovery Communications 2. **Michelle Carter**, **Allison O'Reilly** and **Paige Lichens**, of The Mergis Group 3. NVTC Board Members **George Newstrom**, Lee Technologies, and **Stan Gutkowski**, Accenture 4. **David Zaslav**, NVTC President **Bobbie Kilberg**, and NVTC Chairman **John C. Lee, IV**, Lee Technologies 5. **Barbara Bennett**, Deloitte, and **Mare Filut**, Discovery 6. NVTC Board Member **Lisa Martin**, LeapFrog Solutions, Inc., and **Lloyd J. Griffiths**, George Mason University 7. **Glen Passin**, Tatum LLP, and **Ingrid Mendoza**, MorganFranklin Corporation 8. **Walter Szczypinski**, Venable LLP, and **Paul Moyer**, TestPros, Inc.

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# NVTC Salutes TechPAC Board of Trustees

## Tech Execs Kept Busy With Rigorous Schedule of Meetings with Legislators, Candidates in 2007

*TechPAC is an important benefit of NVTC membership because it allows our member companies to speak with one voice and to pool our financial resources to support General Assembly candidates who champion policies and priorities important to Northern Virginia's technology business community. TechPAC helps ensure that policymakers in Virginia recognize the importance of the region's technology economy, share NVTC's priorities and value our input as an industry. Our Trustees have spent the past year working on behalf of NVTC members to interview candidates for legislative office and to successfully support pro-technology candidates across the state.*

*Dendy Young, CEO, McLean Capital LLC, and Chairman, NVTC TechPAC*

### A Day in the Life of NVTC TechPAC



Above: NVTC President and CEO Bobbie Kilberg, TechPAC Trustee Jim Lewis, Holland & Knight LLP, NVTC Public Policy Manager Kristin Seitz, NVTC VP for Policy Josh Levi, TechPAC Trustee Duffy Mazan and TechPAC Trustee Paul Liberty, GTSI, are among those assembled for the September 26th meeting of the TechPAC Board of Trustees.



**8:00 a.m.**

The TechPAC Board meets at 8:00 a.m. for back-to-back interviews with Candidates Karen Schultz (D) (above left) and Jill Holtzman Vogel (R) (above right) to fill an open Senate seat in Winchester.



**9:00 a.m.**

Meeting with Senator Mark Herring (D-Loudoun) to discuss NVTC priorities and the status of his campaign for re-election.



NVTC Chairman Emeritus Sudhakar Shenoy, IMC; NVTC Chairman Emeritus and TechPAC Chairman Emeritus John Backus, Draper Atlantic; NVTC President & CEO Bobbie Kilberg; and NVTC Chairman John C. Lee, IV, Lee Technologies, during the September 26th TechPAC meeting.



**10:00 a.m.**

Meeting with Senate Republican leadership

The Senators and Trustees discussed NVTC policy priorities and the Board was briefed on the status of various Senate races across the state. Pictured are (l-r) Sen. William Wampler (R-Bristol), Sen. Walter A. Stosch (R-Henrico), Sen. Kenneth W. Stolle, (R-Virginia Beach) and Sen. Tommy Norment (R-James City County) during their visit with the TechPAC board.

During the past five months, the TechPAC Board has met with a variety of candidates, legislators and legislative leaders including:

Virginia Lieutenant Governor Bill Bolling  
 Sen. Walter A. Stosch (R-Henrico), Majority Leader, Chairman of the Committee on General Laws and Technology  
 Sen. William Wampler (R-Bristol), Chairman of the Committee on Commerce and Labor  
 Sen. Tommy Norment (R-James City County), Floor Leader and Chairman of the Committee on Rules  
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 Candidates Karen Schultz (D) and Jill Holtzman Vogel (R), for the open Senate seat in Winchester  
 Candidates Margi Vanderhye (D) and Dave Hunt (R) for the open House seat in McLean  
 Candidate Paul Nichols (D), for the open House seat in Woodbridge  
 Candidate Chris Brown (D), Challenger to Delegate Jeff Frederick (R) for the 52nd House District seat in Eastern Prince William County

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## Committee Events

The NVTC **Emerging Business and Entrepreneur Committee** presented “Mixing Products and Services—It CAN Be Done!” on November 13, featuring a panel of speakers, including **Sid Banerjee**, Chairman & CEO, Clarabridge; **Barry Culman**, President & COO, SPADAC; and **Scot Johnson**, CEO, i3solutions. The panel was moderated by **Cynthia Gilmer**, President, Opus Plus, Inc.

