Food Technology — A Seed For Innovation

INSIDE:
• NJ FOOD MANUFACTURERS ON THE CUTTING EDGE 16
• DEVELOPING A MOBILE APP? READ THIS FIRST. 9
• MEET COLLETTE LIANTONIO INFO-MARKETING GENIUS 6
• 7 HOT TECH COMPANIES TO WATCH 20

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GROW. WISELY.
On the Cover

16 Food Technology—A Seed For Innovation
The Food Innovation Center in NJ uses technology and science to make food better for everyone.
By Michael duBois

Features

17 Q&A: Michael duBois,
Director of the Food Innovation Center
We sat down with the recently appointed Director to hear his thoughts on the Food Technology industry.

19 Going Mobile?
Asking tough questions before you begin mobile development can save a lot of headaches down the road.
By Dan Coleman

20 Meet the Winners
Meet seven of the technology winners from the NJTC’s venture conference.

Columns

5 TALENT NETWORKS

6 CORNER OFFICE
Collette Liantonio
How do you take a pair of jeans that feel like pajamas and sell them to millions of women? Collette Liantonio, founder and president of ConceptsTV agency, shares her insights on selling absolutely anything.

12 What Businesses Want from the Class of 2012
Maxine Ballen shares her insights with DeVry University’s Class of 2012 graduation ceremony.

22 NJTC COMPANY PROFILE
World Currency USA
World Currency USA finds a solution to a common banking problem.
By Jim Calla

26 Strengthen Your Brand By Incorporating Your NJTC Membership
Using your membership in the NJTC can communicate volumes to prospective clients.
By Eileen P. Monesson

Business & Strategy

8 A New Method for Dealing with Rogue Data Transfers
Your employees don’t realize it, but they are exposing sensitive company data. Find out how to avoid rogue data transfers.
By Pete Cafarchio

10 A New Investment Trend: Collector Cars
Collector cars can make for a very profitable investment, if you know what to look for.
By Adam Pauska

11 5 Steps to Successfully Promote From Within
Promoting from within can be tricky, but well worthwhile. Here are five steps to help you choose and promote the right candidate.
By John Reed

14 NJBIN: New Jersey Energy Resource Network (NJERN)
The NJ Energy Resource Incubator initiative reinforces NJ’s reputation as a clean-energy and energy-efficiency mecca.
By Michele Huber

NJTC Connections

4 PRESIDENT’S MESSAGE

24 PHOTO GALLERY

28 NEW MEMBERS

30 CALENDAR OF PROGRAMS

TechNews
July 2012 • VOL. 16 NO. 45
New Jersey Technology Council & The Education Foundation
1001 Briggs Road, Suite 280
Mount Laurel, N.J. 08054
phone (856) 787-9700
direct line (866) 787-9700 x323
fax (856) 787-9800
www.njtc.org

PUBLISHER
Maxine Ballen • mballen@njtc.org

VP OF PUBLICATIONS
Leo M. Mennitt • lmennitt@njtc.org

CONTRIBUTING EDITOR
Jennifer Simoni • jenn.njtc.technews@gmail.com

NJTC CONNECTIONS EDITOR
Judy Storck • jstorck@njtc.org

GRAPHIC DESIGNER
Bonnie Jacobs • njtc@bonniejdesign.com

TechNews is published by the New Jersey Technology Council and The Education Foundation. We are located at 1001 Briggs Road, Suite 280, Mt Laurel, N.J. 08054. ©2012 NJTC. All rights reserved. Reproduction or use, without permission, of editorial or graphic contents in any manner is prohibited. To obtain permission, contact Leo Mennitt at lmennitt@njtc.org or (856) 787-9700 x227.

TechNews is published eight times a year and is free to all NJTC members. Unqualified subscribers pay $29.99 per year, $39.99 for two years. Reprints are available for a fee upon request.

For more information on the New Jersey Technology Council, see www.njtc.org.

To contact a staff member, see the staff box for email addresses. Submissions for New Jersey TechNews are welcome. All editorial copy published is at the discretion of the editor. Send submissions to news@njtc.org. The views expressed in New Jersey TechNews do not necessarily reflect those of the New Jersey Technology Council or New Jersey TechNews.

Advertising information: Leo Mennitt at (856) 787-9700 x227
Subscription information: www.njtc.org

Postmaster: Send address changes to:
NJTC, 1001 Briggs Road, Suite 280, Mt. Laurel, N.J. 08054.
I would love for you to take a few seconds to consider the C-level executives you work with, and how much they do, every day, for your company. For those top-level executives, the NJTC hosts an annual Executive Leadership Summit. This one-day summit, open exclusively to top-level executives, offers them the opportunity to learn from other great leaders such as Reid Nagle, Chairman of SNL Financial, and to interact with their peers. Attendees in the past have found the Summit to be one of the most rewarding and beneficial events they attend all year.

We will also be holding our CEO Awards, honoring one executive each from the Public, Private, and Nonprofit sectors. Nominate your deserving CEO today! (Nominations close August 6.)

Speaking of awards, the NJTC Awards Gala countdown has begun! Nominations close the end of this month, so please submit your company nominations today.

And lastly, if there’s ever a time of year where I can sneak in some reading, it’s the summer. Here are two books I highly recommend tossing in your beach bag:

- The Idea Factory: Bell Labs and the Great Age of Innovation by Jon Gertner. Bell Labs changed the landscape of American innovation; and for tech junkies, like myself, you’ll find it a fascinating read.
- The Rainforest: The Secret to Building the Next Silicon Valley by Victor Hwang and Greg Horowitt, shines a light on regionalism, and illustrates why, though so many have tried, no one can replicate Silicon Valley’s innovation ecosystem.

Happy, Healthy Summer!

—Maxine Ballen, President & CEO, NJTC

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Bridging The Gap: Matching Employers with Trained Job Seekers

The New Jersey Department of Labor and Workforce Development is launching a Notice of Grant Opportunity (NGO) for “Talent Development Partnerships” that will bridge the gap between job-seekers and the many Garden State employers who report they have job openings, but cannot find workers with the necessary skills.

The intent of this effort is to eliminate the skill gaps that prevent people from becoming employed and hamper the ability of companies to grow and thrive in New Jersey as the economy recovers. The NGO is designed to create “Talent Development Partnerships” and focus limited state resources on training opportunities that directly employ people within key industry sectors in New Jersey that are being targeted by the Department.

This NGO is designed to support efforts of educational institutions to build strong relationships with the employers in targeted industry sectors that have demonstrated the best prospects for growth and prosperity in New Jersey. Those targeted and key industry sectors include: Advanced Manufacturing, Financial Services, Health Care, Life Sciences, Technology & Entrepreneurship, and Transportation, Logistics, & Distribution.

Grant recipients must demonstrate the ability to coordinate and link vocational skill training with current employer job openings in one or more of New Jersey’s targeted industry sectors. Additionally, grant recipients must demonstrate they have established partnerships with employers within the targeted industry sector(s) and have received a commitment to hire graduates of the “Talent Development Partnerships” prior to participants commencing training.

This approach allows for sustained employment and economic advancement for program participants. Applicants should work with employers within the targeted industry sectors, as well as the state’s Talent Networks and Workforce Investment Boards, to determine the specific skill gaps that need to be addressed and the skills required for immediate job openings.

Commissioner, NJ Department of Labor and Workforce Development, Harold J. Wirths discusses with the NJTC what the “Talent Development Partnerships” is all about:

What makes this grant different from an OJT grant?
This initiative is designed for unemployed job seekers. Organizations who apply for grants must demonstrate that they have worked with employers in targeted industries to determine the skills in demand for their current hiring needs. In addition, employers are expected to commit to hiring participants who complete the program.

How can this grant support putting skilled unemployed job seekers back to work?
The employer-driven grant program targets the state’s key industry sectors, providing an opportunity for skilled jobs seekers to re-tool their existing skill set to meet the specific needs of companies that are currently in need of additional workers.

Can you explain more about this?
We are trying to bridge a gap between the job-seekers in New Jersey and the many employers who tell us regularly that they have job openings, but cannot find workers with the necessary skills. We hope to eliminate these skill gaps, which prevent people from becoming employed as well as hamper the ability of companies to grow and thrive in New Jersey as the economy recovers.

The “Talent Development Partnerships” will focus limited state resources on training opportunities that directly employ people within the key industry sectors in New Jersey that already employ more than half the people in the state and pay more than two-thirds of the wages. These are the industry sectors that have demonstrated the best prospects for growth and prosperity in New Jersey.

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Collette Liantonio
founder and president of ConceptsTV

BY JENNIFER SIMONI
How do you take a pair of jeans that feel like pajamas and sell them to millions of women? Collette Liantonio, founder and president of Concepts tV agency knows how.

ConceptsTV was founded in 1983 and has produced numerous Direct Response commercials and infomercials. It has won 70 awards with advertising legends, which include Ambervision Sunglasses, Topsy Tail, The Abdominizer, Contour Pillow and The George Foreman Grill.

