



Speaker
&
Award Nominees

Tech Nite 8.0

March 5, 2008

James Madison University
Festival Conference and Student Center

Key Note Speaker: Tom Patterson



Founder, Command Information

Tom Patterson is the founder of Command Information, the leading next generation Internet services firm in America, with over \$50 million in revenue and over 350 employees nationwide. In 2005, Tom moved from Malibu to Virginia and raised tens of millions of dollars from investors led by The Carlyle Group to launch his new company in Virginia. Prior to his success at Command, Tom authored a critically acclaimed book on corporate risk around the world entitled "Mapping Security," was an International partner at Deloitte leading their security practices in Europe, the Middle East, and Africa; a founding partner of KPMG Consulting (now BearingPoint) running their global managed services, and was IBM's chief strategist for electronic commerce.

Tom has just (1Q08) successfully transitioned operational control of Command to a successor CEO and has begun forming the eco-system for his next company, building a product aimed at helping make all of our consumer electronics work better together, become much more functional, and easier to use. This latest venture, still code named LocalForce, is designed to be for consumer electronics what the web was for the Internet.

Tom received his Bachelor of Science in Information Systems Management from the University of Maryland, is a regular lecturer on security at the University of Pennsylvania's Wharton School, and has lectured on entrepreneurship at the University of Virginia's Darden school. Tom has advised all three branches of the Government on Internet policy and is a regular guest expert in the media, with frequent appearances on CNBC, the Today Show, and CNN. He has been featured, among others, in the New York Times, Forbes, Fortune, BusinessWeek, and the Washington Post.

JMU College of Business & JMU College of Integrated Science and Technology's High Tech Entrepreneur Award

Presented by: Joyce Guthrie, Associate Dean for Student Services, JMU CoB; Dr. Sharon Lovell, Interim Dean, JMU CISAT

Steve and Rebecca Brydge

Owners, BrydgeWorks, Harrisonburg

BrydgeWorks specializes in interior and exterior architectural design elements as well as industrial cutting for the manufacturing industry. BrydgeWorks has expertise with floor inlays, stained glass, signage, metal, leather and rubber, with a client list that includes Coca-Cola, James Madison University, the University of Virginia, and Volkswagen.

In 1999, Steve and his wife Rebecca began building their waterjet business using waterjet cutting technology which can cut cleaner than plasmas and without heat concerns of lasers. Quick set-up, computerized controls and years of experience allow for greater productivity and quality control.

Another asset that sets BrydgeWorks apart is that they have a graphic designer and a contractor on staff. Those positions, along with the company's expertise and customer service caught the eye of OMAX, the national waterjet equipment supplier whose equipment BrydgeWorks uses. When Brydgeworks rebranded and re-launched their web site in 2007, OMAX featured the company and site on their own web site.

Last year the Small Business Development Center (SBDC) featured the BrydgeWorks web site re-launch, spearheaded by Immerge Technologies, as a client success story. BrydgeWorks and Immerge met through the SBDC and with video from a third SBDC client, DIGICO, created the new BrydgeWorks.com.

The High Tech Entrepreneur Award

honors an individual who has demonstrated outstanding entrepreneurial success in the development of a technology-based, commercial enterprise. The individual shall have been instrumental in the key technology development, commercialization, and subsequent demonstration of marketing success of related products and services.

2001 Recipient:

Daniel M. Beam,
NTC Communications

2002 Recipient:

Susan K. Kubany and
Robert Heinmiller,
Omnet, Inc

2003 Recipient:

Chuck Tomney,
Status One Design

2004 Recipient:

Walter Curt, PMI &
SEI Technology

2005 Recipient:

Mark Bayliss,
Visual Link

2006 Recipient:

Ben Cash,
Blue Key, Inc.

2007 Recipient

Jase Clamp
Extreme Exposure Media



**High Tech
Entrepreneur
Award**

Franklin J. Marks, Jr.

President / CEO, Marks Products, Inc., Williamsville

Frank Marks, Jr. began Marks Products, Inc. in his garage in 1988 designing and manufacturing a rear-view monitor system for motor home (RV) owners. By 2001, Marks Products, Inc. licensed Wintron Technologies to manufacture and sell the RearViewVISION product line.

In the summer of 1988, Marks was urged by hydro-geologist and geo-chemist friends to build a bore hole camera system for the water-well industry. The company introduced the first GeoVISION system in 1989, and a hydro-geology firm from State College, Pa. first marketed the system by demonstrating it at water-well industry conventions. Amazingly, the system could be powered from a vehicle's cigarette jack.

Frank holds three patents for a mounting bracket for RearView VISION, one for Search Vision used in under-vehicle inspection videos, and another for tilt mechanisms for bore hole cameras. Frank is an astronomer and as a result created a video viewfinder system with electronic crosshairs.

Marks Products has been successful in developing innovative products, commercializing and selling them worldwide. It has dealers in the United States, Canada, South America, Asia, and the United Kingdom. The worldwide need for water and the importance of cameras in drilling wells makes international sales Marks Products' largest growing market.

Since the Marks Products factory moved to Williamsville, Virginia in January 2004, nineteen people have been hired and — considering the county's population of 2,500 — the company is considered a mid-sized business. Marks Products is an example of how specialized technology can be manufactured in a rural community and sold to a world-wide market. Entrepreneurs such as Frank offer real hope for rural communities struggling to attract above-average wage job opportunities.