The NVTC **CFO Series Committee** on October 31 presented “Breakfast of Champions: Stories of Success from Top Tech Industry CFOs” with panelists **Jeffrey Babka**, Senior Vice President & CFO, NeuStar; **Richard J. Roth**, Former COO, QSS Group; Executive Vice President & CFO, FI Investment Group; and **Steve Vintz**, CFO, Vocus, moderated by **Craig Estey**, Senior Vice President & Managing Director, Equis Corp.

The NVTC **Membership Department**, with support from **AH&T**, NVTC's managing partner for insurance programs, and **Health Advocate**, provided NVTC members with a free “Health Advocate Seminar for Human Resources Executives” on October 25.

The NVTC **Business Development, Marketing and Sales and Business to Government (B2G)** committees on October 25 co-hosted “Winning More Federal Business: Using Technology to Manage Your Federal Sales and Marketing Process” with panelists **Patty Pickett Craighill**, SVP Marketing & Sales, SI International; **Jeff Davidson, Sr.**, Director, Sales & Marketing Operations, GTSI; **Rachel Duggins**, Marketing Director, L-3 Communications; and **Nancy Kessler**, Vice President, Process Consulting, Shipley Associates. **Mary Gostel**, GovWin Product Director, Deltek, Inc., moderated.

On October 18, the NVTC **Security Committee** hosted “Communicating in a Disaster: Lessons Learned.” The panelists included **Steve Mondul**, Deputy Assistant to Virginia Governor Tim Kaine, Office of Commonwealth Preparedness; **John O'Leary**, Vice President, North America, Clickatell, Inc.; and **Chris Parker**, Co-Founder & CEO, 4FrontSecurity. This breakfast event was moderated by **Jill Stelfox**, CEO, Defywire.

The NVTC **Emerging Business and Entrepreneur Committee** presented “Winning the War for Talent” with moderator **Paul Unger**, Founder & CEO, Paul Unger NBS Search, Inc., on October 16. Panelists included **Alba Aleman**, President, Citizant, Inc., and **Robert (Bob) Corlett**, President, Staffing Advisors.

The NVTC **B2G Committee** and the Coalition for Government Procurement on October 11 presented “The New GSA—The Impact of Restructuring, Alliant, and Small Business Goals on Federal IT Acquisition” featuring guest speakers **Larry Allen**, President, Coalition for Government Procurement; **Steve Kempf**, Deputy Assistant Commissioner, Office of Integrated Technology Services, U.S. General Services Administration (GSA); and **Michael J. Rigas**, Deputy Associate Administrator, Office of Small Business Utilization, GSA.

The NVTC **Health Technology Committee** hosted its first event on October 10, “Health Information Exchanges (HIE) & Regional Organizations—HIE + RHIO = Better Medical Care + Privacy and Security.” **Donald L. Holmquest**, MD, JD, PhD, President & CEO, CalRHIO, keynoted. The panelists were **Stephen Badger**, CEO, George Washington University Medical Associates; **William R. Braithwaite**, MD, Ph.D., Health Information Policy Consultant and former Senior Advisor on Health Information Policy, Department of Health and Human Services; and **Dr. Jeffrey Gruen**, Chief Medical Officer, Revolution Health. The event was moderated by The Honorable **Jane Woods** of the College of Health and Human Services, George Mason University, and former Virginia Secretary of Health & Human Resources and State Senator.

On October 3, the NVTC **Capital Formation Committee** presented “State of the VC Market: What's New; Who's New?” with moderator **Eric Wechselblatt**, Partner, Holland & Knight, LLP, and panelists **John Backus**, Managing Partner, Draper Atlantic; **Will Dunbar**, Managing Director, Core Capital; **Gary Golding**, General Partner, Edison Venture Fund; and **Don Rainey**, General Partner, Grotech Capital.