You’ve been in the business for 30 years, how did you first get started?
I have an M.A. from NYU in directing. Creativity isn’t limited to films or theatre. Creating visual images that motivate in minutes is a thrilling task. After years of teaching high school and freelance brochure writing, I was asked to create a commercial for “The Bug Zapper.” It was a huge hit and I was hooked!

How have Direct Response (DR) commercials and infomercials changed over those years?
No more “yell and sell.” DRTV is a mainstream-respected educational genre. In our dramatic, “act now” culture, my metaphors for the masses have an impact. It is a medium whose time has come.

Can you briefly tell me the difference between a direct response commercial and an infomercial, or are they essentially the same?
A DR commercial lasts 2 minutes, an infomercial lasts 28:30. Short Form is appropriate for low price points or lead generators. Long Form lends itself to testimonial driven, intellectual properties.

I remember commercials for Topsy Tail, the George Foreman Grill, and The Bedazzler, and of course Pajama Jeans—all of which are produced by your company. What’s the secret to getting inside a consumer’s head, and staying there?
A dramatic demonstration…the ah-hah moment! I get up close and personal with every visual and make sure the commercials are a sensory experience.

There seems to be a formula to great infomercials and direct response commercials. What makes for a great commercial?
The “formula” is a problem-then-solution point of view. A great commercial educates and excites just as a great salesman would. There’s a compelling demonstration that proves the usefulness of the product, along with a visual intimacy that translates without words. It’s important to keep a balance between slice-of-life moments and extreme close ups that allow one to experience a product.

Everyone’s using social media to market new products, do you incorporate new technology into your advertising approach? Or do you stick with the TV spots?
TV drives Web sales. It drives retail sales. It drives social media. It’s the primary medium. After developing the appetite from a TV commercial, the purchaser visits the URL and our commercials stream there as well for repeated viewings.

I’m sure not every product is an “easy sell”. In those cases, how do you go about producing the commercial?
If it’s not visually compelling, testimonials can endorse the product. Animation is a powerful tool, too. One of my funniest commercials was “The Potty Putter”—yes, that’s a product that lets you practice putting while sitting on the toilet. The bathroom can be off-limits if not approached creatively.

I think of Direct Response commercials and infomercials as an advertising channel separate from “Madison Ave. advertising”. Would you agree?
Infomercials and DRTV are self-supporting, instantly generating revenue. We create a brand through repetition and action. In 60 seconds, the consumer takes out his wallet and orders the product. Madison Avenue creates an image—action is not immediate.

If you had to pick just one, what’s your all-time favorite infomercial you worked on?
In short form, perhaps “The Bedazzler” because it has been enjoyed by so many girls and women over the decades. In long form, “The Smart Mop”. The one moment we swing the disgusting dirt laden mop over the audience heads and they recoil in horror…yet not a drop spills on anyone…that is the memorizing magic moment that thrills. If you can enthral an audience for 30 minutes watching a mop in action, that’s cool!
But wait there’s more! I also loved the Amish Heat Surge Fireplace-working in a barn with Amish craftsmen was so interesting and it was really gratifying to bring such a great money-saving product to America.
Most companies have been grappling with the trend of consumerization in their corporate IT environment. For many, this means that there is a growing tendency for new technology to first emerge in the consumer market and then spread into business and government organizations. With growing pressure to achieve results, coupled with tightened IT budgets, employees are looking to efficiently get their jobs done by using freely available tools. However, when these tools are introduced into the workplace, it creates an inherent lack of centralized IT control, which not only leads to potential data leakage, but also can create security risks. This tension becomes painfully apparent when employees need to exchange large, confidential files.

**Unsuspecting Employees**
Consider the following scenario: Brandon works in a marketing department. As an important initiative for the year, he needs to send a copy of his company’s prospect database to their outsourced marketing firm to initiate lead generation campaigns. However, Brandon’s firm needs the file within a short timeframe or a key deadline will be missed that will most likely result in lower revenue this quarter. As Brandon tries to send the file, his e-mail server notifies him that his message is too large and that he should contact the IT department. This forces a domino effect. Brandon considers turning to his overtaxed IT department to send it via FTP. However, in the past this process involved an extraordinary amount of resources, and took days to send something that needed to be there in a matter of hours.

As a result, individuals like Brandon turn to rogue applications that are free and cloud-based, but lack necessary security controls. With a simple Google search, people can access multiple utilities such as Dropbox, YouSendIt, Google Sites and iCloud to send large files in a matter of minutes. This is what Brandon did to send his file, so the lead generation campaign is on schedule and Brandon could move on to other projects. Unfortunately, he just created a potential nightmare for the company and the IT department.

---

**WHAT’S YOUR COMPANY’S CLOUD STRATEGY?**

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Brandon transmitted a highly sensitive file containing contact information for all of his company’s customers and prospects. Ultimately, his IT department cannot control, track, or even see what happens with these files. The problem is that he just used a free utility that could very well have weak or non-existent security controls.

All too often, employees face this situation and unknowingly open their infrastructure in a way that holds seriously detrimental implications. In fact, because of these major security concerns, companies such as IBM recently banned the use of Dropbox and iCloud in their corporate environment. What can people do in order to successfully send large and sensitive files yet still complete their tasks?

Apps For Everyone—IT Departments and Employees

When companies ban rogue applications they need to offer viable, easy-to-use alternatives for exchanging data or employees will simply find another way. Fortunately, some vendors are filling this need with tools that offer the best of both worlds, enabling workers to effectively get their jobs done while also giving IT staff the visibility, security and control over files as they are transferred. This is especially important for healthcare and financial institutions, who need to comply with extensive industry regulations.

For organizations evaluating vendor offerings, ask the following questions to help find the right solution:

• Does it have tight security? Is the data encrypted while it’s in transit and at every “hop” where it is stored? Dust off your security policy to ensure compliance with your standards.
• Is it intuitive to users? If the tool is not easy to use for both senders and recipients, extra training will be required and the IT support burden will increase. Check obvious things like password resets and easy account provisioning.
• Is the solution cloud-based or on-premise? Does the vendor has a certified data center and can they demonstrate your data is not co-mingled with others? Cloud-based solutions can offer significant cost savings in hardware, OS licenses, staffing and disaster recovery costs. The solution will be up-and-running much faster and you can also switch solutions more easily if needed.
• Does it give IT centralized control? A solid solution should allow IT to easily provision/de-provision users, track and monitor all data transfers including file names, sender and recipient IDs, timestamps, completion status of the transfer and other important metadata.
• Does it integrate with mobile devices? Is the web interface optimized for mobile browsers? Can it be used natively (without launching an application)?
• Is this a dedicated standalone utility or is it a multi-function service that easily ties in with your other corporate production applications?

As organizations face an ever-increasing need to comply with regulations, sending sensitive information quickly becomes the norm. This forces companies to re-evaluate their methods of data delivery. Gone are the times of simple FTP and email, which have proved to be too risky. Companies need to find new approaches that meet customer demands, deadlines and industry regulations. But as they do so, they must consider IT management implications. This means seeking out updated file transfer solutions which have evolved into “secure data delivery services.” These will allow their employees to handle encrypted email messages, inbound customer portal feeds, and electronic forms data safely and securely.

Bernie Leone, CPA, CITP, is a member of WithumSmith+Brown’s Technology Services Group and the Practice Leader of the firm’s Business Advisory Services Group. Bernie can be reached at 973-532-8839 or bleone@wsmithbrown.com.
What is a POLST form, and how is it used within a patient’s medical record?

New Jersey’s Physician Orders for Life-Sustaining Treatment Act (“POLST Act”) was recently enacted. It will allow patients to make preferences concerning life-sustaining treatment or other interventions known in advance. The POLST form may be used for individuals who (1) have advanced chronic progressive illness; or (2) a life expectancy of less than five years; or (3) otherwise wish to further define health care preferences. The POLST form is intended to accompany the patient, and be honored across the full range of health care settings, including the patient’s home, a health care facility, or otherwise. It will become part of the patient’s medical record.

A POLST form will contain immediately actionable, signed medical orders on a standardized form that will address a range of life-sustaining interventions as well as the preferred intensity of treatment for each intervention. The standardized POLST form that will be used in New Jersey is currently under development, but is likely to be modeled on forms created for use in other states.

An Investment Trend: Collector Cars

BY ADAM M. PAUSKA

Cars, in general are one of the worst investments a person can make. They deteriorate in value faster than almost any commodity, require constant maintenance, and are very expensive to repair. Unless, they happen to be a collector car.

It turns out the guy driving that 1967 Shelby GT500 as an enthusiast is also a smart investor. Leading into the Barrett-Jackson Auction Company’s inaugural event in Las Vegas, the world’s leading collector car auction house reported that many of the top cars sold have performed better in value than the stock market and gold over the last 10 years. “Though most people buy a collector car to enjoy, they have also proven to be one of the soundest investment vehicles in the global marketplace over the past 10 years,” said Craig Jackson, Chairman and CEO of Barrett-Jackson. “It’s rare that a hobby and someone’s passion has the potential of being a great investment.”

