PREPARING FUTURE LEADERS IN THE LIFE SCIENCES SECTOR
At EisnerAmper, we understand that great ideas originate where creativity is encouraged, where the entrepreneurial spirit is supported by business professionals who share your vision and pursuit of the innovative edge.

EisnerAmper’s Life Sciences professionals have the expertise, resources and relationships to bridge the gap between business and science.

Combining expertise and experience with an understanding of how your business really works, we roll up our sleeves to help you meet these challenges.

Let’s get down to business.™
On the Cover

18 Preparing Future Leaders in the Life Sciences Sector
In this article, we’re seeing what several colleges, universities and companies are doing to build the future leaders of the life science industry.

Features

15 NJTC Venture Conference
Be sure to register for the 2013 Venture Conference which showcases the region’s most prominent companies and professional firms

22 Christie Administration Strengthens Support for Emerging Technology Businesses

Columns

5 TALENT NETWORKS
Learn how the Talent Networks help build a strong workforce.

6 CORNER OFFICE
Hadley Ford
Meet Hadley Ford and discover how ProCure is changing the way patients think about cancer treatments.
By Carly Bohach

14 LEGAL EAGLE
Business Associates Beware: HIPAA Changes Bring New Challenges
Now’s the time to brush up on how to be compliant with new HIPAA changes.
By Sharlene A. Hunt, Esq.

23 EDUCATION
Technologies to Aid Stroke and Prostate Cancer Patients Win Grants from Philadelphia Program
Philadelphia’s University City Science Center recently stepped into the digital health space with its first two digital health grants, both of which will support development of technologies from Rutgers, The State University of New Jersey. This article takes a look at these exciting technologies.
By Edward F. Tate III

Business & Strategy

8 New Tax Regulations on Medical Device Manufacturers
In December, the Internal Revenue Service (IRS) released final regulations on the medical device excise tax. Learn how New Jersey companies are required to make the final determination regarding whether the medical devices they manufacture are subject to the tax or fall under an exemption.
By Jennifer Quaglino

10 Microfluidic Desktop Device Will Bring DNA Synthesis Back Home
MicroDysis, a startup company located in the Rutgers EcoComplex incubator, has been developing innovative products for biomedical applications.
By Michele Hujber

142 The Adoption Gap: Will the Increasing Trend of Physician as Employee Affect Adoption of New Therapeutics in the Market?
This article explains what therapeutics companies can do to work with the evolving model of medical care.
By Miriam Weber Miller

NJTC Connections

4 PRESIDENT’S MESSAGE

26 PHOTO GALLERY

28 NEW MEMBERS

30 CALENDAR OF PROGRAMS

LifeSciTrends 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.

©2013 NJTC All rights reserved. Reproduction or use, without permission, of editorial or graphic contents in any manner is prohibited. To obtain permission, contact the contributing editor Leo Mennitt at lmennitt@njtc.org

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.
Join the NJTC in venturing forth this March 22, 2013 at the annual Venture Conference. Held at the Hyatt Regency, New Brunswick, this must attend event is ideal for companies not just looking for capital but for any company looking to move forward in the upcoming year whether through business development, marketing and more. In past years, the Conference has attracted over 350 individual investors, venture capitalists, investment bankers, lenders and other financing groups from the northeast corridor. The 2013 Venture Conference will highlight some of the region’s emerging technology sectors, such as clean tech, environmental, life science, nanotechnology and food innovation.

Want to recognize the financial professional in your company who makes life easier? Nominate them for our CFO awards.

Finally, be sure to check out the new look, feel and name for TechLifeSciNews. The changes are geared to reflect our continued goal of providing information that explores how merging technologies are changing the way we live.

— Maxine Ballen, President & CEO, NJTC

NEW PEER NETWORKING GROUP

The NJTC is launching a new peer networking group designed to bring together VP and Director level leaders of Software Engineering teams. This is a great opportunity to share experiences and learn from other leaders across our region. The peer group intends to hold discussions around the topics that are most relevant to our members including areas of interest such as:

- Management topics such as the challenges of Leading and Motivating technical people
- Development Methodologies, Operations and Tools
- Emerging Technologies

our first meeting focused on the challenges of “Leading a Distributed Team”. The discussion focused on the benefits and challenges gained by leveraging a global development team. The Network is open to VP and Director level leaders of Software Engineering teams. Our Network Sponsor is Sparta Systems, Inc. Contact Leo Mennitt lmennitt@njtc.org if you would like to be involved.

GURUS OF GAMIFICATION AT THE NJTC

One of the hottest trends in recent years are games and gaming strategies. Today there are more than 200 million active gamers in the US. Traditionally gaming has been for entertainment purposes but now we are seeing key executive strategies being developed for the enterprise, human resources, loyalty and marketing.