Stanley David Tong

President/ CEO, Premier Technical Services Corporation, Luray

Stanley David Tong, founder, president and CEO of Premier Technical Services Corporation located in Luray, has over 25 years experience in executive management. He has managed as many as 12 direct-report and over 100 indirect-report employees. Premier, which employs 35 people, combined the technologies of two of its IT partners to produce an IPv6 translation device that is the only fault-tolerant appliance of its kind and is certified by and to be sold to the federal government.

Premier increased gross revenue by 47 percent in 2007 and was named the High Tech Company by the Shenandoah Technology Council the same year. Other awards Premier has earned include Top 100 Disabled Veteran Owned Businesses 2005-2007 (DiversityBusiness.com), Vendor of the Year nomination 2000-2002 (Lockheed Martin), Entrepreneur of the Year finalist 1998 (Loudoun County Chamber of Commerce), "Exceptional" Past Performance rating with Dun & Bradstreet's Open Ratings, Business of the Year 2005-06 (Luray-Page County Chamber of Commerce), and Small Business of the Year nominee 2002 (LMCO). Dave was named Virginia's Small Business Veteran of the Year 2006 (Shenandoah Valley Small Business Development Center) and received the Star Performance Award 2005 (Electronic Data Systems).

Dave's community involvement includes starting four non-profit organizations, including the Broad Run Athletic Booster Club, George Washington High School Alumni Association, Premier Technical Services Foundation and The Information Management Exchange.

Dave is also involved in the Armed Forces Communications and Electronics Association, Disabled American Veterans, International Society of the 173rd Airborne Brigade, Lord Fairfax Community College IT Curriculum Advisory Council, the Luray Rotary club, VFW Post 621, American Legion post 22 and the Shenandoah Valley Technology Council. He also sits on the board of directors for the Shenandoah Valley Partnership, the Page County Economic Development Authority and Chamber of Commerce.

High Tech Entrepreneur Award



Wharton Aldhizer & Weaver PLC

High Tech Company Award

Presenter: Matthew Light, Esquire

The High Tech Company Award

recognizes outstanding commercial growth and achievement by an established company that produces and markets predominantly high tech products or services.

2001 Recipient:
Specialty Blades, Inc.

2002 Recipient:
ComSonics, Inc.

2003 Recipient:
Terralogic, Inc.

2004 Recipient:
Fairfield Language
Technologies

2005 Recipient:
Shickel Corporation

2006 Recipient:
First Witness Video

2007 Recipient
Premier Technical Services



WHARTON ALDHIZER & WEAVER PLC
ATTORNEYS & COUNSELLORS AT LAW

CEMSI

ComSonics Electronic Manufacturing Services Incorporated
Donn E. Meyerhoeffer, VP of Operations and COO, Weyers Cave

In 1999, CEMSI evolved from ComSonics, Inc. a Harrisonburg company that provides test and measurement equipment and repairs to the broadband industry. ComSonics holds multiple patents for solid-state, modular cable testing equipment and RF leakage detection.

Four years later, CEMSI –a 100% employee owned company– outgrew available space in Harrisonburg and moved to Weyers Cave. Since then, CEMSI has doubled its workforce, operates multiple manufacturing shifts, and in 2006, purchased the 70,000 square foot facility. CEMSI's precision electronic manufacturing services (EMS) –which include a fully-automated assembly process– produce circuitry and assemblies for many sectors, including the automotive, telecommunications and medical industries, as well as the military.

CEMSI maintains a highly trained staff –including an IPC certified instructor– offers options for lower labor cost on high volume mechanical projects via partners, and has developed a strategic partnership with an engineering design company. CEMSI is also engaged in partnerships with Massanutten Technical Center and Blue Ridge Community College to expose students to future job opportunities and train their workforce with hands-on experiences custom tailored to meet the actual skills needed for employment at CEMSI.

In 2005, the company received the prestigious ISO 9001:2000 registration, enabling it to become a stronger competitor in the field of electronics manufacturing. CEMSI is active in local communities as members of the Augusta Chamber of Commerce and the Shenandoah Valley Technology Council via its parent company ComSonics.

Nielsen Builders, Inc.

John Neff, Chairman and CEO, Harrisonburg

During the last three years, Nielsen Builders upgraded older equipment to modern, high-tech machines that have increased the efficiency and quality of its woodworked products. The majority of these tools are computer-controlled and can produce wooden parts and panels accurate to 1/1000".

The latest addition is an edge bander that can quickly and efficiently apply a wide variety of materials to the edge of any wood-based product. All of the stations in this machine are computer-controlled at the operator's station and replaces a model used for 10 years that had all manual controls.

Other recent upgrades include a planer that planes solid lumber accurately to the 1/1000" and a precision sander for wood and panel products up to 42" wide. Its electrical-controlled sensors detect inconsistencies on the product and the sander adjusts accordingly. A router makes precision-cuts according to computer programs written by an on-site programmer.

These upgrades not only provide an increase in efficiency and quality but also provide a better working environment by keeping workers safe from dangerous moving parts and providing a quieter work area.

High Tech Company Award



WHARTON ALDHIZER & WEAVER PLC
ATTORNEYS & COUNSELLORS AT LAW

**High Tech
Company
Award**

Susquehanna Technologies

Michael Steadman, President, Winchester

SusQtech develops web site applications and provides web site consulting, design, integration and training. It recently opened a satellite office in Washington, D.C. and will open a third office in Chicago in 2008. In 2007, SusQtech boasted revenue growth of 35 percent over 2006 and employee growth of 90 percent.