What is a collector car?

A collector car is a car that will appreciate or maintain its value over the course of its lifetime. How do you know what qualifies as a collector car? Here are three examples:

Classic Cars & Antiques

The Classic Car Club of America maintains that a car must be between 20 and 40 years old to be considered a classic, while cars over that age fall into the antique category. If a car falls into either of these categories it can be considered a collector car.

Rare and Custom Built Cars

Cars that are rare or custom built such as the Bugatti Veyron will always appreciate in value assuming of course there is a market for them. Bugatti to date has produced 250 Veyron’s and 215 of them have been delivered to customers worldwide. Because of its incredible design and $2.6 million price tag, most insurance brokers and insurance companies classify this as a collector car in anticipation that it will retain or increase in value over time.

Legacy Cars & Modern Classics

Legacy and modern classics, cars mainly manufactured by companies with a history of producing vehicles that maintain their value over time, such as Rolls Royce, Ferrari, Pagani, Lamborghini, and Aston Martin, are regarded as a collectible regardless of age. Typically these cars are of a somewhat limited production with retail prices north of $150,000.

Collecting cars is an expensive hobby, so make sure you insure the cars, as you would any other high-priced item you own. And if done right, it can also be a very profitable hobby.

Adam M. Pauska, vice president at Maloy Risk Services. apauska@maloyrs.com

Beth Christian is a shareholder at Giordano, Halleran & Ciesla P.C., in the firm’s Health Care practice area and co-author of the legal blog New Jersey Healthcare(www.njhealthcareblog.com). She can be reached at 732-741-3900 or at bchristian@ghclaw.com.
If you’re looking for a way to reward strong performance, boost morale and increase retention, you don’t have to spend a fortune to achieve results. It may be as simple as recognizing valued employees by promoting from within.

As the risk of turnover grows due to an improving job market, many IT departments are identifying staff who are ready for advancement. By filling roles from within the group, managers show employees that their hard work and dedication do pay off. At the same time, they are able to retain valuable talent that may otherwise eventually walk out the door.

The process of promoting from within isn’t as easy as it seems, though. Be sure to keep the following five steps in mind:

**Set ground rules**
As you discuss performance with employees, make sure you explain what it takes to get ahead in the company. What weaknesses need to be improved? What do you look for in advancement candidates?

When people clearly understand what’s needed to earn a promotion, there’s less risk of misunderstandings or hurt feelings when others on the team get to move up.

**Choose wisely**
The logical choices for advancement may be those who’ve been with the company the longest or those who are the tech hotshots in your group. While they may impress you with their commitment or expertise, that doesn’t always mean they’re suited to senior roles.

Instead, step back and consider those who have most of the qualities needed to thrive after a promotion. This might include a broad range of qualifications, including management potential, interpersonal skills, a strategic mindset and budgeting abilities. Some candidates may need training in an area or two, but they should meet your criteria overall.

**Share the news correctly**
When you tell a staff member he’s earned a promotion, focus primarily on the new job responsibilities during the initial discussion. You want to give a true sense of what’s ahead, so he can determine whether he’s sincerely interested in the advanced role. Hold off on talking about the pay raise or new job title until you’ve given a solid overview of the position.

Keep in mind that promotions are motivational only if people really want them. You may learn certain employees prefer to stay in their current roles with a few more challenging assignments. Be willing to shift your plans to keep top staff happy at your company.

When you’ve decided to promote someone within your group, share the news openly with other staff. Explain why the person was chosen, so employees understand what it takes to succeed. For example, you might say, “I’m pleased to announce that Allison is being promoted to lead web designer. Her recent work revamping the XYZ section of our site was impressive, but more importantly, she has a track record of bringing together people with a variety of viewpoints to achieve a single vision for projects. Her strong interpersonal, leadership and negotiation skills, combined with a commitment to excellent work, will be a real asset in her new role.” The more reasons you can offer, the better because people will be less likely to take the attitude, “What in the world do they see in her?” — an unfortunately common occurrence when a colleague is promoted.

**Offer support**
An individual you promote may have done an incredible job in her former position, but not everyone can hit the ground running in a new role. Allow for some transitional time during the first couple of weeks.

In the same way you’d help a new hire, give promoted staff the resources they need to be successful. Assigning a mentor who’s in a similar role in the company can be beneficial, as well as giving time to attend seminars and other training programs, can get people off to the right start.

**Give feedback**
While you don’t want to micromanage and dictate how every little task is done in new job roles, you should meet with promoted staff regularly to touch base. Find out how they feel they are doing and whether you can provide additional support to ease the transition.

Be sure you’re giving the same amount of feedback as you would to new employees joining the company. The more information people have about their performance, the easier it will be for them to stay on track or make improvements. Consider a performance review after a few months in the senior role to provide more formal input.

By promoting from within, you’ll create a culture that’s known for nurturing talent and offering long-term career paths to employees. The practice sends a message to employees at all levels of your organization that superb performance is rewarded and that employees have a reason (apart from the regular paycheck) to work hard, be reliable and focus on quality. It can not only help with retention, but will also make you a more attractive employer to prospective hires. Word does get around, and you’ll have an advantage over competitors who haven’t made the effort.
What Businesses Want from the Class of 2012

On June 22, Maxine Ballen, president and CEO of the NJTC, gave a commencement speech at DeVry University to one of their largest graduating classes to date. In attendance were graduates from each of their schools, including: Keller Graduate School of Management, College of Business, College of Media Arts, College of Health Sciences and College of Engineering and Technology. The majors included: Electrical Engineering, Electronics and Computer Technology, Networking and Communications Management, Computer Information Systems, Web Game Development, Business Administration, Health Information Technology, Electroneurodiagnostic Technology and Masters in Business Administration (numerous concentrations).

Here is an excerpt from that speech:

As part of my preparation to speak to you today, I asked the CEOs of several of the top New Jersey technology companies what they looked for in prospective employees. In addition to the obvious - specific degrees and training, which I remind you, you already have - here are five character traits that came up.

1. People who can truly be a presence in the workplace; not just those who "phone it in".
2. Employees that can communicate effectively with peers and managers, whether in conversation, in writing or in social media. Technology is wonderful, but let's face it, it has allowed all of us to use it to avoid face to face communication rather than actually talking to each other. So stop texting all the time.
3. Not just super-star individuals, but team players who can collaborate and work well with others. Start looking for opportunities to interact with others.
4. Employees that can be flexible; willing to go in a new direction when necessary to get the job done. This is especially important given the lightening fast pace of today's technology environment.
5. People who can frame an issue, state their position and effectively argue that position. It is really something you learn over time. It really comes with practice. So start practicing!

That's what businesses are looking for from you, class of 2012. But I would not be the commencement speaker today unless the University thought I had some of those insights I mentioned earlier. So, here are a few things that have helped me... Maxine Ballen's 5 Personal Rules of Success.

• Believe in yourself, because if you don't, no one else will.
• Treat everyone well, with respect and kindness. Not because it's the way you want to be treated, though that's nice too, but because the world is very small and you will run into them again both going up and coming down.
• Learn to laugh, especially at yourself. A good sense of humor can take you far down the road to success, and help you get over the bumps - and there most definitely will be bumps.
• Never lose your enthusiasm for what you are doing. If you do, realize you are shortchanging both yourself and your employer.
• Follow your dreams. Yes, it's a bit corny, but in my life few statements have been more true. When you follow your dreams, chances are everything else will fall into place.
• And finally, as Kurt Vonnegut allegedly once said, never ever leave the house without sunscreen.

Class of 2012, I wish you a bit of luck. You don't need a lot of it, because you have acquired the skills and training to make it - and for some of you, to make it big - in this challenging world. Congratulations and go get 'em!“

DeVry University, www.devry.edu

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New Jersey is widely recognized as a leader in producing clean and efficient energy. Two New Jersey business incubators focus exclusively on supporting new energy enterprises. Recently, these two incubators collaborated and launched an initiative called the New Jersey Clean Energy Resource Network (NJCERN). The initiative represents a comprehensive business development strategy for energy companies in New Jersey.

The management at New Jersey’s two energy-focused incubators—Rutgers EcoComplex and the Meadowlands Business Accelerator—initially conceived of a Website as a solution to an information problem. “In the incubators, people would come to us with questions,” said Margaret Brennan-Tonetta, Ph.D., the associate vice president for economic development at Rutgers University who oversees the Rutgers EcoComplex. “We’d go to Websites trying to find the answers for them. We realized how helpful it would be to have all this information in one place.”

As the vision of the project expanded, the collaboration of the two incubators grew into NJCERN. “The project morphed into a strategy for how we could better draw startup companies to New Jersey and our incubators,” said Michel Bitritto, Ph.D., director of the Meadowlands Commission Business Accelerator.

The collaborators now include New Jersey Board of Public Utilities (BPU) and the New Jersey Economic Development Authority (EDA). The coordination with state agencies makes NJCERN a comprehensive service that not only supports startup energy companies, but also supports the New Jersey Partnership for Action and the objectives of the New Jersey Master Energy Plan.