“Gamification” is becoming a powerful tool to engage and train employees, customers and the public as well as to drive innovation and performance improvement. Join our Gamification thought leaders in a discussion on how gaming technology is being used to encourage users to engage in desired behaviors and problem solve.

Rich Napoli, Chief Operating Officer, ObjectFrontier Software; Allan Graffman, Chairman, Majesco Entertainment; Drew Napoli, Gamification Specialist at ObjectFrontier, Inc.; Christian Rigals, Director of Online Product Management at Liberty Tax; Gabe Zichermann, Chair of GSummit

March 14, Woodbridge NJ – see page 30 for details
Employers have a Key Partner in the Life Sciences Talent Network, hosted by BioNJ

CONTRIBUTED BY MATT ALCALDE

With over 350 biotechnology companies in NJ and a broad spectrum of Pharmaceutical, Medical Device, CRO and other industry-related employers, the Life Sciences Talent Network (LSTN) collaborates with interested stakeholders to build the workforce this industry needs.

What can the LSTN do for NJ Employers?
• Identify and communicate career opportunities with local talent pool
• Fast-track the opportunity for your company to take advantage of hiring incentives of up to $14,000 per eligible new employee through On the Job Training (OJT) program
• Learn about free training opportunities for your company’s employees
• Assist your displaced employees with effective, onsite 21st century career strategy workshops

The Life Sciences Talent Network is Active Across the State

The LSTN host many major events including:
• Annual HR Conference: The LSTN at BioNJ kicked off the first ever Annual HR Conference last May 2012. In attendance were over 130 human resources leaders, CEOs, CFOs and Business Development Executives. Topics included “Creating a Culture of Compliance and Innovation” and “Industry Compensation Trends.” Top industry leaders featured at the First Annual HR Conference included executives from Celgene, PTC Therapeutics, Amicus Therapeutics and the Hay Group. The 2nd Annual HR Conference is scheduled for May 20, 2013.

• Quarterly HR Forum: Human Resources professionals are invited to an interactive discussion on industry-specific, HR related news, including topics like best practices for organizational design and talent acquisition, legal Updates, wellness, healthcare reform and benefits & compensation. The next Quarterly HR Forum is scheduled for March 11, 2013 and hosted by Johnson & Johnson in New Brunswick, New Jersey.

• BioHUB: Bi-monthly networking meet-ups for professionals and employers.

For more information, please contact
Matt Alcalde
Phone: 973-617-7989
Email: malcalde@bionj.org
Web: www.BioNJtalentnetwork.org

Technology & Entrepreneurship Industry Week

April 22-April 26

The Technology & Entrepreneurship Talent Network and The New Jersey Technology Council are hosting the first annual NJ’s Tech & Entrepreneur Week. This week is dedicated to creating awareness of the many opportunities for employment and business growth in the NJ Technology sector. This is also an opportunity for Entrepreneurs to learn and network to create new and sustainable businesses. Please visit www.njtetn.org for more information.

Upcoming Events

Bridging the Gap Interview Skills Workshop
Join other job seekers for this interactive session that provides an opportunity for you to sharpen your interviewing skills, practice your introduction/elevator pitch, conduct mock interviews with business hiring managers, and more.
FREE of Charge
Please visit www.NJTETN.org for upcoming dates and locations.

Jersey Job Club Training
The Technology & Entrepreneurship Talent Network presents Jersey Job Club trainings throughout the state. This training provides job seekers with up to date information on the latest technology jobs trends, interviewing skills, networking skills, job search resources, and more.
FREE of Charge
Please contact your One-Stop Career Center or visit www.NJTETN.org for upcoming dates and locations.

NJ Life Sciences Human Resources Conference: Save the Date
Hosted by BioNJ, the Life Science Talent Network (LSTN) connects New Jersey’s professionals with careers in Pharma, Biotech, Medical Device Technology, Clinical Operations, and Medical Diagnostics. LSTN supports employers with Talent Acquisition, Talent Pipeline Development and Business Outreach. May 20, 2013
Please visit www.bionjtalentnetwork.org for more information.

Did you Know?
The NJ Department of Labor and Workforce Development rolled out three economic recovery initiatives designed to assist businesses and workers; Recovery4 Jersey, Skills4 Jersey, and Opportunity4 Jersey. Please visit http://lwd.dol.state.nj.us/labor/index.html
Meet Hadley Ford he’s been involved in ProCure’s development since its founding in 2005. He is a veteran of the financial industry with more than 16 years of experience raising and deploying capital for service and technology businesses. Learn why he’s so excited to change the way people think about cancer treatments.

How did you become CEO of ProCure?
I founded the company with my partner, Dr. John Cameron. I became CEO and he became chairman. That’s the easiest way to become CEO – found your own company.