SusQtech has partnered with Microsoft and earned the distinction of Microsoft Gold Certified Partner, a status given to Microsoft's most experienced and successful partners. (Gold Partnership status is reserved for the top 1% of Microsoft Partners, based on experience, certifications, and sales.) Microsoft relies on SusQtech to accomplish development and integration work required by Microsoft customers. This designation also means that SusQtech has access to Microsoft products and services long before they are available to the general public.

At Microsoft's request, SusQtech recently represented Microsoft and the Microsoft Office SharePoint 2007 platform at "The New New Internet: Web 2.0 for Business," a premier industry conference. The request came in part because of SusQtech's extensive experience with SharePoint. The best known example of a community-based web site built on the SharePoint 2007 is theSUG.org, which SusQtech developed for associations and other organizations interested in the latest SharePoint technology. The site features blogs, discussion groups and wikis focused on SharePoint 2007. Microsoft representatives remarked that the site was the best example they have seen to date of any organization utilizing SharePoint 2007 for a true Web 2.0 experience.

In July of 2007, SusQtech formally expanded its Microsoft Gold Certified Partnership to include Learning Solutions. In conjunction with this achievement, SusQtech launched a new line of business devoted to SharePoint 2007 training and is hosting the first-ever Sharepoint.Org Conference in Baltimore in March 2008.



WHARTON ALDHIZER & WEAVER PLC
ATTORNEYS & COUNSELLORS AT LAW

The Hine Group

Richard J. Hine, President, Harrisonburg

Since 1968, The Hine Group has developed fine commercial, residential, and mixed-use properties on the East coast. As a licensed Class A contractor in New York, Virginia, and Florida, the company has built and developed retail centers, large scale condominium developments and homes.

This extensive knowledge has been brought to the Valley and will be instrumental in the development of Preston Lake, a planned neighborhood development that combines retail and office space along with residential homes. The residences will be complemented by recreational facilities and retail and dining facilities along with a wellness center.

Preston Lake will have fiber-to-the-home technology, a full featured broadband telephone service, home security monitoring options, and high-speed Internet access with the advantage of scalable bandwidth for telecommuters and home offices. Wireless hotspots will also be provided.

In addition to employing the very latest in telecommunications technologies, The Hine Group maintains an efficient centralized database, scans all invoices and uses paperless transactions. They have established a wireless messaging platform and are able to maintain close contact with their wireless-equipped contractors. AutoCAD is used in-house to customize all design and drafting requirements.

High Tech Company Award



WHARTON ALDHIZER & WEAVER PLC
ATTORNEYS & COUNSELLORS AT LAW

Shentel's High Tech Leadership Award

Presenter: Chris Kyle, Director of Marketing

The High Tech Leadership Award

honors an individual in a high tech organization whose personal leadership and efforts in the community have resulted in outstanding benefits to the region, or an individual outside a high tech organization whose personal leadership and example have resulted in outstanding, positive technology-related activity in the region.

2001 Recipient:
Warren French,
SHENTEL

2002 Recipient:
Dr. Ronald Carrier
JMU

2003 Recipient:
Dr. Nicholas DesChamps,
DesChamps Technologies

2004 Recipient:
Dr. Linwood Rose,
JMU

2005 Recipient:
Dr. John Nofstinger
JMU

2006 Recipient:
Dennis Zimmerman
ComSonics

2007 Recipient
Willy Pirtle
Shentel

Justin Creasy

President and CTO, Immerge Technologies, Harrisonburg

At Immerge, Justin Creasy has developed a custom special education solution for Rockingham County Public Schools that allows special education teachers to collaborate and track student progress online and Immerge's first software product, OmniLab, which is a lab monitoring software for teachers in an electronic classroom. He has also worked on many custom programming jobs, and most recently developed a custom system for JMU's Mine Action Information Center (MAIC). This system is currently used by MAIC to complete a Department of Defense contract.

Justin has been very involved in the classroom since his time at JMU. He was a lab assistant at JMU and in 2007 taught a course at National College. This spring he will teach a programming course to local youth through JMU.

Justin has trained and managed three Computer Science interns at Immerge and has a fourth intern scheduled for the summer of 2008. He spends time making sure the intern gets a quality experience and leaves Immerge with the skills to be a successful programmer anywhere.

He was an integral part of starting the Young Entrepreneurs and Professionals (YEP) group within the SVTC. He will also serve on the Small Business Development Center Advisory Board in 2008.

Justin is heavily involved in the community as the co-chair of the United Way's Technology Division. Justin was frequently praised for his innovative approach to fund-raising which included two successful events that raised more than \$700 for the United Way.

He serves on the Healthy Community Council (HCC) Green Infrastructure group. Justin's project with them is cataloging past renovations and encouraging future downtown building projects to use green methods. He serves weekly Little Grill soup kitchen and has assisted in fixing up Our Community Place, a downtown community center.



Robin Sullenberger

Chief Executive Officer, Shenandoah Valley Partnership, Harrisonburg

Through his position as chief executive officer of the Shenandoah Valley Partnership, Robin Sullenberger has been instrumental in expanding economic development opportunities across the region and facilitating the area's growing relationship with SRI International.

Robin and the SVP have been at the forefront of the partnership with SRI, leading to major state investment and the recent groundbreaking for a research and development facility at the Rockingham Center for Research and Technology. This will be home to SRI Shenandoah Valley and its Center for Advanced Drug Research.