There are three elements of the NJCERN program. First is the NJCERN Database, a Web-based guide that clearly identifies advantages of doing business in New Jersey. It provides, in one centralized location, over 300 links to state, federal and private resources. The site is optimized so that when anyone is searching on energy in New Jersey, this page will be one of the first to come up. The Website was designed by JD Giron (www.jdgiron.com), a company located at the Meadowlands Business Accelerator that won the contract through a statewide competitive bid.

The New Jersey Board of Public Utilities is committed to supporting the ongoing maintenance of the NJCERN Website through its clean energy program budget, which is approved annually by the board. “We need to get the messages about the energy-saving programs to our target audiences and to coordinate that with the NJ Business Action Center and NJBIN,” said Robert M. Hanna, Esq., president of BPU. “This Website is going to contribute greatly to that. I’m looking forward to seeing this and I think you can count on the board to support great ideas like this.”

“This is the most extensive database for energy resources in the country,” said Brennan-Tonetta. “One of the purposes of the Website is to make it clear that New Jersey is an easy place to do business. All the resources are right there for them. It’s something the state can be really proud of.”

The second element of NJCERN is the Clean Energy Business Cluster Strategic Plan. This is a strategy for optimally leveraging existing resources. It provides a roadmap for developing previously unavailable resources vital to clean energy business development. The plan will be implemented by the Rutgers EcoComplex in collaboration with relevant public and private partners.

The third element of NJCERN is the New Jersey Clean Energy Innovation Workgroup. This workgroup is a team of experts from academia and government that evaluates the paths, technologies and businesses that will help New Jersey achieve a sustainable clean energy future. It will provide evaluation of new business concepts for project developers, entrepreneurs and investors to accelerate the development of a vibrant clean energy industry in the state.

“The working group will have all the experts around the table,” said Brennan-Tonetta. “The group will evaluate whether or not the company has potential to succeed. If yes, the group will help them to get off the ground.”

The next step for the NJCERN Database is identifying contacts at each New Jersey state agency agency that can help the program team keep the information updated. The program team will also be conducting informational seminars to help the state agency contacts to keep it up-to-date. The ongoing financial support of BPU makes the ongoing upkeep possible.

Visit the NJCERN Database at http://njcern.rutgers.edu.
SetFocus was founded with the premise that everyone deserves a good education and a good job. This is especially true for our returning veterans who have demonstrated dedication, diligence and the ability to turn training into action.

The SetFocus US Armed Services Veterans Training and Career Counseling Program, **GI to IT**, will enable these individuals to learn, grow and secure a sustainable employment in database and application development opportunities.

To learn more about the **GI to IT** program, email GItoIT@setfocus.com or call 973-889-0211 ext. 135
The word “technology” conjures up visions of innovations in consumer electronics or applied genetics or forensic chemistry. The average consumer rarely thinks of technology as it relates to food. In fact, some people, especially those who prefer to eat minimally processed “whole foods”, may even bristle at the idea of putting the words “food” and “technology” together. No matter how natural, organic, or “free-range” food is, at some point it was affected by the work of food technology—in a very positive way.

**The Science of Food Technology**

Food technology is the science of ensuring that the food consumers eat is safe, wholesome, tasty, consistent, as inexpensive as possible, and nutritious, regardless of how complex its recipe may be or how many steps are needed to produce it. Guided by consumer testing, the people who work in the food technology profession are trained to create products and packaging that protect the food’s nutrition and maintain its appeal while on the grocery store shelves.

They also brainstorm entirely new and tantalizing products, often based on scientific advances in ingredients, processing, or packaging. These forward steps in food technology are always guided by consumer insights gleaned from focus groups and taste panels. Consumer testing has played an important part driving some recent breakthroughs in the ever-growing area of consumer convenience (such as frozen veggie and entree steamer packs) and the introduction of new beneficial ingredients such as the açai berry, flax oil, stevia (a natural zero-calorie botanical sweetener), and inulin (a natural fiber from the endive plant).

Food technology is also focused on the aesthetics of food, such as its texture, taste, appearance, and mouthfeel.

Food technologist work upstream with agronomists to selectively breed new varieties of fruits and vegetables that are less likely to suffer nutritional loss and physical damage.

*continued on page 18*
A study released by Rutgers University in 2011 showed that the state is home to 1,660 food and beverage processors, with industry sales totaling $12.12 billion. New Jersey food manufacturers directly contributed an estimated $3.03 billion to Gross State Product (GSP). These food manufacturing businesses employed 32,782 workers with wages of $1.29 billion.

Since 2001, when the Food Innovation Center (FIC) opened, it has assisted a total of 1,400 clients whose success has bolstered the statewide industry statistics. Since just 2009, when the center opened its Bridgeton, New Jersey incubator, 52 companies have received business and technical mentoring that helped them to commercialize and produce food and beverage products. Also between 2009 and 2011, 11 clients have successfully graduated from the incubator and a total of 36 products have been commercialized.

During a recent interview, Michael duBois, director of the center, spoke about how incubator clients benefit from FIC services and go on to be a vital part of the state's food industry.

**What are the primary advantages for companies located at the Food Innovation Center incubator?**

We have lots we can offer, starting with product development. In product development, our expertise in food microbiology, processing techniques, chemistry and taste acceptance enable the client to finalize a market-ready product that meets standards of stability, safety and optimum aesthetic appeal. And the center has access to the collective knowledge base and powerful ongoing research available through Rutgers University. FIC companies have a better chance of offering a truly relevant and enticing new food or beverage to consumers.

In addition to the technical aspects of product development, the FIC provides marketing, positioning concepts, labeling guidance and consumer testing such as focus groups and field testing. We also help with training in business fundamentals, food safety and security and regulatory compliance.

There are four separate manufacturing bays in our incubator facility. These production rooms replicate what would happen in a full-scale manufacturing plant. They are larger than what you would see in a pilot lab, and the sanitation is more characteristic of a full-scale operation versus a laboratory simulation. Access to these resources helps our clients avoid an extra step in scale-up.

**What types of businesses make use of the incubator?**

Our mission to the New Jersey agricultural community is to add value to their harvest, leading to more profitable and sustainable consumer products. We have been pleased that in addition to helping start-up entrepreneurs, our services have been sought by larger corporations located in New Jersey and to some companies from outside the state. Wherever there is an opportunity to help a food company make stable, safe and scrumptious foods, we would like to work with them.

We get lots of companies in the early production stage. People may have put together something in their kitchen and come to us with hopes of commercializing the product. Others come to us with just an idea. They can picture what their product would be like, but they need us to help them create it from scratch.

The companies that already have a product may be considering a line extension or an optimization of their current product, for example, a gluten-free version of an existing product.

Some large companies like to come to Bridgeton to use our labs and conference rooms and think of us as an “invention partner.” They know that our laboratories are great for confidential and secure development work, drawing upon our experts as needed.

**Who are some of your most successful graduates?**

Companies graduate when they outgrow our facility and are ready to move into their own place. At this point consumers are purchasing their product in ever-larger amounts. It is very rewarding to know that we’ve helped someone take a dream and make it a reality.

One recent graduate was Schar USA, which used FIC expertise, skills, and connections to develop gluten-free products for the United States market. After initially producing their bread in our facilities, their market success recently made it necessary to move into a 50,000 sq. ft. facility in Gloucester County. The plant created 51 new jobs.

Another success story is Jin-Ja, created by an enterprising young man who had this dream of a nutritious, stunningly delicious, and strange-in-a-positive-way beverage that we helped get out into the world. I think he’s a remarkable person and I’m really proud of what he has done with this totally unique beverage.
during their transportation to market from local and distant fields. This work has made it possible to extend the season of availability of many agricultural crops and has allowed the introduction of exotic products to US consumers (kiwi, new chili pepper varieties, star fruit, blood orange) and the enjoyment of eating strawberries, asparagus, and peaches throughout the year grown in temperate climates.

The Food Innovation Center
One of the most renowned centers advancing the science of food technology is Rutgers University, the state university of New Jersey and a land grant institution. Rutgers plays an important global role in basic food research up and down the food chain. Breakthroughs identified by Rutgers basic research often find their way into highly practical application in foods. The Rutgers Food Science department, and a number of associated institutes and centers, is closely integrated with the food, beverage, and nutraceutical industries.

In 2001 Rutgers opened the Food Innovation Center, as part of the Rutgers New Jersey Agricultural Experiment Station, located in the middle of one of the state’s most productive farming regions. Under the leadership of Dr. Margaret Brennan-Tonetta this “incubator” was conceived as a resource to the growers of New Jersey and beyond to assist them in increasing the value of their crops by converting them into a broad range of innovative foods, applying food technology as well as business development skills.

This concept took off and the Center expanded into its current 23,000 square foot complex on East Broad Street in Bridgeton NJ in 2008. In addition to the core food technology expertise, the Center offers training, mentoring, consumer testing, and food manufacturing know-how and facilities. The current director, Michael duBois, a long-time food industry leader, said “the Center has served countless entrepreneurs and small business proprietors to bring their food product dreams to life. Our tightly integrated interdisciplinary team of scientists, manufacturing, training and marketing experts has assisted over 1,400 clients, leading to the commercialization of 36 new products throughout the mid-Atlantic region as well as a number of global food brands.”