What qualities do you need to possess in order to be a successful leader in the life science industry?
You have to be patient driven. Whether your company treats patients like ours or pushes forward advances at the research bench, you have to put the patient first in every single thing you do.

As the first proton therapy center in the New York/New Jersey Metro region, what do you want people to know about ProCure and its mission?
People should know that there’s a better radiation alternative than traditional X-ray radiation (IMRT) for treating solid tumors. Awareness is our biggest hurdle, so I want people to know about us.

What is proton therapy and how do you get people to think differently about cancer treatments?
Proton therapy is a more targeted form of radiation therapy that delivers significantly less damaging radiation to healthy tissues surrounding a tumor.

The center has been open for a year, what were some milestones? What are you looking forward to?
Every day we are changing patients’ lives, which makes every day a milestone. Every single patient needs to be thought of as a milestone.

Yesterday, I met a child from Spain being treated here. His life will be fundamentally different because he was treated with protons rather than traditional radiation. He will run a much lower risk of secondary cancer later in life because he was exposed to less radiation during this treatment. That is a milestone.

One of the more emotional milestones involved the first patient that we treated. While treating the first patient at ProCure N.J. was exciting in and of itself, it turned out that he was a close friend of my father’s. The patient spotted my name in a news article after successfully completing treatment at the center. He actually called my dad, (who has the same name as me) to ask him if he was related. I happened to be with my dad when the patient called. My dad said “Know him? He’s right here!” and put me on the phone with the patient. It was very emotional as the patient had a brain tumor and had been losing the ability to function normally prior to treatment. Proton therapy gave him his life back and the thought that it was made possible through the son of his friend was nothing short of amazing.

I look forward to continuing to grow patient awareness and acceptance of proton therapy as a treatment option. It will be a major milestone for me when any patient diagnosed with a tumor knows what proton therapy is, and how to gain access to treatment.

Why did ProCure select New Jersey as the location for its third center?
We targeted the New York-New Jersey Metro region because it is the most densely populated area in the U.S. There are a lot of people who can benefit from proton therapy in this area.

Initially, we looked into constructing a center in Manhattan but quickly determined that the location was cost-prohibitive. From there, we looked in concentric circles away from Manhattan, weighing pros and cons of potential sites before settling on Somerset, N.J. We determined that this location is still accessible to most people but avoids many of the costs associated with operating in Manhattan. The welcome we received from Somerset County Business Partnership Committee also helped us make our decision.

How does ProCure improve the lives of its patients?
ProCure benefits patients on two fronts: clinical acumen and patient care. I’ve already mentioned the clinical advantages – proton therapy dramatically reduces exposure of healthy tissue to radiation thereby reducing side effects associated with traditional radiation.

Patient care is where ProCure truly shines. We treat every patient with respect and dignity while providing them the support they need to battle the disease they are facing.

Based on the feedback we have received from patients at our center, I know that this twofold approach works. In fact, over the last 18 months we have had three patients at ProCure centers receive ProCure tattoos. That tells me we are doing something right.

Where does collaboration fit in with what you are doing at ProCure?
Our philosophy is that we will work with anyone to ensure that more patients have access to protons. We are open, transparent and willing to partner with anyone who can help make those connections to patients in need. We have worked with individual physicians, hospitals and hospital systems to make this happen.

If people need and want access to proton therapy; we’ll work with them to make sure that happens.

How important do you feel networking is and how will you work with the NJTC?
Networking is extremely powerful and is one of the ways which we can improve awareness of proton therapy.

We look forward to working with the Council to educate more people about the benefits of proton therapy. Conversely, we look forward to working with our NJTC partners to educate you in ways which we can enhance our respective offerings.

Think ahead. Where do you see Procure in the next five years?
I see us as the leading healthcare provider of proton therapy in the United States.
In December, the Internal Revenue Service (IRS) released final regulations on the medical device excise tax. The tax applies to taxable medical devices, meaning medical devices as defined in § 201(d) of the Federal Food, Drug and Cosmetic Act. As of January 1, 2013, medical device manufacturers are required to pay a 2.3 percent excise tax. This is based on the sale price of certain medical devices sold in the U.S. - paid by the manufacturer, producer or importer of the device.

New Jersey companies are required to make the final determination regarding whether the medical devices they manufacture are subject to the tax or fall under an exemption.

Medical devices are exempt if they are readily available to consumers who are not medical professionals, and are not primarily intended for use by a medical institution or medical professional. This so-called “retail exemption,” includes bandages, eyeglasses, contact lenses and hearing aids. These devices can be sold to doctors and hospitals, but can also be purchased in retail stores, through mail order or over the Internet and be used safely and effectively by consumers. The IRS also considers cost a meaningful factor, citing that devices used in hospitals like X-ray machines and MRI systems would be prohibitively expensive for consumers. Therefore, cost is a relevant factor to determine whether the device would be primarily used in a medical setting.