Governor Kaine stated “the establishment of SRI Shenandoah Valley and the Center for Advanced Drug Research will help bring the Commonwealth of Virginia to the forefront of biosciences research.” Recently, the Shenandoah Valley Partnership and SRI's Center for Education Policy developed and initiated the Shenandoah Valley 21st Century Workforce Transitions Project.

This project will work to prepare the area workforce for the skills and specializations needed in a 21st century economy. Robin played a large part not only in bringing SRI to the Shenandoah Valley but working tirelessly to expand the collaborations between SRI and the local business community. In addition to his extensive work on this project Robin is also a leader in extending broadband capabilities to rural Virginia through his service on the Commonwealth Broadband Roundtable.

High Tech Leadership Award



nTelos'

Innovation in Higher Education Award

Presenter: Dave Keller, Vice President, Wireline Division

The Innovation in Higher Education Award

honors the innovative use and/or development of technology with the region's educational system or other technology-training program.

2001 Recipient:

Community Applied
Information Technology,
LFCC

2002 Recipient:

Linda Cauley,
Shenandoah Valley
Governor's School,

2003 Recipient:

Project TRAIN IT / SVWIB

2004 Recipient:

EMHS: Lewis and Clark
2003: Re-tracing the Trail:
& JMU College of Education
Richard Ingram

2005 Recipient:

Shenandoah Valley
Governor's School
John Matherly

2006 Recipient:

JMU's Center for Energy and
Environmental
Sustainability (CEES)

2007 Recipient

Dr. Ralph Grove &
Dr. Bob Kolvoord,
JMU CISAT

Glenn Smith

Professor, JMU College of Business, Harrisonburg

Glenn Smith has been a professor for more than 30 years. He has taught more than 23 different courses including introduction to management, introductory CIS, programming, system analysis, database, computer forensics and consulting.

In 1999, Smith developed an information technology consulting course – one of the few undergraduate consulting courses in the country. The implementation is innovative because it uses working consultants as instructors and student mentors. Each class and topic is taught by a consultant from one of more than 20 different national or international consulting firms. Each year, Glenn recruits 8 to 10 firms to develop objectives, deliver course content, and serve as mentors to student teams in their attempt to complete a consulting project, from the initial proposal writing through the implementation and delivery of the project.

This year was the tenth consecutive year the course has been offered. This collaboration with higher education and the consulting industry has helped JMU and the Computer Information Systems program maintain its position as a tier-one recruiting school.



PRISM grant collaborators

College of Education, James Madison University, Harrisonburg

PRISM—a State Council of Higher Education for Virginia (SCHEV) grant — stands for Partnerships for Realizing Improvements In Science and Math and is a \$307,000 two-year funded project.

Nick Swayne, Diane Foucar-Szocki, Michelle Hughes, Denise Perritt, and selected student-teachers from the JMU College of Education collaborated with supervising 4th, 5th, and 6th grade teachers and school and division administrators in Page County, Charlottesville and Harrisonburg to provide instructional materials and training in robotics and the Global Positioning System/Global Information System (GPS/GIS) to improve student achievement in math and science.

In order to achieve these goals, all participants attended a week long institute in August 2007 to learn how robotics and GPS/GIS devices can be integrated in classrooms promoting SOL knowledge while creatively engaging students in problem-solving and higher-order thinking. As a 2nd step in the fall of 2007, twenty graduate-level JMU elementary education pre-service teachers worked alongside supervising teachers in their classrooms one day a week to initiate use of these technologies in classrooms.

Currently, this collaboration has expanded to five days a week as the JMU graduate students are now full-time student teachers. On February 15th, a one day workshop with participants provided student teachers the opportunity to plan in-depth PRISM lessons with their supervising teachers. As part of their final semester at JMU, these student teachers are also completing action research projects. Many are using data about student responses to the PRISM integration of robotics and GPS/GIS technologies in their research.

Discussions with current and new partners have already take place to plan the second year of the PRISM grant, targeting 6th and 8th grade math and science teachers. Training for these practicing and JMU pre-service teachers will take place in June 2008, when participants will attend the JMU Content Teaching Academy (a new collaboration and all expenses paid) to learn visual math and music strategies for SOL content.

**Innovation
In Higher
Education
Award**



Verizon's

Innovation in K-12 Education Award

Presenter: Douglas Brammer, Area Manager, External Affairs

The Innovation in K-12 Education Award

honors the innovative use
and/or development of
technology within the
region's K-12 educational
system or other K-12
technology-training
program

2005 Recipient:

JMU

Bio-Manufacturing Groups;
Drs. Raab, McKown,
Coffman

2006 Recipient:

Learning Can Be Fun,
BRCC's Youth Program

2007 Recipient

Laura Evy,
Ottobine Elementary
School

Eric Benson, Chris S. Newman

3rd grade teacher; Principal, Luray Elementary School, Luray

As a 3rd grade teacher and supported by his principal Chris S. Newman, Eric Benson integrated two forms of technology into his reading instruction – the Palm hand-held computer and an interactive Smartboard. Through a series of programs his students can store data, and rapidly exchange and manage information for better understanding of phonics, fluency, comprehension, and vocabulary.

Each Palm has an infrared port, which allows for information to be quickly transferred to another Palm with the push of a button. Students in this classroom can share their written stories not only with their peers but also with their teacher.