The Food Innovation Center also serves as a portal into the vast resources of the Rutgers Food Science Department in New Brunswick and a number of other Centers and Institutes. “Our client base has continued to expand” according to duBois “and now includes food technology initiatives with global companies in two main areas – food manufacturing and foodservice operations.”

The Food Innovation Center's nationally recognized training programs have been used by over 1,000 individuals. Most of the training at the Center is focused on Food Safety, followed by the Business Basics curriculum.

“I believe that the Food Innovation Center continues to make an outstanding contribution to the growth of New Jersey businesses and employment, but I think the greatest work we do is in supporting good health and in the reduction of childhood obesity in our state and elsewhere.” According to duBois “an example is the ‘From Farm to Schools Initiative’, backed by a grant from the USDA and the New Jersey Department of Agriculture. This work has brought additional New Jersey agriculture-based foods into the school lunch program. The new items are based on our state’s crops like blueberries, eggplant, and zucchini and represent the dual goals of outstanding taste and high nutritional content in accordance with the new USDA guidelines for school menus. These menu items have been accepted in a pilot program within New Jersey schools.”

The Rutgers Food Innovation Center’s training, quality, and food technology expertise continues to expand to help their diverse group of clients create new foods and open new markets, benefiting consumers and communities alike.

Photos:
(left) Hot Process Area contains an extensive range of equipment that enables blanching, steaming, cooking, roasting, baking, pasteurization, filling and labeling. Types of products that can be produced here include: beverages, soups, sauces, stews, salsas, jams and jellies, cheeses, yogurts, grilled and roasted vegetables. There is also a bottling line in this room and it allows for automated production of both still and carbonated beverages.
(right) Lobby and Reception Area greets guests and clients of the Food Innovation Center (FIC), and also converts into a conference room. It is equipped with sophisticated audio and video equipment that enables distance learning and continuing education courses that can be offered to the community.

Michael duBois is the Director of the Food Innovation Center. www.foodinnovation.rutgers.edu
The key to any successful project is asking tough questions before you write code.

BY DON COLEMAN

About half of U.S. businesses will be in the mobile market by the end of 2012, according to a recent survey by Robert Half Technology (“Mad for Mobile,” New Jersey TechNews, April 2012). Nearly a quarter of the CIOs surveyed said they planned to develop a mobile application for the first time this year. The mobile boom is in full swing. Developing mobile apps can be scary and exciting, especially for managers who must make difficult business decisions in a rapidly changing technology landscape. Asking tough questions before you begin mobile development can save a lot of headaches down the road. Here are the six you should ask before starting:

ARE YOU FOCUSED?

It’s a good strategy to kick off a project with some blue-sky brainstorming. Sometimes ignoring reality is the best way to get all the ideas on the table. But the hard part is taking your big ideas and breaking them down into much smaller ideas that you can actually execute.

Do you have a clear idea of what you’re going to build? There is a wide spectrum of possibilities. You could be building a mobile version of your website. You could be building a task-specific app for clients or customers. Perhaps you are building a set of tools to help your employees work smarter and more efficiently.

Make sure you are not trying to do too much. Often it’s a good idea to start with the minimum number of features you need to satisfy your users. You can always add features later.

Probably the biggest thing to keep in mind is this: it’s not an effective use of resources to go mobile just for the sake of it. The rush to mobile now feels a bit like the dot com boom. Going mobile just for the sake of it, the rush to mobile, is this: it’s not an effective use of resources to do so. You can always add features later.

HAY YOU CONSIDERED YOUR AUDIENCE?

This might seem like an obvious one, but managers and developers often make assumptions without really understanding their users.

If you are building something for your customers, do you know what they want or need? What is your target market? Do you have any studies to back this up? What devices do your users have? Android and iPhone are the most popular, but you might also have to consider other devices, such as the Blackberry or Windows Phone.

It’s also important to be realistic about how much time your customers will spend using your app. You might imagine that your app will hold a user’s attention for an hour and a half, but really it’s more like five minutes.

Is your app targeting mobile users? Do you understand their workflow? Do you know what kind of hardware they are using? Does the tool need to work offline and online? You want to build something that your employees will easily and willingly adopt. It’s important to understand how these mobile tools will be integrated with other software and hardware systems in your company.

Also, don’t forget about the bigger picture for your users. How are you making their lives better or easier? In addition to solving problems and meeting needs, you might consider ways to bring a little fun into their mobile experience. Create something that delights them.

IS YOUR TEAM READY?

This is a tough question, in part because it may force you to consider longer-term business strategies. Is your mobile project a one-time endeavor or do you intend to make mobile development part of your company’s skillset? Is it better to hire someone to build the app for you? Or are you willing to spend time and money training your existing team?

If you have good software developers they can become mobile developers. A consultant can help you plan the project and get your team up to speed. This could be a good strategy if you have developers willing and excited to learn. If your developers aren’t willing and excited to learn new technologies, you have much bigger problems.

WHICH TECHNOLOGIES WILL YOU USE?

In some ways, choosing technologies is the easy part—easier, at least, than understanding your users and getting developers up to speed. It’s also easy to get into the trap of using shiny, new, cool tools without putting people first.

The first decision you’ll have to make is whether to develop a native app or a web app. With a native app—for instance, one developed specifically for the iPhone or Android platforms—you can easily access device features, like the camera, microphone, and address book.

If you are going to build native applications for multiple platforms, start with one platform first, instead of trying to develop on multiple platforms in parallel. Your applications won’t launch at the same time, but you can take what you learned on the first platform and apply it to the others.

The mobile web allows you to build applications that are not platform specific and can run in the browser on any phone. But browser capabilities vary across devices. For example, camera support exists in newer Android and Blackberry but is unavailable on the iPhone. The browsers will eventually get better and support more device features, but for now this is a moving target.

Another solution is to use a framework like PhoneGap that allows you to build cross-platform native apps using HTML5. PhoneGap works like a shim, providing access to the phone’s features from JavaScript. PhoneGap applications are packaged as native apps and delivered to users through the app stores.

The good news is that the line between web apps and native apps is blurring, and a year from now this distinction might not be a sticking point.

HOW MUCH ARE YOU WILLING TO INVEST IN THE PROJECT?

Obviously, developer and designer time will be the most expensive resource. All of the plumbing around the project—planning, marketing, and managing—can also add up. Building custom software is expensive, and your first mobile project could be more expensive than you think, especially if you have to train your team. The scope of the project and your vision for your business will likely determine the cost of going mobile.

A consultant could set you on a good path, but only if you do your legwork first. Although there’s no silver bullet here, asking tough questions before you dive in could lead to a more successful mobile app, one that makes your users happy and won’t break the bank.
At this year’s Venture Conference, the NJTC gathered together members of the investment community, corporate business development, licensing officers, professional service providers, incubator managers, and technology transfer managers at the daylong venture conference. The conference included formal presentations by exhibiting businesses, a luncheon panel, and concluded with an awards ceremony to honor the 40 emerging businesses. Awards were determined by a panel of independent judges from a variety of professional disciplines. Meet seven of our technology winners.

**Allweb Technologies Inc.**
Newark, NJ
www.allwebtechnologies.com

Allweb Technologies addresses the password overload and identity fraud issues that plague online users by providing a complete eco-system for consumers and enterprises to better manage their online identity and password issues with security and convenience. As the user profile is securely managed in the cloud, the service can be used from anywhere by online users in public and private sectors.

**Joteq**
New York, NY
www.joteq.com

Joteq has created a new eye drop dispenser, which delivers a single micro drop, horizontally, at the press of a button. It will replace all the “19th century technology” dropper bottles on the market today.

**Locus Energy, LLC**
New York, NY
www.locusenergy.com

Locus Energy was founded in 2007 to provide monitoring and data analytics for the renewable energy industry. Since the commercial launch of its platform in 2009 the company has become a leading North American monitoring provider, particularly in residential and commercial PV. With offices in NYC and San Francisco, Locus Energy currently monitors over 100,000 renewable data feeds and continues to grow quickly. In addition to the core monitoring business, the company has a strong focus on providing data analytics that will facilitate the adoption of renewable energy.

**What sets your company apart from other companies?**
Locus combines monitoring capabilities with advanced analytics (such as an integrated satellite-based Virtual Irradiance feature) to provide more complete asset management. This combination provides additional tools, for example fleet performance yield reports, to better determine best practices for these distributed energy assets.

**What are your aspirations with venture capital?**
Locus maintains ongoing conversations with venture capital groups, though we are not actively fund-raising at this time.

**What does the next year hold for you?**
Locus is looking to continue sales growth while adding new analytics and asset management products. We are excited about the continued growth in solar PV, as well as the opportunity to support our growing customers.