The NVTC **Tech Emergence Committee** on September 28 presented “The Fantastic Five—How Five Super Tech Trends Will Affect You and Your Business” with a panel comprised of **Scott T. Edington**, Director, Technology Injection Programs, Booz Allen Hamilton; **Ajay Gupta**, Founder, gSecurity; **Limor Schafman**, President, KeystoneTech Group; and **Joe Walsh**, Vice President, Business Development & Operations, Squareloop. The event was moderated by **Chris Herndon**, Managing Director & Chief Technologist, MorganFranklin.

On September 27, the NVTC **Business, Development, Marketing and Sales Committee** hosted the 3rd Annual Professional Sales Workshop, “Sales Trends: Are you Prepared to Be a Sales Superstar or a Sales Statistic in the Selling Environment of the Future?” The workshop featured guest speakers **Razi Imam**, CEO & Founder, Landslide; **Rick LaDuca**, President, Crossland Partners; **Nancy McCarthy**, President, DC Rainmakers; and **Natalie Buford Young**, President, Rainfield Group.

*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.*



# TECH CELEBRATION

NVTC's Annual Banquet



## *A Night at the Masquerade*

On Monday, November 5, NVTC honored Senator John Warner with its prestigious Chairman's Award for his more than 60 years of service to the nation and the Commonwealth of Virginia at Tech Celebration: NVTC's Annual Banquet. David Rubenstein, Co-founder and Managing Director of The Carlyle Group, presented the keynote address, "The Increasingly Public Role of Private Equity." The three members of Northern Virginia's U.S. congressional delegation—Congressmen Tom Davis, Jim Moran and Frank Wolf—accepted the Chairman's Award on behalf of Senator Warner who could not attend due to illness. More than 700 people attended the elegant "Night at the Masquerade" at the Hilton McLean.



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 11. **Ben Plowman**, Luna Innovations and **Raymond Rice**, Capital Search Group  
 12. Two revelers get into the spirit of "A Night at the Masquerade"  
 13. **David M. Rubenstein**, Carlyle Group and **Joe Faber**, Cox Communications  
 14. **Maria Hallas**, Greenberg Traurig, LLP; **Joe Cecin**, BB&T Capital Markets | Windsor Group; **Roger Foote**  
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# INOVA EXECUTIVE HEALTH CENTER PHYSICAL HEALTH EXAM

AVAILABLE AT A DISCOUNT TO NVTC MEMBERS

**“The quality of care and service was second to none. From first contact to a recent consultation, and every step in between, the Inova team has been an advocate for my health. This is a benefit that should be strongly considered by NVTC companies.”**

*Paul Liberty, Vice President of Corporate Affairs and Investor Relations, GTSI*

One of a company's greatest assets is its executives. However, health concerns can keep them from being top producers. Employers can optimize the health of key players and the bottom line by offering a comprehensive physical exam at the Inova Executive Health Center. This far-reaching benefit is now available at a discount exclusively to NVTC members.

Under the direction of Craig Cheifetz, MD, and Madeline Erario, MD, the Inova Executive Health Center offers an unparalleled blend of exceptionally trained medical staff, state-of-the-art technology and advanced diagnostics along with unhurried, personalized attention. The comprehensive physical health exam is designed to help detect illness in its earliest, most treatable stage, and prevent chronic conditions from escalating.

Out of respect for the executive's crowded agenda, all components of the comprehensive physical health exam are provided in a single centralized location: the Inova Heart and Vascular Institute at Inova Fairfax Hospital, convenient to I-495, I-66 and major secondary roadways. *U.S. News & World Report* consistently ranks Inova Fairfax Hospital as one of

“America's Best Hospitals” in more specialties than any other hospital in the region.

With just one phone call, an Inova registered nurse medical concierge is assigned to coordinate every detail of the half-day appointment. The exact length of the exam will vary with the recommendations of the medical director. Therefore, individuals should plan to devote up to five hours on a single day.

The comprehensive physical health exam provides a thorough evaluation of all body systems. It begins with a comprehensive medical and family history review, coronary health risk profile and nutritional assessment. Diagnostic components of the exam include the following:

- chest X-ray
- extensive laboratory testing
- fitness evaluation
- treadmill stress test (performed by a board-certified cardiologist)
- pulmonary function testing
- vision and hearing testing

During the seamless process, participants will interact with physician specialists for each seg-



Craig Cheifetz, MD, Medical Director, consults with an executive about his results after completing his medical examination at the Inova Executive Health Center.

ment of the exam. Optional screenings—including colonoscopy, CT scan and mammography—may require an additional visit.