Other medical devices that fall under the retail exemption include:
• Over-the-counter tests
• Over-the-counter devices
• Durable medical equipment, prosthetics, orthotics and supplies that do not require implementation by a medical professional
• Parenteral and enteral nutrients, equipment and supplies
• Customized items
• Therapeutic shoes
• Supplies necessary for the effective use of durable medical equipment

Recognizing that medical device manufacturers have unique distribution chains, the IRS and Treasury Department also provided interim rules to help determine tax liability based on “constructive sales price,” or the price to be considered when determining tax liability:
• Sales directly to retail: Constructive sales price is 75 percent of actual selling price.
• Sales to unrelated retailers: Constructive sales price is 90 percent of the lowest price for which articles are sold to unrelated retailers.
• Sales to related resellers that leases and resells at retail: Constructive sales price is 75 percent of the actual selling price multiplied by 95 percent.
• Sells to related resellers that only leases at retail: Actual selling price to the related reseller, assuming it approximates the fair market price.

A few special rules applicable for the tax include:
• Sales to hospitals and doctors’ offices are treated as sales to retail for determining price.
• The licensing of software that is a medical device will be treated as a lease beginning on the date both parties entered into the license agreement.
• Donations of taxable medical devices will be exempt if the entity falls under section 170c of the code.

An important factor to understand is that the excise tax is based on sales (gross revenues) of medical devices; it does not matter if the company has taxable income or loss. New Jersey medical device manufactures are going to have to evaluate their distribution chains and best determine if they are subject to the excise tax and what their liability will be.

Now is a good time to speak with a tax professional in order to help you classify your company’s manufacturing cycle and determine which items, if any, will be subject to the tax. The IRS is currently providing temporary relief from penalties – for the first three quarters of 2013, it will suspend penalties for medical device manufacturers who fall to make on time deposits provided that they are making good faith efforts to file the required quarterly returns and deposits.
No need to get lost on commercial job boards. The NJTC Career & Job Center is tailored specifically for you.

**JOBSEEKERS**
- Manage your job search
- Access hundreds of corporate job postings
- Post an anonymous resume
- Advanced Job Alert system

**EMPLOYERS**
- Quickly post job openings
- Manage your online recruiting efforts
- Advanced resume searching capabilities
- Reach targeted & qualified candidates

NEVER LET A JOB OPPORTUNITY PASS YOU BY!
START YOUR JOB SEARCH TODAY!
www.njtc.org
DNA synthesis is becoming and will continue to be a crucial technology that has a major impact on molecular biology. Current technology is unable to synthesize DNA in long, continuous strands. They have to be made short (oligonucleotides, short, single-stranded DNA) and pieced together, which is time consuming and error prone.

Many U.S. drug developers and biomedical researchers engage the services of contract research organizations (CROs) or contract manufacturing organizations (CMOs) to carry out this work. These companies are located in countries where cheap labor is available, including India and China. However, many pharmaceutical companies have discovered that their lack of control during synthesis can lead to costly errors that negate the cost savings of outsourcing. Now, major U.S. pharmaceutical companies are reverting back to handling this work in-house.

MicroDysis, a startup company located in the Rutgers EcoComplex incubator, has been developing innovative products for biomedical applications. The new product is a laboratory desktop device for oligonucleotide synthesis. The device, which looks like a color inkjet printer, creates oligonucleotide strings in a microfluidic chip according to...
Will Bring DNA Synthesis Back Home

The device was developed by Joseph Huang, Ph.D., founder and president of MicroDysis. Huang has an impressive reputation in both China and the United States. While working as an associate professor in biomedical engineering at China’s Sun Yat-sen University, Huang was a major co-inventor for Enhanced External Counterpulsation (EECP) Therapy system. The patent for this device was bought by the U.S. company Vasomedical, in 1993. The EECP system is now the leading product in the U.S. in the non-invasive treatment of cardiovascular disease. Huang also received investment money for a contraceptive device that was approved by the Chinese counterpart of the U.S. Food and Drug Administration and received a prestigious award from the Chinese government for his work.

Huang’s success in China spurred his desire to invent and innovate in the U.S., where he relocated in 1997. He worked for a few years at the University of Pittsburgh, the University of Virginia, and a small biotechnology company, PharmaSeq, in New Jersey. Then in 2003, inspired by the successful completion of the Human Genome Project, Huang founded MicroDysis.

Because the MicroDysis biochip is designed on a microfluidic platform, the device requires smaller samples and lower concentrations. It offers a flexible, easy-to-use, and highly sensitive, yet less costly detection approach for immediate laboratory applications and future clinical diagnosis. The New Jersey Commission on Science and Technology (CST) funded his first project in 2006, through which he developed a microfluidic chip for genetic and proteomic analysis. With additional support from the NIH National Cancer Institute’s SBIR program in 2008, MicroDysis developed nanotechnology that used carbon nanotubes to increase the sensing surface area about 10,000 times, thereby vastly increasing the sensitivity of the device.