**NAC Harmonic Drive, Inc.**
Port Jervis, NY
www.nacharmonicdrive.com

NAC Harmonic Drive is a supplier of harmonic gearing technology for robotics, semiconductor, defense, energy, industrial and aerospace applications.

**What sets your company apart from other companies?**
Many area’s set NAC apart from other companies. First though, is its technology. We are the only US owned corporation providing harmonic technology to applications deemed critical by many market segments. Secondly, we are operating globally with only one viable, foreign-owned competitor.

**What are your aspirations with venture capital?**
The company is seeking to raise up to 5 million dollars in the coming months.
What does the next year hold for you?
We anticipate continued growth in terms of sales revenues and market penetration and well as expansion of our core operations in the USA.

SpectraMD USA, Inc.
East Windsor, NJ
www.spectramd.com

Founded to assist hospitals and physicians as they transition to quality and performance driven models of healthcare delivery, SpectraMD has provides business intelligence solutions that leverage clinical data analytics to improve outcomes, meet quality measures, reduce readmissions and increase financial performance. Our out-of-the-box products, like our flagship product FOCUS Actionable Analytics (Financial, Operational, Clinical, Utilization and Satisfaction), and services support providers and professions across the continuum of care.

What sets your company apart from other companies?
Our competitive advantage is that FOCUS offers stakeholders a solution for improving, managing and linking quality and financial performance in multiple verticals (financial, clinical, operational, utilization and satisfaction) across the continuum of care. The platform includes an existing KPI library, which can be customized based on user preferences and their role within an organization. The platform can also integrate data in near real-time to generate “actionable” KPIs for providers at the Point of Care and to build predictive models. The platform’s modular design allows customers to purchase select out-of-the-box functionalities that address their pain points (Value-Based Purchasing, Readmissions, PCMH, HEDIS, ACOs, etc.) as opposed to committing to the entire platform. Additionally, we have our own patient-centered Enterprise Data Warehouse (EDW). Housing all data in an EDW allows for consolidated data access, sharing and analysis with accurate and consistent information, and reduces IT resource requirements and costs.

What are your aspirations with venture capital?
The two areas that we would support with venture capital are product development and market validation. With regard to product development, we would like to further develop the platform’s user-interface, KPIs and APIs. For Market Validation, we hope to validate use cases for FOCUS™ with participating providers and develop relationships with decision makers to understand their needs and pain points around improving Value-Based Purchasing scores, preventing readmissions, PCMH, bundled payments and ACOs.

What does the next year hold for you?
We will release the FOCUS™ platform this July, and continue with the implementation of our go-to-market strategy that includes a mix of direct sales, direct marketing, conference participation and webinar hosting. Subsequent versions of the platform will be released on a quarterly basis.

SpeechTrans Inc.
www.speechtrans.com

SpeechTrans Inc. enables people who speak different languages to communicate with each other through their phones. The Speech to Speech (S2S) language translation software allows people to carry on real-time conversations in more than 20 languages using smartphones and tablets. The SpeechTrans app, which is powered by the voice-recognition development of Nuance Communications, is available for Apple, Android and Blackberry operating platforms. Since launching our first product, we have been diligently working on building our technology cross-platform. We believe SpeechTrans is similar in utility to a calendar or a calculator, you may not use it everyday, but it is of tremendous value when you need it.

We've already had a major breakthrough and have developed our software to work over a landline, opening the market from 900 million smartphone and tablet devices to allow language translation services to over 5 billion people worldwide.

What sets your company apart from other companies?
SpeechTrans is different from other companies in that it's at the forefront of language translation, and pushing the boundaries to create new technologies. We introduced speech-to-speech language translation as a smartphone app six months before Google and our InterPrePhone service (language translation over any landline) was introduced this past January at the Consumer Electronics Show prior to AT&T's announcement. Our latest update allows users to translate billboards, menus and foreign business documents by taking a picture and using our image-capture technology.

What are your aspirations with venture capital?
We have successfully closed a Seed round with Jumpstart NJ Angel Network and are looking to raise a $2 M Series A round to help accelerate our growth.

What does the next year hold for you?
We are currently working with OEM's to preload our software. Imagine a World where language barriers did not exist, in which, any one person could communicate with any other person, regardless of the language or location. Our vision is that this technology will achieve mainstream market adoption and be on every device in the next 3-5 years. Our passion is to change the world by improving global communications to a level never before possible. Operations of all kinds, from international business, finance, and military applications to scientific and social enrichment, will become easier and more efficient with the removal of language barriers.

Veracity USA, Inc.
Glen Rock, NJ
www.veracityglobal.com

Veracity USA designs, develops and markets innovative transmission, storage and display products, primarily for network video applications. Our aim is to support the evolution and deployment of mega-pixel video surveillance, by designing unique products, which solve real-world IP Video problems. Our IP transmission products are used, recommended and trusted by all the major IP camera manufacturers, as well as thousands of system integrators and end-users worldwide.

What sets your company apart from other companies?
We have brought products to the market that stand out due to unique innovations and a departure from the norm. Veracity products, from HIGHWIRE PowerStar to Coldstore, are not the “me too” products of the competition, but solutions with a unique angle.

What are your aspirations with venture capital?
While Veracity is not actively seeking venture capital at this time, were we to decide to accept said capital, our aspiration would be to use that for a massive increase in our market visibility and product rollout.

What does the next year hold for you?
Another 30%-40% sales growth, a dramatic increase in the sale of our flagship products (Coldstore and Highwire), new OEM deals, and additions to sales and engineering staff.
World Currency USA Finds a Solution to a Common Banking Problem

BY JIM CALLA

For over one hundred years, importers, exporters, and other interested parties could not efficiently send U.S. Dollar-denominated international wires or transact foreign currency transactions directly through their local community banks. These local bank customers are passed on to large regional, or money center, banks where they are not customers of the larger and, therefore, often pay a high price for the conversion of the U.S. Dollars into the currency required by the vendor. For many cases, these local community banks, and their customers, are unaware that those international dollar wires are converted into the foreign currency by the larger banks before they even leave the United States.

To further explain, currently when a customer prepares an international wire, a bank that has foreign exchange and global payments capabilities may often enjoy the opportunity to convert these U.S. Dollars directly into the foreign currency expected by the beneficiary’s bank account. This is in contrast to sending the U.S. Dollars and allowing another larger bank upstream to capitalize on this conversion process, especially since the larger banks typically convert wire requests for a very aggressive fee.

Local community banks can take advantage of this conversion process for themselves and in turn provide a much more competitive and direct service to their importers, exporters and other customers. World Currency USA provides sound turn-key solutions to our community bank client base with best practice service and technology ability in order to securely and easily manage their customers’ experience.

Once a local bank is signed with World Currency USA they receive the tools to convert those dollar wires at a lower spread, earn a reduced fee, and pass the savings on to the customer. World Currency USA maintains a strategic partnership with a foreign exchange provider that will execute the trade with the local bank at a rate very close to the interbank market. Banks that use the services of World Currency USA will receive a credit limit from the foreign exchange provider which will determine the volume of currency exposure the bank can assume. This will allow the local banks’ importers, exporters, and other customers to trade approximately 80 currencies including some of the non-deliverable currencies. Also, the community banks will be able to execute the requests for forward transactions. This complete service allows customers of local banks to directly execute their foreign exchange needs without relying on a large regional or money center bank. These community bank foreign exchange transactions are requested and managed through access to a secure Web-based portal.

In addition, World Currency USA provides training for the bank relationship managers and the wire room operations. First, we teach the relationship managers to educate their importers, exporters and other interested parties to ask for the invoices from the vendors and recipients in the local currency. Now, the vendor cannot up-price to mitigate the conversion rate risk, which will occur with the foreign payment. The local community bank, through the World Currency USA process, will convert the dollars and procure the currency for their customers at a very efficient cost.

For businesses, whether you’re an importer/exporter or a bank customer that sends or receives international payments, you can now do it at your participating local bank. We strongly encourage you to inform your bank of this service and you will be able to enjoy the benefits of more efficient pricing and high quality service. For the banks, the World Currency USA solution allows your staff to execute directly for your customers in an easy and efficient manner and provides the banks with very precious fee income. At the end of the day, the community bank clearly benefits and the customer enjoys the very competitive pricing and customer service.

For more information, contact James.Calla@WorldCurrencyUSA.com, 888-593-7927

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- Reach targeted & qualified candidates

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2012 CFO Awards Breakfast

The New Jersey Technology Council (NJTC) 2012 CFO Awards were held on June 8, 2012 at the Forsgate Country Club in Monroe Twp., NJ. The event recognizes the accomplishments of financial executives from New Jersey and the surrounding region’s diverse technology companies.