Education is a key component of the program. Upon completion of the exam, the medical director will take the time necessary to interpret the results of 90 percent of the tests. At a conveniently scheduled follow-up consultation, the same physician will provide complete documentation along with a recommended action plan that executives need and deserve for achieving their health and fitness goals.

Confidentiality is assured. Under no circumstances will exam results be divulged to employers. Participants are encouraged, however, to share the comprehensive summary of their exam with their primary care physician.

*This article was contributed by Inova Executive Health Center. For more information, please contact Jeffrey Carr at [Jeffrey.carr@inova.com](mailto:Jeffrey.carr@inova.com) or (703) 321-2555 or visit us at [www.inova.org/NVTC](http://www.inova.org/NVTC).*

**“GTSI began offering the Inova Executive Health Screening Program to our leadership team last year. The response from our executives has been 100 percent positive. We feel this program is an important investment in their health and welfare. Additionally, this contributes to us offering a comprehensive approach to taking care of our team.”**

**-Bridget Atkinson, Vice President of Human Resources, GTSI**





# EQUAL FOOTING FOUNDATION

**From Clubhouse ... to College ... to Career ...**

## **VOLUNTEER OPPORTUNITIES**

The Equal Footing Foundation serves 1,500 students a week, ages 8 – 18, in an after school program focused on youth development and education. These programs are part of a nationally recognized educational initiative called the Computer Clubhouse program. Currently, the Foundation supports six Computer Clubhouse facilities in partnership with Fairfax County government. From “Homework First” to Botball robotics, our programs deliver an adventure in education. Highlighted below are some of the various types of volunteer opportunities within each of the Clubhouses.

### **Clubhouse Volunteer – Homework Help:**

- Qualifications - Proficient with tutoring in reading and math (algebra a plus)
- Responsibilities – Help with homework projects and tutor in math and reading.
- Hours – 2 hours any weekday between the hours of 2:30 p.m. and 8:00 p.m.
- Number of volunteers needed – 4 every weekday, at each Clubhouse

### **Clubhouse Volunteer – Graphic Projects:**

- Qualifications - Proficiency, or willingness to learn, Adobe, Photoshop, Illustrator, In-design, Flash, and Dreamweaver
- Responsibilities – Work with youth on personal and school-related graphic projects
- Hours – 2 hours any weekday between the hours of 2:30 p.m. and 8:00 p.m.
- Number of volunteers needed – 4 every weekday, at each Clubhouse

### **Clubhouse Volunteer – Music Studio:**

- Qualifications – Interest in digital music making. The clubhouses are all outfitted with small music studios equipped with a twelve or sixteen channel mixer, a keyboard, pro quality studio monitors, and microphones. Volunteers who work in or own a music studio a plus.
- Responsibilities – Work with youth on digital music making
- Hours – 2 hours any weekday between the hours of 2:30 p.m. and 8:00 p.m.
- Number of volunteers needed – 1 every weekday, at each Clubhouse

### **Botball Volunteer (seasonal):**

- Qualifications – Proficient in programming C and C++ languages
- Responsibilities – Assist clubhouse youth members in building robots from lego blocks using the lego Mind Storms programmable module and/or a specially designed programmable module designed by the KISS Institute as its brain. Participate in the Botball competition in mid May at the University of Maryland
- Hours – 2 hours on Tuesdays and 2 hours on Thursdays between 4:00 p.m. – 8:00 p.m., from mid March until mid-May, annually
- Number of volunteers needed – 4 per Clubhouse per week

***All volunteers are required to register with both the computer clubhouses as well as with Fairfax County and are subject to a Fairfax County background check.***



**Equal Footing Foundation**  
2214 Rock Hill Road  
Suite 300  
Herndon, VA 20170  
[www.efooting.org](http://www.efooting.org)

**TECHNOLOGY COMPANIES**

**Advantor Associates, Inc.**  
www.advantorassociates.com

**Alfa Technology and Management Inc**  
www.alfaitech.com

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www.AMERISHARE.COM

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www.bluestreakconnect.com

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www.clearancejobs.com

**Criterion Systems Inc.**  
www.criterion.sys.com

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www.dmsva.com

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www.DTECHlabs.com

**Ekahau Inc**  
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www.encryptedolutions.net

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**HireTrade**  
www.hiretrade.com