Eric's desire to create a print-rich environment prompted him to also integrate a digital whiteboard, or Smartboard, into his classroom and daily lessons. Through its use he is able to enhance instruction and engage learners at their developmental level. With the board, he is able to relate with the class, demonstrate effective strategies, and manipulate what is on the board by touch. Through its use he is not confined to, or focused on, a computer that separates him from the class.

The results of this integrated technology have been very positive. Although nine of his students were identified in the fall of 2005 to be reading below the 3rd grade level, all passed the Virginia SOL tests in reading, mathematics, science, and history in the spring of 2006. The students achieved an average score of 573 out of 600 on the reading exam and 80 percent of his students scored above average.

After integrating this technology into his classroom instruction, Eric's peers, parents and school administrators have noticed the impact it has had on students. To spread this successful integration of technology into other classrooms, he has conducted staff development training over the past two



Dr. Tom Dillon, Dr. Harry Reif, Dr. Daphyne Thomas

Professors, JMU College of Business, Harrisonburg

Responding to the national shortage of computer information systems professionals and the lack of high school students interested in science and technology majors, Tom, Harry, and Daphyne created JMU's CyberCity Summer Program. CyberCity targets underserved and underrepresented groups who historically have not had the opportunity to be exposed to sophisticated and high level technology. These three co-directors recognized the need to prepare a diverse set of tomorrow's leaders today. Better prepared future generations of technology leaders offer improved opportunities for quality development and deployment of technology.

This summer program offers an on-campus, multi-day experience to invited students and their teachers from Virginia's middle and high schools. Session leaders include JMU professors, technology and business leaders JMU students and alumni.

Over the course of three days the students and teachers participate in a variety of experiences targeted at familiarizing them with technology, business professionalism, and teamwork. The CyberCity 2007 technical hands-on sessions included biometric security, secure wireless networks, web site design and creation, and secure programming. Sessions also covered business etiquette and protocol, ethics, team building, selecting a college and how to succeed once in college. All CyberCity activities were built on the premise that learning can be fun.

CyberCity created a number of ongoing linkages that will bring CyberCity student participants back to JMU as future students. It will provide middle and high school teachers with the knowledge to advise diverse and underrepresented students that technology careers are possible.

CyberCity participants attend at no cost – funding and stipends for participating teachers was provided by business partners. Tom, Harry, and Daphne worked to bring CyberCity from concept to fruition by developing a curriculum, securing staff to conduct the workshops, and identifying funding sources.

Plans are underway for an expanded CyberCity 2008 and to make CyberCity an ongoing annual summer event.

Innovation In K-12 Education Award



**Innovation
In K-12
Education
Award**

Scott Hand

Director, Pupil Personnel Services, Rockingham County Public Schools, Harrisonburg

Under the direction of Scott Hand, a unique software solution was devised for managing Individualized Educational Program (IEP) paperwork in the form of the IEP Processing and Management System (IEP-PAMS). The project began as a collaborative effort between Rockingham County Public Schools (RCPS) and a local custom software company, Immerge Technologies.

Scott's group worked with Immerge to design IEP-PAMS from the ground up to meet the specific and unique needs of Rockingham's special education teachers, therapists, and administrators. With the system in place, teachers can securely and efficiently access paperwork from school or home. IEP-PAMS automates the process of data entry, form creation, and paperwork management, allowing teachers, therapists, and administrators more time to focus on their students' needs. IEP-PAMS also helps to reduce paper consumption and printing costs.

The true innovation that separates this custom solution from the commonly available products are the various collaboration tools built into the system. It was designed to meet RCPS's specific privacy and liability needs while still allowing educators to collaborate in a secure online environment.

From the specification phase, to beta testing, to training, Scott Hand directed the progress of the project with the assistance of his staff, Rebecca Hill-Shifflet and Kendall St. John. Scott and his team spearheaded the design and functionality of the software.

Scott valued working with Immerge because he was able to give an opportunity to a local young technology company. There were advantages of the convenience of working with a local company, but also risks working with a new business. He felt strongly about getting his teachers a system that would be an easy change from their current paper system and supporting a local business instead of going with a competitor's product.



Joseph F. Showker

Instructional Technology Resource Teacher (ITRT)
Rockingham County Public Schools, Rockingham County

Joe is an innovator in the field of educational Internet safety instruction throughout Virginia and the nation and has spoken throughout Virginia and on Capitol Hill in Washington D.C. on the topic of internet safety. He was involved in creating the Virginia Department of Education's "Guide to Internet Safety in Virginia Schools" and is currently working with the Institute for Infrastructure and Information Assurance at JMU in developing a cyber citizens guide for Virginia's schools.

Joe has taught for 29 years in Rockingham County and is an instructional technology resource teacher for Rockingham County schools, training staff in the educational use of leading edge technology from Smartboards to podcasting to video production in the classroom.

Congressman Robert Goodlatte presented Joe Showker with a Children's Champion Award for his work as a national advisory board member for the Web Wise Kids program. Through Showker's presentations, parents, teachers, and children in Virginia have learned strategies for safe Internet use at home and in the classroom.

His collaborations include Virginia Attorney General Robert McDonnell's Task Force for Internet Child Safety, The Shenandoah Valley Technology Consortium, The Institute for Infrastructure and Information Assurance at JMU, and BRPTV of Roanoke, Virginia. In addition, Joe has been invited to deliver the keynote speech at the National Teacher Training Institute held in conjunction with WVPT at JMU in March.