The U.S. economic downturn that started in 2008 hit hardest in 2010. There would be no more funding from CST. At the same time, funding for the Rutgers EcoComplex declined. Although the economic downturn slowed Huang’s work on the former project, MicroDysis prevailed. In 2008-2009 MicroDysis made a chemical reaction and synthesis machine for the US Army’s Picatinny Arsenal. Other contracts in 2010-2011 to develop customized equipment and devices for biotech and startup companies helped keep MicroDysis afloat and its research projects active.

The years 2008-2010 may have been tough economically but they also brought recognition to Joseph Huang and MicroDysis. The New Jersey Small Business Development Center awarded him the 2008 Success Award; the ninth annual joint symposium of BioNJ and Pennsylvania Bio named him one of 9 (out of 52) Innovation Corridor poster winners in 2009; and The Research and Development Council awarded him the 2009 Thomas Alva Edison Patent Award for the U.S. patent “Microstructure Fabrication and Micosystem Integration.”

The development of the desktop oligo synthesizer may have been delayed by hard economic times, but it has continued. Since 2010 MicroDysis has also developed functionalized porous membranes for solid phase supports of oligonucleotide and peptide synthesis. The newly designed synthesizer carries out a series of chemical reactions in a microfluidic chip, adding DNA base by base.

For more information about MicroDysis, visit their website at http://microdysis.com, email contactus@microdysis.com or call (609) 642 1184.

MicroDysis is located at the incubator at the Rutgers EcoComplex, which is a member of the New Jersey Business Incubation Network. For more information about the EcoComplex, visit http://ecocomplex.rutgers.edu. For more information about the New Jersey Business Incubation Network, visit www.njbin.org.
It’s a trend few people outside the healthcare arena are thinking about – increasing numbers of physicians becoming employees of large medical groups or hospital systems. According to a recent Wall Street Journal article statistics indicate that nearly half of all practicing physicians, in fact, serve as employees of a larger organization. This number is three times greater than it was just twenty years ago.

There are many reasons why doctors are increasingly choosing this route. These include, changes in reimbursement that make private practice less lucrative, increased physician liability around malpractice suits, and in many geographies, competition among physicians for privately-insured versus publicly-insured patients.

So, while it makes sense that physicians, like many other professionals, see employment vs. entrepreneurship as a way to address work-life balance issues, and a team approach to patient management still addresses the medical needs of patients, the question of “what will be sacrificed” still begs to be answered.

One area to think about is the adoption cycle of new and potentially break-through therapeutics prescribed for patients who will benefit. Consider this--the thrust of education and information efforts around new therapies is directed, in most cases, at the individual decision maker in the office and/or practice setting. This is usually the physician and/or nurse practitioner. True, hospital therapeutics must be approved by formulary committees, but the majority of condition maintenance and improvement therapeutic options are adopted by physicians who learn about a product and then prescribe it. In most cases education is also directed at patients and their families, with the idea of speeding up the adoption by having patients proactively ask for a new therapy.

The new business model, featuring physicians as employees, means that as employees they will have to follow certain rules within the boundaries of what the employer establishes as standard of care. Given downward price pressures it stands to reason that what is written on the prescription pad will come under increasing scrutiny.

Standard of care typically follows critical pathways to clinical treatment of specific illness and disease. It makes sense that we follow treatment guidelines, as they are based on what we know is most likely to produce the best outcome for the patient. Still, not all patients respond and not all patients comply – for any number of reasons. And that begs the questions of – when melding business with medicine – will physicians have the medical freedom to make exceptions, try something new, adopt a new option.

Physician-as-employee presents an additional obstacle to therapeutics companies trying to get their messages out about new options beyond the organizational “standard of care choice(s).” As employees, doctors work shifts. This means that patients don’t always see the same doctor each time they visit. These days, they are more likely to have an “office” and not a specific physician. This means that even when physicians understand the impact of new therapies, they don’t always have the depth of knowledge around a specific patient’s case to make a paradigm shift.

So what can therapeutics companies do to work with the evolving model of medical care?

1. Increase patient education efforts, arming them with clinical facts (in layman’s terms) that includes outcomes data. Patient education is frequently designed to “push” the patient to ask the doctor about a treatment. So the focus is on brand identity and indication. This leaves the “discussion” in the hands of
Robert Half Technology Hiring Outlook

Hiring the best technology professionals today is akin to writing that elusive “perfect” code. Technology is so essential to the basic operations of just about every business that employers with open positions must compete with companies of all types, across all industries, for promising professionals. Many companies are offering a tempting array of benefits — such as generous salaries, innovative perks and numerous professional development opportunities — to convince top IT talent to join their organization.