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www.ibi.com

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www.ipsmarx.com

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www.isgprime.com

**Karcher Group Incorporated**  
www.karchergroup.com

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www.knexgensolutions.com

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www.okron.com

**OSS Management Inc**  
www.ossminc.com

**Peter Kauffman & Associates**

**Plexent**  
www.plexent.com

**R2integrated**  
www.r2integrated.com

**Robert Half Technology**  
www.rht.com

**Segula Technologies**  
www.segulagroup.com

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www.templarci.com

**The Engle Group**  
www.theenglegroup.com

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www.thunderboxinc.com

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www.tribalco.com

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**UpStreme, Inc.**  
www.upstreme.com

**ZeNETeX**  
www.zenetex.com

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www.beasonalley.com

**Business Valuation Center, Inc.**  
www.bvcvalue.com

**Cognition IP Solutions**  
www.cognitionmeanspatents.com

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www.cordiapartners.com

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**DROdio Real Estate, Inc.**  
www.DROdio.com

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www.h.klaw.com

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www.kalbianhagerty.com

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## Economic Development in Virginia

by Len Capelli, Northern Virginia Liaison, Virginia Economic Development Partnership

The Virginia Economic Development Partnership (VEDP), the state's marketing organization, actively works on behalf of Northern Virginians every day.

Attracting new business and business growth to all regions of the Commonwealth is VEDP's primary mission, and we partner with local economic development organizations to understand the long-range and strategic goals of the Commonwealth's major employers and its regions to address any issues effectively and in a timely manner.

As VEDP's Northern Virginia Liaison, I am the eyes and ears of Richmond in this area, and I work to make sure the needs and requirements of Northern Virginia's communities and corporate partners are heard and understood at VEDP.

"The regional liaisons play an important role in Virginia's economic development process," said VEDP Executive Director Jeffrey M. Anderson. "In addition to identifying the region's marketable strengths, the liaisons create and maintain open lines of communication between VEDP and the regions, build alliances for strategic marketing, identify key gap issues and work collaboratively toward a solution."

VEDP has an initiative in place to take advantage of Virginia's natural resources of labor, proximity and quality of business climate. The initiative focuses on companies looking to domestically outsource information technology operations to lower-cost and still se-



cure locations, as well as companies looking for qualified labor in remote locations that offer robust telecommunications and broadband services. As part of this initiative, I seek to align economic development organizations across the state to understand the different strengths and capabilities of their localities to support or complement business needs. Outsourcing is a challenge for every community, and as economic development professionals, we all share a common goal to keep those jobs in Virginia and offer solutions to companies for cost savings with the benefit of an increase in productivity and return on investment. There are many opportunities for Northern Virginia-based companies to partner with other Virginia-based firms for many of the goods and services they now buy from places like Boston and Silicon Valley. For ex-

ample, there are numerous firms in the Lynchburg area that are skilled in consulting, design and fabrication of computers, test equipment, highly sensitive sensors and all aspects of wireless communication, including state of the art RFI testing equipment.

We've helped to lower business costs and turnaround time for Northern Virginia developers seeking these skills out of state by alerting them to the resources available in Lynchburg.

Rural areas in Virginia offer complementary assets to support existing business already anchored in more urban areas, especially in terms of redundant power sources and fiber connectivity.

In June, Virginia Governor Tim Kaine, Secretary of Technology Aneesh Chopra and Secretary of Commerce and Trade Pat Gottschalk led an NVTC delegation of 19 technology and investment executives to Southside Virginia to tour several local technology companies and meet political, community and business leaders from that part of the state.

The tour was organized in cooperation with VEDP and hosted by Southside business leaders Ben J. Davenport, Jr., Chairman, First Piedmont Corporation; Charles H. Majors, President & CEO, American National Bank & Trust Company and American National Bankshares, Inc.; and Walter C. "Charlie" Mattox, General Manager, Applied Felts, Inc.

Delegation members were most impressed with the quality and sophistication of the region's cutting-edge technology and research facilities and look forward to continuing to build a mutually advantageous relationship between businesses in the two regions.

VEDP, in conjunction with the Northern Virginia Economic Development Coalition and NVTC, plan to continue to provide opportunities such as this to foster an exchange of information that will be mutually beneficial. For more information about these meetings or how VEDP can help you, contact me at [lcapelli@yesvirginia.org](mailto:lcapelli@yesvirginia.org).