**Innovation
In K-12
Education
Award**



**Innovation
In K-12
Education
Award**

Randy Thomas

Superintendent, Page County Schools, Luray

In 2007, Randy Thomas collaborated to take 60 high school students to Charlottesville for a technology career day. He coordinated multiple meetings with local principals and secured transportation for the event. He was an advocate and an important liaison between the business community and the educational system.

Randy coordinated all activities with the school systems for the "Technology Tour." He was an enthusiastic supporter of the idea and championed the participation of most of the schools in the Shenandoah Valley. His commitment to engaging students outside of the classroom as well as preparing students for a future career involving technology, was apparent in this project.

Randy endorsed this event and personally attended. He is forward-looking and committed to preparing students for careers in technology. His passion for his work is apparent and he understands important trends in business that his students are preparing for today.



Wilson Middle School Bully Broadcast Thursday

Donald D. Curtis, Principal; Fishersville

This recently developed program — a CCTV student broadcast — combines 8th grade civics SOLs, the use of technology, guidance and administrative goals with efforts from journalism students to produce short video clips. The digital video vignettes address the issue of bullying and diversity awareness among the school's students.

The integrated effort begins as civics teachers isolate SOLs to correspond with student's lives. Guidance counselors and students then use these starting points to reflect on bullying or student interactions involving diversity. Scenarios are developed with brief storyboard planning, then the 25-30 second videos are created by the journalism students. They use Flip digital video cameras to record the story and then import the footage into Windows Movie Maker. The videos are edited and enhanced to include visual effects and questions to provoke thinking before and after the video clips. Once the video is completed, the video is stored on the school's local area network.

Each Thursday, the principal includes a brief teaser after morning announcements to engage interest in the BBT scenario. Teachers stream the week's video using each classroom's multimedia cart to homeroom classes as the day starts. Throughout the day, teachers discuss the topic from the broadcast with their students and may use examples in their lessons to reinforce the week's video topic as well.

The goal is to help students experience a variety of situations they can reflect upon and consider their own actions toward becoming a better citizen, student and friend. By reducing the mystery of others and sharing feelings and sensitivities, we hope that our students will celebrate rather than criticize differences among themselves.

**Innovation
In K-12
Education
Award**



Center For Innovative Technology Innovative Technology Application Award

Presenter: Walt Levering, Regional Director

The Innovative Technology Application Award

honors the innovative use of technology in more traditional Shenandoah Valley based industries such as agriculture and manufacturing.

2001 Recipient

Sayre Enterprises, Inc.

2002 Recipient

Rockingham Memorial Hospital-Picture Archive and Communication System (PACS)

2003 Recipient

WVPT-Virginia Public Television

2004 Recipient

Wildlife Center of Virginia

2005 Recipient:

Coldwell Banker Funkhouser Realtors

2006 Recipient:

Valley Blox

2007 Recipient

Perdue Farms, Inc.

Chris Beard

Online content developer, Daily Newsleader , Staunton

The Daily Newsleader Information Center is expanding the traditional boundaries of newspapers to become the central place for the most current news and information for the community. With 1.8 million monthly visits to their web site, the popularity is proving that the Daily Newsleader is embracing new technology in a way that is unique in the traditional print media world.

The Daily Newsleader's newsrooms are now information centers where reporters are using technology to improve information gathering and reporting. The Daily Newsleader was one of the first papers in the country to produce a weekly crime map "mashup" using GIS and crime reports provided by the local police departments to provide readers with information on types of crimes and locations in an easy to view format.

Besides changes in gathering and reporting, the Daily Newsleader's Online Information Center is using technology to expand the reach of the print edition and becoming an important online resource for citizens and businesses. Blogs associated with print articles are very popular and generate interest in stories for days after they appear in the print edition. News updates are published online and RSS feeds in both XML 1.0 and 2.0 provide real-time updates on breaking news. One of the tools has been online audio streaming that recently included the R.E. Lee state championship game and a question and answer session with Gov. Tim Kaine.

Additional online content is also expanding the information available in the print edition. Searchable databases are available on topics ranging from health department restaurant inspections to political funding. Additional photographs that are not published in the paper are posted and readers themselves can submit photos and news items online.



Scott Davidson

Owner, Craving Cookies LLC, Harrisonburg

Scott Davidson began working on his business, Craving Cookies LLC last February at the age of 19. After gathering all the necessary documents, licenses and insurance, he opened Craving Cookies LLC on September 7, 2007.

Craving Cookies fills a niche in the Harrisonburg market by delivering warm cookies and milk to college students, the community, and hotel guests looking for warm comfort food while away from home. The company has been widely accepted and its friendly atmosphere, quality service, and delicious products have created a strong bond with its customers.

With his creativity, knowledge, and passion for entrepreneurial achievement, Scott was able to develop the Craving Cookies' web site and integrate an e-commerce system. Currently more than 80 percent of Craving Cookies' orders are from e-orders and the e-commerce site has proved invaluable by cutting labor hours, improving delivery efficiency, and enhancing customer relations. As order volume steadily increases Scott plans to take hold of the cookie market with possible future expansion. Craving Cookies may soon extend farther than what Davidson had ever planned – business partner Otis Spunkmeyer Inc. has expressed interest in expanding Davidson's business model to accommodate travelers through the use of centrally located kiosks.

The e-commerce system has already expanded his business model. Parents of JMU students are able to display their affection for their kids by purchasing birthday and exam week gift packages. The e-commerce system has allowed parents from as far away as New York to purchase cookies and milk for a Harrisonburg delivery.