While IT professionals in general are in strong demand, there is a literal war for talent for these four roles:

1. Mobile application developers: The explosion in the use of mobile devices is fueling the need for professionals who can craft the applications running on these devices. Firms look for mobile applications developers skilled in languages and platforms such as Java, Java EE, Java ME, JavaScript, JSON, Objective-C, .Net and HTML.

2. Network engineers: Companies value these professionals for their in-depth knowledge of network hardware and software. Employers typically seek five or more years of experience in areas such as network design and implementation, LAN/WAN interfacing, security, Internet protocols and TCP/IP, and server and network infrastructure.

3. Data modelers: Firms want to get more out of their data, so they’re expanding their data management teams. Companies want data modelers who are not only familiar with data modeling tools and methodology, but who also possess strong problem-solving and communication skills.

4. Portal administrators: Managers are recruiting portal administrators who have extensive knowledge of enterprise web applications, services, systems and supporting technologies. Strong written and verbal communication skills are essential and three to five years of system administration experience may be required.

Salaries are also rising for these in-demand positions. Base competition for IT professionals is expected to increase an average of 5.3 percent in 2013, up from a year-over-year gain of 4.5 percent in 2012. Research conducted for the Robert Half Technology 2013 Salary guide indicates that the hiring environment for technology talent is only going to become tougher for employers in the years ahead.

Christina Giglio is a Division Director for Robert Half Technology, a leading provider of IT professionals on a project and full-time basis.
Business Associates Beware: HIPAA Changes Bring New Challenges

BY SHARLENE A. HUNT, ESQ.

On January 25, 2013, the Office for Civil Rights (OCR) in the federal Department of Health and Human Services published final rules and related commentary amending the privacy, security, enforcement, and breach notification rules under the federal Health Insurance Portability and Accountability Act (HIPAA) and related statutes. The changes to the regulations and commentary take up over 135 pages in the Federal Register, and address modifications made to HIPAA through the Health Information Technology for Economic and Clinical Health Act (HITECH Act) and the Genetic Information Nondiscrimination Act of 2008 (GINA).

In its news release announcing the publication of the regulations, the federal government touted the revised regulations as an effort “to strengthen the privacy and security protections for health information,” and claims that the new rule greatly “enhances a patient’s privacy protections, provides individuals new rights to their health information, and strengthens the government’s ability to enforce the law.”

While these are certainly laudable goals, the upshot for businesses impacted by the rule, is that they have some homework to do regarding the changes, and will need to take swift action to bring their business practices into compliance with the changes. The deadline for compliance with the new rule is September 23, 2013, so businesses need to move forward with due diligence in reviewing their policies and practices and implementing any necessary changes.

While many of the changes in the rules apply to “covered entities”, such as health care providers and health plans, there are significant changes that impact upon “business associates” of these entities. The government has indicated that some of the largest breaches of the HIPAA obligations have involved business associates rather than health care providers and other covered entities under HIPAA. The regulations also implement statutory changes that increase the penalties that may be imposed for noncompliance, raising the risk for business associates who are not in compliance with the rules.

For businesses that provide services to covered entities under HIPAA, the changes to the regulations governing business associates may have the most direct impact. Under the revised rule, generally, a business associate is a person or entity who, on behalf of a covered entity, creates, receives, maintains or transmits protected health information (PHI). This includes businesses engaged in claims processing or administration, data analysis, processing or administration, utilization review, quality assurance, patient safety activities, billing, benefit management, practice management, and repricing. It also includes entities that provide services such as consulting, data aggregation, management, or financial services, where the provision of such services involves the disclosure of PHI from the covered entity or from another business associate to the person providing the services.

The definition of a business associate has been expanded to specifically include a “Health Information Organization, E-prescribing Gateway, or other person that provides data transmission services with respect to [PHI] to a covered entity and that requires access on a routine basis” to PHI. It also specifically includes a person providing personal health records on behalf of a covered entity. Finally, the definition now specifically includes any subcontractor of the business associate that creates, receives, maintains or transmits PHI on behalf of the business associate.

Prior to the adoption of the HITECH Act, HIPAA and its regulations applied to covered entities, and covered entities had to have in place contracts with business associates requiring them to comply with certain obligations. One of the changes made by the HITECH Act, and now incorporated into the regulations, is to require that a person providing services to a covered entity or from another business associate to the person providing the services.

See HIPAA Changes page 22

Constellation: Green Tip of the Month!