Photo 1: L-R John Lanza, Partner, Nat Life Sciences Leader, McGladrey; Maxine Ballen, President, Founder & CEO, NJTC; Al Altomari, President & CEO, Agile Therapeutics; Nick Araco, President & CEO, The CFO Alliance

Photo 2: L-R Philip Politziner, Chairman Emeritus, EisnerAmper, LLP; David Sorin, Co-Managing Partner, SorinRand LLP; Jim Gunton, General Partner, NJTC

Photo #3: L-R Thomas Giannone, Managing Principal, Cresa; KEYNOTE SPEAKER, Ed Pliner, CFO & Partner, GeoPeak Energy; Todd Lincoln, Managing Member, Princeton Portfolio Strategies Group

Photo 4: L-R Joe Allegra, General Partner, Edison Ventures and Susan Roos, Partner, PricewaterhouseCoopers LLP

Photo 5: CFO of the Year Winners: (L-R) CFO of the Year Winners: Jacob Eapen, VP Administration & CBO, Mercer County College; Scott Coiante, CFO, Agile Therapeutics, Inc; GRAND WINNER, Anthony Vigorito, CFO, Billtrust; SPONSOR, Tom Giannone, Managing Principal, Cresa

Photo 6: Deal of the Year Winners: (L-R) Deal of the Year Winners: Jim Smith, VP & CFO, Orchid Cellmark; Gary Deutsch, CFO, M5 Networks; SPONSOR; Mike Nardo, Senior Executive, PNC Bank; GRAND WINNER, Ilya Cantor, CFO, EPAM Systems, Inc.

Photo 7: Financier of the Year Winners: (L-R) SPONSOR, David Sorin, Co-Managing Partner, SorinRand LLP; GRAND WINNER, John Frankel, President & CEO, ff Venture Capital; Robert Adams, Managing Partner, NextStage Capital; Nate Lentz, General Partner, Osage Partners

Photo 8: Hall of Fame Winners: (L-R): SPONSOR, John Lanza, Partner, Nat. Life Sciences Leader, McGladrey; GRAND WINNER, Larry Irving, CFO, Synchronoss Technologies; Robert Hemmer, CFO, Premier Healthcare Exchange; Hugh Regan, CFO, inTEST Corporation

NJTC-RUTGERS UNIVERSITY ENTREPRENEUR BOOTCAMP

Technology and Entrepreneurship Talent Network

Photo 1: Center- David Sorin, Co-Founding & Co-Managing Partner, SorinRoyerCooper LLC, speaks to a group of entrepreneur’s.

Photo 2: L-R Deborah Silver, Director, Professional Science Master’s Program, Rutgers University, Aleta You, Assoc. Director, Professional Science Master’s Program, Joan Praiss, COO, NJTC, Johanna Zitto, CPT, Technology & Entrepreneurship Talent Network, NJTC, Maxine Ballen, Founder, President & CEO, NJTC

Photo 3: L-R WithumSmith+Brown, PC: Rhonda Maraziti, Dir. Marketing & Practice Growth, James Bourke, Partner, Ed O’Connell, Partner & Karen Coviello, Marketing Coordinator
NJTC/Edison Ventures
FinTech Conference

On May 23, 2012, Opera Solutions hosted the FinTech Conference. This conference addressed the needs of the growing financial sectors as they seek to develop and implement an effective FinTech framework.

The financial technology environment is a dynamic, high-pressured, fast-paced world in which developing fast and efficient technology and systems is of primary importance.

Photo 1: Master of Ceremonies, Chris Sugden, Managing Partner, Edison Ventures
Photo 2: Featured Speaker, Caren Franzini, CEO, New Jersey Economic Development Authority (EDA)
Photo 3: L-R Todd Morrissey, Partner, LLR Partners and Robert Carr, Chairman & CEO, Heartland Payment Systems
Photo 4: Andrew P. Gilbert, Esq., Co-Managing Partner, DLA Piper
Photo 5: Emerging Technology in Capital Markets Panelists L-R : Frank Piasecki, President & Co-Founder, ACTIV Financial; Steve Ehrlich, CEO, Lightspeed; Walter Fitzgerald, President & CEO, MIXIT, Inc.; Yaacov Heidingsfeld, Co-Founder & CEO, TraderTools LLC and Moderator Michael Cichowski, Principal, Edison Ventures
Photo 6: FinTech CEO Success Stories Panelists L-R Reid Nagle, Founder & Chairman, SNL Financial and Doug Curling, Founder, New Kent Capital & Managing Principal, New Kent Consulting

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CFO Peer Network:
Impact on the CFO During Leadership Changes

- Moderator: Stephen Muretta, Ernst & Young LLP

Photo 1: Speakers L-R Bob Olanoff, CFO, Savient Pharmaceuticals, Inc.; Bill Levering, CFO, Voxware, Inc.; Andy Drechsler, CFO, VaxInnate Corporation; Ken Zuerblis, CFO, Savient Pharmaceuticals, Inc.: Moderator: Thomas Giannone, Managing Principal, Cresa NJ-North/Central LLC

Photo 2: L-R Thomas Giannone, Managing Principal, Cresa NJ-North/Central LLC and Andy Drechsler, CFO, VaxInnate Corporation

Photo 3: L-R Bill Levering, CFO, Voxware, Inc.; Paul Commons, CFO, Holganix, LLC; Jeffrey Allen, CFO, Gold Group Enterprises, LLC

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CEO Forum:
Mergers & Acquisitions, a CEO Perspective

NJTC was pleased to present Burton Goldfield, CEO of TriNet HR Corp. as featured speaker at the CEO Forum. Steve Cohen, Morgan Lewis and Jim Weeks, WithumSmith+Brown were also on hand to answer questions regarding Burton’s experience with his own acquisitions and mergers that he has experienced during his career. Thank you to our sponsors Morgan Lewis, TriNet HR and WithumSmith+Brown. And thanks to Morgan Lewis for hosting.

Photo 1: Featured Speaker, Burton Goldfield, CEO of TriNet HR Corporation
Photo 2: L-R: Steve Cohen, Morgan Lewis; Burton Goldfield, TriNetHR; Jim Weeks, WithumSmith+Brown
Brand positioning
Brand positioning is based on the unique selling proposition or competitive advantage that you have in the market. It influences your target audience to hire your company over another. To be effective, your brand position must be true, differentiating, memorable, and compelling. Strong brands start with a well-defined positioning statement that communicates the value you can deliver to a targeted audience, as well as how you are distinctive. When developing your positioning statement define:
• Your target audience(s)
• Key problems your services solve
• What separates you from the competition
• Unique benefits your customers realize from doing business with you
• Reasons why your targeted audience believes that you can deliver

Branding helps a company, and an individual, cultivate its reputation by delivering on its brand promise. To develop a successful brand you must have a clear understanding of the emotional and functional needs of your target market. When you develop a brand based on your company’s values, principles and audience needs; your marketing, and its execution, becomes clear and genuine.

Generally, a company strives to be a brand leader. Your membership in NJTC identifies you as a company that is invested in the technology industry. NJTC presents a wide variety of ways to also position your company as an industry expert.

Case in Point
I have been involved with NJTC for a number of years with different companies. The ones that were proactive and took advantage of NJTC membership benefits developed more business opportunities. For example, a professional services firm that I worked for became a sponsor of the CEO Peer Network. This instantly made them a leader in the Council and gave them the opportunity to consistently showcase their expertise to a targeted group of decision makers. We then secured a Q&A column in NJTechNews and LifesciTrends to increase exposure and position the firm as an industry expert. We also published several by-line articles on strategic topics in both magazines.

Partners of the firm actively participated in the Council. They attended meetings and sponsored the Venture Capital Conference where they mentored an exhibitor and volunteered to work in different capacities. In addition, the partners contributed to NJTC’s blog. As a result, the firm was quickly elevated to a leadership status and was referred several projects.

Benefits of Branding
The benefits of branding go beyond positive interactions with customers, prospects, and referral sources. Companies should invest in branding because:
• Customers will refer more business to you if they know and trust your brand
• You will attract more business opportunities
• It will give you a competitive edge
• A strong brand will reduce the perceived risk of hiring your company
• You can build your reputation as an industry leader through branding

Membership in NJTC presents you with many benefits to uniquely position your company. The Council provides the opportunity to sponsor peer and network groups as well as events and awards; publish articles both in print and on-line; post company news and videos on NJTC.org; showcase your expertise by contributing to NJTC’s blog; stay up-to-date on industry issues, emerging trends and innovative products; and the possibility to network and do business with fellow NJTC members. You can take advantage of all of these benefits to uniquely position your brand.

Eileen Monesson is a founding Principal of PRCounts, llc. She can be contacted at 609-570-2150 or emonesson@PRCounts.com.
NOVEMBER 15, 2012
The Palace at Somerset Park, Somerset, NJ

2011 NJTC AWARDS
GALA WINNERS

Achieve3000, Inc. • Agile Therapeutics
Cognizant Technology Solutions • DATA, Inc.
DoughMain • Exclaim Mobility, Inc.
Lifeboat Distribution • Mark S. Newman
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Acmetek is a Strategic and Platinum Alliance Partner of Versign, now a Symantec Company. Acmetek provides insight and expertise to companies and governments, and provides a full range of security products, PCI Compliance Solutions, Malware Scanning’s, Network Security Recommendations and Specialized IT Staff Augmentation Services in the USA, South Africa and Asia. Acmetek provides Trust Services that Engineer, Empower and promote Global Trust in partnership with Symantec the World’s leading online Trust Services and Secure Sockets Layer (SSL) Certificate Authority enabling secure e-commerce and communications via digital infrastructure that secures and protects billions of interactions every day across the world networks. Acmetek’s business model is mainly based and focused on enabling and supporting key companies to maximize their digital security sales potential via our SSL/Digital Certificate Support and Enablement Center. We empower businesses with market potential to generate revenue through sales of Online Security and Trust Services by fully supporting and enabling their sales staff.