Innovative Technology Application Award



**Innovative
Technology
Application
Award**

Kyle Stutzman

Vice President of Technology Systems, DuPont Community Credit Union, Waynesboro

In the past year, DuPont Community Credit Union has implemented innovative technologies to outsmart identity thieves by installing Imaging ATMs, and implementing a 24/7 call center.

Beginning in August, 2007, DCCU experienced a series of phishing attacks and subsequently put three measures into place. First, a partnership has been established with a third-party vendor who has the capability of shutting down malicious web sites in an average of three to four hours. By harnessing this technology, DCCU has blocked over 70 fraudulent sites. Second, members are notified when there is a high potential for fraud and are provided with a secure electronic channel to report the problem, making them active participants in the efforts to halt identity theft. Third, the IS Department stays abreast of electronic fraud and identity theft on an ongoing basis and provides this information to the Financial Education Department as well as staff. DCCU has an asset size of \$590 million and the losses to members have been less than \$6,500.

DCCU has also installed Imaging ATMs that are easier on the eyes and give members added security by giving them a receipt that has copies of their deposit items. Also, confirmation is available instantly on screen that verifies both checks and cash deposits. Time is saved because there is no paper envelope to fill out when a deposit is made, fraud is minimized, and the technology puts DCCU at the head of the class in respect to the federally governed "Check 21" initiative.

To provide members options on how and when they do their banking, DCCU launched a 24/7 call center. This service allows members to call at any time. To the IS department, this means incorporating voice-over IP with current telephone systems allowing the routing of calls to trained representatives that can assist members 24/7.



John Morris

Vice President, Allen Yoho Electrical, Inc., Lyndhurst

John Morris, like many others, went straight from high school to shift work at a local industrial plant. But John showed an interest in the process and a desire to learn how it worked, and, after months of reading technical manuals during the night shift, John began attending Blue Ridge Community College. He received his associate degree in 1992 and received his BS in electrical engineering from Old Dominion University.

In 1998, he joined local electrical contractor Allen Yoho Electrical, Inc. with the vision of combining construction and machine instrumentation and integration technology. This combination provides the industrial customer the luxury of a single-source design-build contractor for complex projects. Many of the companies are low-tech basic industries that need the benefits of modern process technology but often lack the capital or engineering sophistication to navigate the path to successful plant automation. John and Yoho Electric, Inc. have simplified access to high technology.

At The Frazier Quarries, through the automation processes that John designed, plant production has increased 300 percent with a significant reduction in electrical costs, and at Rockingham Milling Co-op, John was responsible for the design and implementation of automating the grain receiving and processing functions which have resulted in less downtime and quicker problem analysis functions. At the DuPont Plant in Waynesboro, John designed and supervised the upgrade of their Wastewater Treatment Operations from a 1970-technology of primarily pneumatic controls to a completely automated system.

The result of John's involvement with Yoho Electric has allowed the company to be more competitive and diverse. In John's ten years with the company Yoho Electric has grown from 19 to 50 employees and enjoys a large and diversified clientele of industrial plants in the Shenandoah Valley.

Innovative Technology Application Award



**Innovative
Technology
Application
Award**

Brent Mercer

President, Virginia Industrial Plastics, Elkton

In 1999, Mercer's father handed full control of the company to Brent and retired. At that time, Virginia Industrial Plastics had just two personal computers for bookkeeping and no computerized manufacturing equipment.

In 1999, the company acquired a CNC router and a CAD/CAM package and began a precisely targeted Internet sales strategy. Over the years the company obtained more equipment and gradually found its niche in the marketplace. Today VIP is located in an 89,000 square foot facility; manufacturing equipment includes 11 PLC thermoforming machines, five CNC routers, and a 6 axis high output robotic trimming system. In 2007, VIP added a laser cutting system to expand once again VIP's capabilities. They are currently producing laser cut and engraved windshields for the golf car industry along with other products.

Almost all customers consult with the VIP engineering department, tapping into their manufacturing expertise to develop their products. This gives customers the advantage of fewer developmental setbacks and delays. In 2007, VIP hired an industrial designer to work with engineers to provide better product designs.

VIP recycles 97 percent of production material cutoffs. This keeps our landfill free from material with extreme half life decay time lines. In 2007, two new granulators were purchased to help with the increased volume of plastic to be recycled.

VIP focuses on the development and execution of innovative manufacturing methods that allow it to be competitive in the global market place. It is a thriving high-tech manufacturing plant in a region of Virginia that has lost manufacturing jobs.



JMU Institute for Infrastructure and Information Assurance National Defense / Homeland Security Award

Presenter: Dr. John Noftsinger, Vice Provost, JMU Research and Public Service

Dr. George H. Baker, III

Associate Director, JMU Institute for Infrastructure and Information Assurance;
Associate Professor, JMU Integrated Science and Technology, Harrisonburg

Dr. George Baker has served as the start-up director and associate director of JMU's Institute for Infrastructure and Information Assurance. In this capacity he has overseen over 60 research projects involving faculty and students in efforts to improve infrastructure and community resilience in Rockingham County, Virginia, the National Capital Region, and the nation. In his service on the Congressional EMP Commission from 2002 to the present he has been involved in evaluating nuclear threats to the U.S., determining U.S. preparedness, and developing countermeasure strategies. He has served on the Commonwealth's Critical Infrastructure Working Group (2002-2005) under the Governor's Assistant for Emergency Preparedness. He was involved in founding and chartering of the Virginia Secure Computing and Networking (VASCAN) organization involving the major universities in solving cyber security problems within the Commonwealth. He is presently serving on the Defense Threat Reduction Agency's Balanced Survivability Assessment Team involved in on-site assessments of the most critical U.S. military and national security facilities around the world.