Did you know...You can host a solar energy project with no up-front capital investment? Organizations concerned with the financial and physical benefits of solar can opt to host a solar installation at their facility at no cost. Our Solar Solution offers companies a long-term hedge against forward price risk by enjoying the benefits of a Power Purchase Agreement (PPA). A full-service, turnkey solar provider, Constellation designs, constructs, operates, and maintains solar facilities for our customers.

Why host a solar project?
- Get a pre-set price per kWh for the long term
- Avoid fluctuations in the energy market
- Gain more control over your energy budget and independence from the grid
- Receive an energy rate that incorporates applicable subsidies, rebates and incentives
- Option to obtain ownership of the solar system at the end of the contract

The New Jersey Technology Council has teamed up with Constellation as its endorsed power supplier to help members like you intelligently buy, manage and use energy. Learn more at www.constellation.com/NJTCAR1.
Venture Conference
Friday, March 22, 2013

Hyatt Regency New Brunswick
Two Albany Street
New Brunswick, NJ 08901

Register today at www.njtc.org
The NJTC Venture Conference showcases the region’s most promising companies and leading professional service firms. In past years, the Conference has attracted over 350 individual investors, venture capitalists, investment bankers, lenders and other financing groups from the northeast corridor. The 2013 Venture Conference will highlight some of the region’s emerging technology sectors, such as clean tech, environmental, life science, nanotechnology and food innovation. The region’s leading venture capitalists and members of the investment community will be invited to participate in the Conference.

**Agenda**

9:00 AM  
Conference Opens  
Registration & Breakfast

Exhibit Floor Open

Exhibitor Presentations  
Each exhibitor will make a 2 minute presentation to all Venture Conference attendees.

Luncheon & Luncheon Panel  
The luncheon panel will be comprised of venture capital investors and companies that have recently completed venture transactions. The audience will benefit from insiders’ views of the current venture capital climate.  
**Moderator:**  
• David Sorin, Managing Partner, SorinRand LLP  
**Panelists:**  
• John Frankel, Partner, ff Venture Capital  
• Avi Millman, Co-Founder & CEO, Stray Boots  
• Scott Knackmuhls, Co-Founder & Operations, Stray Boots

Awards Ceremony

**Venture Capital & Finance Peer Network**  
**The Evolving Role of Corporate Venture**  
March 22, 2013  • 8:00 AM  
Hyatt Regency New Brunswick, New Brunswick, NJ

The NJTC VC and Investor Network will host a panel discussion on Corporate Venture Investing in 2013. Our panel will discuss the evolving role that corporate venture investing is playing in the support of new companies and the fostering of innovation and growth.  
**Speakers:** To Be Announced

Free to NJTC Members and those investors registered to attend the NJTC Venture Conference. NonMembers: $50, if not attending the Conference.  
Register at www.njtc.org – for additional information contact Ellen@njtc.org

This Peer Network program is open to venture capitalists, investment bankers and angels (equity investors who provide capital) ONLY.  
Venture Capital & Finance Peer Network Sponsors: Fox Rothschild LLP & TD Bank
Exhibiting Opportunities Available

The NJTC Venture Conference is an opportunity for emerging companies to show their products or services to members of the investment community, corporate business development & licensing officers, professional service providers, incubator managers, technology transfer managers and/or future potential partners. Both technology and non-technology companies are encouraged to participate.

The Exhibiting Company criteria are as follows:
- Emerging and expansion stage high growth businesses with unique products and services
- Private companies seeking seed to expansion stage capital now or in the future
- Exhibiting companies do not need to be pure technology companies.

Exhibit Fee: $500.00 for NJTC Members, $625.00 for Non-Members

The exhibit fee includes:
- One 6’ exhibit table with electricity and wireless internet access
- Two admissions to the Conference for employees and/or guests and a discount for additional tickets
- Opportunity to make a 2 minute presentation to the entire Venture Conference audience
- Inclusion in the Venture Conference program guide and all advertising
- Coaching by a professional service provider

Premium Exhibit Space is also available for an additional cost. This space will accommodate a 10x10 trade show booth. Please contact Meredith Meyer at mmeyer@njtc.org for more information.

To be an exhibitor at the NJTC Venture Conference a completed Exhibitor Profile form and payment must be submitted. To complete the Exhibitor Profile form visit http://www.njtc.org/events/vc13/exhibitors.html

Register today www.njtc.org

Registration includes:
- Full Day Admission
- Conference Program Guide
- Attendee List
- Breakfast
- Lunch
- Awards Ceremony & Cocktail Reception

Registration Fees:
- NJTC Member: $235
- Non-Member: $400
- Member Professional Service Provider: $400
- NonMember Professional Service Provider: $600

Please Note: Registrations must be received by Monday, March 18, 2013 at 5:00 PM in order to be included on the printed Venture Conference Attendee List distributed to all Venture Conference attendees. Registration fees will be refunded with a service charge of $50 if requested in writing no later than Monday, March 18, 2013. Refunds will not be given for no-shows after the conference.
PREPARING FUTURE LEADERS IN THE LIFE SCIENCES SECTOR

2013 is in full swing and before we know it, a new group of graduates will be entering the workforce. Are enough of these graduates entering the life science field? In a state, filled with top notch colleges and universities, are we meeting the state’s life science needs? Let’s see what several colleges, universities and companies are doing to build the future leaders of the life science industry.