**CAMO Technologies**
Woodbridge, NJ
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CAMO provides outsourcing services to ISVs, SaaS companies, Internet firms and Technology companies. From start-ups to established technology companies, we help our clients release high quality software to their customers with economic benefits and faster time to market. CAMO’s core focus areas are Software Product Development services, Software Testing Services and MS Dynamics CRM Consulting. CAMO’s value proposition is to deliver measurable value, predictability and driving quality to new levels.

**Domain Computer Services, Inc.**
Crabnuy, NJ
www.computerhelpnj.com
Rashaad Bajwa, President & CEO
info@computerhelpnj.com
Domain Computer Services is a technology solutions provider serving the NJ and greater New York metro area since 1997. The goal of Domain was to bring a new level of IT service and professionalism to the small and medium business community. Unfortunately, too often in the past small and medium businesses were subject to the work of second-tier consultants. This was due to the natural inclination of top IT talent to migrate towards the deep pockets of Fortune 500 companies. Domain’s proposition was to finally offer smaller companies the same quality of support as that found in the largest companies at a cost comparable to or lower than before.

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The mission of Insperity is to help businesses succeed so that communities prosper.

Service Providers - Business Consultant
Pearl Advisory Partners LLC
Asbury, NJ
www.pearl advisory.com

Pearl Advisory Partners LLC is a business development consultancy that works with the owners of privately-held companies to grow revenue. We enable businesses to manage through key inflection points in their growth by redesigning market strategies as well as developing and leading the execution of go-to market plans. Our specialty is translating technical functionality into business value for customers.

Executives In Transition
Lorraine LoPresti, CPA MBA
609-314-8867
Lorraine.Lopresti@comcast.net
www.linkedin.com/pub/lorraine-lopresti/1/206/a31
CFO for early stage Life Science/Biotech companies backed by private equity.

Joining the NJTC
Paul Frank • Ext 222 • pfrank@njtc.org
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2012 NJTC ANNUAL MEETING - KEYNOTE SPEAKER, JON GERTNER, FEATURED ON CBS SUNDAY MORNING
July 12 • 11:00 AM - 2:00 PM
Forsgate Country Club
375 Forsgate Drive, Monroe Township NJ

We are conducting a survey about the Technology Industry in New Jersey, specifically inquiring about the available talent pool and employment trends. Survey results will be highlighted at the NJTC Annual Meeting on July 12, 2012. Survey Presented by:
NJTC, WithumSmith+Brown, PC & Giordano, Halleran & Ciesla
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NJTC, WithumSmith+Brown, PC & Giordano, Halleran & Ciesla

Keynote Speaker: Jon Gertner, Author, The Idea Factory: Bell Labs and the Great Age of American Innovation and Editor, Fast Company
Order your copy of The Idea Factory: Bell Labs and the Great Age of American Innovation through Amazon.com

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NJTC, WithumSmith+Brown, PC & Giordano, Halleran & Ciesla

Read: Book Review: 'The Idea Factory,' by Jon Gertner by Daniel Grushkin, Bloomberg Businessweek

The vision of “Connected Healthcare” can be implicitly understood by contemplating the significant impact of technology on other industries, such as in banking, shopping, logistics and personal communications. Proponents of “Connected Healthcare” believe that technology can transform healthcare delivery and address many inefficiencies especially in the area of work flow management, chronic disease management and patient compliance of the US and global healthcare systems.

8:00 – Registration & Breakfast
9:00– Welcome & Opening Remarks
Putting Watson to Work in Healthcare IBM WATSON
Panel - Connected Healthcare
Our panel will look at the current challenges facing healthcare providers and future rewards of HIT in an evolving care setting. How will technology solve the needs of interoperability, personalized real-time patient data, Tele-Medicine and mobile health care management? How will healthcare providers utilize these advances to provide services as care models evolve and meet meaningful use standards?

Exhibitors/Break
Breakout Session
Lunch
“The Future of Healthcare in an Era of Reform: Technology as the Enabler”
As the industry moves toward a model of rewarding the value of care delivered over the volume of services performed, technology becomes a critical enabler. This creates both challenges and opportunities related to sharing data, coordinating care, engaging consumers, and analyzing information.

Speaker: Harry Greenspun, M.D. Senior Advisor, Deloitte Center for Health Solutions

New Jersey Health Information Technology Connecting Patients to a Greater State of Health - Colleen Woods, Health IT Coordinator, State of New Jersey

Closing Ice Cream Sundae Reception - Exhibit Area Open

THE ENERGY MASTER PLAN - IMPLEMENTATION & IMPLICATIONS
July 26 @ 9:00 AM - 11:30 AM
U.S. Environmental Protection Agency
Region 2 Laboratory
2890 Woodbridge Ave, Bldg. 209
Edison, NJ

Members $25.00 • Non-Members $60.00
NJTC Incubator Tenant $10.00
9-10: Tech Tour of Pavement Project and Water Gardens
10-11:30 A discussion of the Energy Master Plan featuring Keynote Speaker MaryBeth Brenner, Director, NJ Board of Public Utilities

**SAVE THE DATE**

**2012 INNOVATION COMPETITION: IN IT/SOFTWARE, TELECOMMUNICATIONS, MOBILE**
October 4 • 4:00 PM - 7:00 PM
New York Internet
Bridgewater, NJ

Members $25.00 • Non-Members $50.00
NJTC Member Incubator $10.00

**CITIES MAKING THE DIFFERENCE THROUGH ENERGY & ENVIRONMENTAL INNOVATION AND PRESENTATIONS FROM THE MID ATLANTIC GREEN PRODUCTS AND SERVICES COMPETITION**
October 11 • 2:00-7:00PM
Location: TBD Newark, NJ

Members $25.00 • Non-Members $50.00
Students $5.00

**INTERNATIONAL OPPORTUNITIES FOR US TELECOM/MEDIA COMPANIES**
October 18 • 5:00 PM - 7:00 PM
Members $25.00 • Non-Members $50.00

**NJTC EXECUTIVE LEADERSHIP SUMMIT**
October 25 • 8:00 AM - 4:00 PM
The Hyatt on the Hudson
2 Exchange Place, Jersey City, NJ
Members $425.00 • Non-Members $600.00

**2012 INNOVATION COMPETITION: IN ELECTRONICS, ADVANCED MATERIALS & MANUFACTURING, FOOD/WINE TECHNOLOGY**
November 8 • 4:00 PM - 7:00 PM
Raritan Valley Community College
Somerville, NJ

Members $25.00 • Non-Members $50.00
NJTC Incubator Tenants $10.00

**NJTC GALA AWARDS**
November 15 • 6:00 PM - 10:00 PM
The Palace at Somerset Park
Somerset
Members $200.00

**WHAT’S NEXT IN HYDROGEN & WATER**
December 5 • 4:00 PM - 6:00 PM
Members $25.00 • Non-Members $50.00
Students $10.00

**2012 REGIONAL COMMERCIALIZATION CONFERENCE**
December 6 • 8:30 AM - 2:00 PM
Doubletree Hotel Wilmington, DE
Members $60.00 • Non-Members $60.00 • Students $25.00

**DATA CENTER SUMMIT NEXT GENERATION – WORKING IN THE CLOUDS**
December 13
Jersey City, NJ

For updated information or to register for NJTC events, visit www.njtc.org

**NETWORKS**

NJTC Industry Networks present programs about opportunities and challenges facing NJ technology companies by industry segment.

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NJTC Member Networks bring together like-minded technology professionals to share common issues, learn best practices and gain perspective across all technology industry segments.

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ON THE NJTC TECHWIRE

DAILY UPDATES ABOUT THE REGION’S MOST TECH SAVVY COMPANIES

• IBS On Hot Topics for Retail Real Estate Technology
  By Mike Mullin, President Integrated Business Systems (IBS)

• Lifepoint Informatics and Lenco Diagnostics Laboratories Achieve EMR Integration Success

• PublicStuff, the innovative CRM service request system, won 1st place in the prestigious New Jersey Technology Council’s Mobile Applications Competition in the Location Services SubCategory.

• ScaleMatrix Selects Level 3 to Support Critical Customer Data Center Applications

• Social Laboratory: Juniper’s OpenLab host to collaboration on software that directs traffic on networks

• Natcore Technology Receives R&D Assignments From North American, European and Chinese Solar Firms

• Methode Electronics, Inc. and AgileSwitch, LLC Announce Marketing and Technology Partnership

• Bianor Launches iMediaShare iPad App – Easily Shift Viewing From Tablet To TV