He is a charter member of the National Defense Industry Association's Homeland Security Executive Board. In 2006-2007 he was invited by the National Research Council to serve on their special committee to assess the security of the Nation's largest dam facilities managed by the U.S. Bureau of Reclamation. At the university, he has received outstanding evaluations for his graduate course on critical infrastructure vulnerability and protection.

He was instrumental in inaugurating JMU's annual Homeland Security Symposium at the National Academy of Sciences on the topics of Engaging the Frontlines in Homeland Security (2006), Avoiding and Responding to Cascading Infrastructure Failures (2007), and Fostering Public-Private Partnerships (2008). He initiated assessments of local community water and electric power systems that provided valuable guidance to local governments on improving their system resilience. He also maintains a web site of publications on national security.

The National Defense / Homeland Security Award

honors outstanding technical contributions to Homeland Security or National Defense. Recognized contributions may include outstanding research, development, innovation, quality improvement, or heroic effort in providing products and/or services to critical National Defense or Homeland Security endeavors.

2007 Recipient
SI International



**National Defense /
Homeland Security
Award**

COL (R) Dennis Barlow

Director, Mine Action Information Center (JMU), Harrisonburg

COL (R) Dennis Barlow has provided leadership in the field of humanitarian demining throughout his military career and in his current role of director at the Mine Action Information Center at JMU. The MAIC is a public policy center that manages information and conducts training relevant to humanitarian mine clearing, victim assistance, mine risk reduction and other landmine-related issues.

As an information clearinghouse, the MAIC provides training, operates a helpdesk for queries, hosts conferences and symposia on landmine-related topics, publishes a journal about mine action, maintains a content-rich web site, develops mine-action education materials, produces global information system (GIS) products, and conducts studies and surveys designed to facilitate and improve global landmine action. The MAIC has a full-time staff that organizes faculty, students and other experts into teams to address specific landmine-related issues.

Drawing on university programs and mine-action experience, the MAIC is in a unique position to develop integrative approaches and innovative solutions to mine action information and training. The MAIC publishes the Journal of Mine Action, the leading international journal in the field, which provides a forum for the global landmine community. The center also runs the Global Mine Action Registry, which provides up-to-date contact information on hundreds of organizations committed to mine action and hosts training for senior managers responsible for mine removal from around the world through the United Nations.

Ed Clark

Director, Wildlife Center of Virginia, Waynesboro

For nearly ten years, the Wildlife Center of Virginia, a teaching and research hospital for wildlife medicine, has studied and documented unusual patterns of disease in its patients. The Wildlife Center has now broadened its surveillance program to include all aspects of environment health, including wildlife diseases, diseases shared with domestic animals, and zoonotic diseases which can pose a threat to humans.

In August 2007, the Wildlife Center won a contract from the Institute for Defense and Homeland Security to create a working model of the Project Tripwire system through which emerging wildlife diseases with potential national security implications can be quickly identified and reported. The working model of Project Tripwire has now been created and is being evaluated by national security agencies and wildlife care organizations.

Project Tripwire was conceived as a network of wildlife care facilities that will share patient data for analysis. Similar to human health monitoring systems, by providing a powerful set of tools for data collection and analysis, along with comprehensive information on emerging diseases, Project Tripwire will enable participating wildlife care professionals to better recognize a disease outbreak and quickly report it to the proper authorities, thus maximizing the chances for an effective response.

Once fully refined and deployed, Project Tripwire will network professionally staffed wildlife care clinics across North America. These facilities are likely to be the first to see individual cases of diseased wildlife, long before government agencies or other institutions notice population level effects, or human manifestations are detected. By linking the records of these wildlife care centers to a central epidemiological database via the Internet, and creating automated reporting systems, the appearance of any new or unusual wildlife disease events can be more quickly detected and reported.

National Defense / Homeland Security Award



Institute
for Infrastructure
and Information Assurance
at James Madison University

NEW SVTC MEMBERSHIP STRUCTURE

Membership defined by level of benefits, not number of employees.

All members:

Electronic newsletter, priority invitations and reminders, statewide VTA TechEvents newsletter, invitation to participate on SVTC committees, use of the SVTC membership directory listing to their advantage (150 words). Post open jobs as well as publicity in newsletter and website. Any member may buy into a higher category at any time to get the higher benefits. Active participation by each member is what makes the difference for all.

- **Student: \$25** - Individual enrolled in high school or college
- **Individual: \$100** - Any one person. SVTC membership directory description focuses on person, includes company/organization name, but not company/organization's address or phone.
- **Level 1** membership: \$200 - SVTC membership directory includes company/organization description, address, phone number and web address.
- **Level 2** membership: \$500 - Includes Level 1 benefits PLUS inclusion of member-supplied marketing materials at 2 SVTC events , 5 mins. of floor time at same event(s), mention of event sponsorship in SVTC newsletter & SVTC online calendar. (*)
- **Level 3** membership: \$1,200 - Includes Level 2 benefits PLUS: logo on SVTC website entry page, logo on SVTC newsletter, logo on SVTC event banners at ALL council events. Level 3 member's logo etc. will be included in other opportunities as they present themselves (e.g. logo on t-shirts). (*)

(*) excludes Tech Nite

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