In June, Virginia Governor Tim Kaine, Secretary of Technology Aneesh Chopra and Secretary of Commerce and Trade Pat Gottschalk led an NVTC delegation of 19 technology and investment executives to Southside Virginia to tour several local technology companies and meet political, community and business leaders from that part of the state. Pictured here are P.V. Puvvada of Unisys, Governor Tim Kaine and NVTC Board Member Greg Baroni of Unisys.

Photo courtesy of Chatham Star-Tribune



NUMBER ONE

*And the competitive challenges keep on coming*

The United States and its Greater Northern Virginia technology center are doing more than one thing right. Just when the most pessimistic looked ready to make hand-wringing mandatory, for example, the World Economic Forum, an independent international organization based in Geneva, stepped up on Halloween to rank the U.S. number one in its global competitiveness index. That's a big jump from sixth place a year ago, so take a moment to shake those foam fingers, *Bay-Bee*, at the rest of the top 10—Switzerland, Denmark, Sweden, Germany, Finland, Singapore, Japan, United Kingdom and the Netherlands.

The Global Competitiveness Index (GCI) centers its evaluations on strengths and weaknesses in 12 areas—institutions (such as universities and a strong business sector), infrastructure, macroeconomic stability, health and primary education, higher education and training, goods market efficiency, labor market efficiency, financial market sophistication, technological readiness, market size, business sophistication and innovation. The rankings are calculated from both publicly available data and an executive opinion survey of more than 11,000 business leaders in 131 countries. The survey is designed to capture a broad range of factors affecting an economy's business climate.

"The United States confirms its position as the most competitive economy in the world," reports Xavier Sala-i-Martin, Professor of Economics at Columbia University and Co-editor of the *Global Competitiveness Report*. "The efficiency of the country's markets, the sophistication of its business community, the impressive capacity for technological innovation that exists within a first-rate system of universities and research centers, all contribute to making the United States a highly competitive economy."

But the GCI report also noted macroeconomic imbalances, such as the sub-prime mortgage crisis and the ensuing credit crunch, can be risks to competitiveness in the U.S. and to the global economy. Perhaps Carlyle Group Co-founder David Rubenstein said it best at the NVTC Annual Banquet early in November when he suggested that simply referring to "sub-prime mortgages" more honestly as "not credit-worthy mortgages" might have prevented such a sudden meltdown.

"Economic policy, especially at the microeconomic level, needs to set priorities that reflect the most important constraints to competitiveness in each country," explains Michael E. Porter, Harvard Business School Professor and Co-Director of the *Global Competitiveness Report*. "Countries can move beyond abstract theoretical policy debates and identify the specific tasks ahead of them."

The report actually can confirm what many countries and regions already know. Lord Sainsbury in the United Kingdom, for example, just delivered a blue-ribbon panel report on science and innovation policies in the UK titled "The Race to the Top." Its summary reads in part, "The best way for the UK to compete, in an era of globalization, is to move into high-value goods, services and industries. An effective science and innovation system is vital to achieve this objective."

"The provision of innovation support is fragmented and a new leadership role for the Technology Strategy Board," the Sainsbury Report continues, "will coordinate across Research Councils, Regional Development Agencies and government departments. A major campaign to improve science, technology, engineering and mathematics teaching in schools is needed."

These familiar objectives, along with technology transfer and support for early-stage technology companies, have been championed for years by NVTC and considered at least in part by Virginia's General Assembly, a string of governors, economic development authorities and local governments. But the UK strategy goes even farther in setting out four major goals:

- Help leading sectors maintain their position in the face of global competition.
- Stimulate sectors and businesses with the capacity to be among the best in the world to fulfill their potential.
- Ensure that the emerging technologies of today become the growth sectors of tomorrow.
- Combine all these elements to establish a center for investment by world-leading companies.

Developing a consensus around these kinds of broad goals could bring Virginia's current and future governors and General Assemblies together on an agenda that would bridge their own tenures in public office and ensure that the competitiveness of the Commonwealth never stops improving.

Number one turns out to be a better place to start than number six, but in what the British report describes as "the race to the top," the competitive challenges keep on coming. Staying on top almost more than anything else means moving fast.



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