Below each contribution answers these questions: What are you doing to build future leaders in the life science field; what programs and partnerships are you involved in?; and why is this important for life science overall and/or specifically for NJ?

The New Jersey Institute of Technology (NJIT) is a public research university committed to educating a wide range of students to achieve their full potential, preparing them for entry into the science and technology professions. Dr. Joel S. Bloom, president of the NJIT weighs in on the STEM professions-science, technology, engineering and math—and their ability to encourage innovation.

According to Dr. Bloom, in New Jersey the STEM crisis is pronounced. The state is home to 17 of the 20 largest pharmaceutical companies and fourth in bioscience patents; first nationally in broadband communications; and the second-largest information technology employer in the nation. Such a knowledge-based economy requires an educated workforce: the Governor’s Task Force on Higher Education found that New Jersey will need to fill 269,000 STEM-related jobs in the next five years.

What is the NJIT doing to build future leaders?
The Governor’s Task Force has charged NJIT to take a leadership role in the state’s economic recovery through education and applied research. We are helping New Jersey to build what is now being called an innovation/invention “commons” or “ecosystem,” a close collaboration across all sectors – academe, business and industry, government, foundations and funding agencies – with two major goals: to attract enough youngsters into the technical professions to meet the state’s needs, and to encourage and expedite innovation and commercialization of our research results.

First and foremost, we need to heighten our efforts among K-12 students to attract them to careers in STEM-based professions, building upon our universities’ efforts with such companies as PSE&G, Panasonic and ExxonMobil to stimulate youngsters through creative competitions and focused enrichment programs. We need more programs like NJIT’s NSF-funded Medibotics program that train middle and high school teachers to offer engaging science curricula.

What partnerships and programs have you created?
Once we’ve recruited students to STEM degree programs, we need to work hard to keep them there by reinforcing the rewards and challenges of STEM professions. Undergraduate students and recent graduates make up the major portion of the “app economy” that nearly half a million jobs have been created in the last five years for developers of smart-phone and Facebook software applications. Higher education needs to support student innovation and entrepreneurship. At NJIT, for example, we are pioneering a new program in which student teams can work on their own inventions -- learning toys for autistic children, a “smart” living environment for the elderly or a bloodless glucose meter -- guided by advisors and sponsors from companies such as Forbes.com, IBM, Siemens, Summit Place Financial Advisors and Capital One Bank.
Why is it important for New Jersey to build future leaders?
New Jersey’s innovation ecosystem also needs to focus on research areas that hold the most promise for creating new industries and new jobs in our state. The State Strategic Plan identified several areas that resonate with NJIT’s strategic direction in education and research: sustainable systems, digital transformation, and life and healthcare science and engineering. We have the seeds of New Jersey’s innovation ecosystem already in place. With thoughtful execution of the State’s Strategic Plan and by developing expanded partnerships with New Jersey’s knowledge-based-technology-focused businesses and industries with our state’s research universities, we can help New Jersey grow a highly vibrant and valued 21st century economy.

Nanion Technologies fosters neuroscience partnerships and research collaborations with universities and institutions across the globe. These relationships aim to help students learn complicated neurobiological processes, towards gaining a better understanding of heart and brain physiology.

What Nanion Technologies doing to build future leaders?
Researchers from the company recently visited NJIT/Rutgers University to teach undergraduate and graduate Neurobiology courses, introducing state-of-the-art ion channel technology to the classroom. Dr. Jorge Golowasch and Dr. Farzan Nadim are professors at NJIT/Rutgers University and are implementing industry-grade technologies in their courses, providing their students with invaluable hands-on experience that may prove useful in their post-graduate careers. Inviting local technology companies into the classroom to demonstrate high-tech automated instrumentation allows the students to learn beyond conventional teaching practices and gain the advantage of working with technology that is being utilized in the field today.

What partnerships and programs have you created? Nanion leaders visited the classroom showing the students how to record electrical impulses from individual microscopic cells in real time, demonstrating complex concepts discussed in class, which in turn, are mechanisms that are carefully studied in the laboratories of neuroscientists all across the world.

Rowan University’s focus on life sciences and related fields is growing rapidly as the South Jersey institution builds new programs and fosters greater collaborations with New Jersey and regional businesses and industry. Long-time Philadelphia-area university research and technology commercialization leader Dr. Kenneth Blank, hired in January as Rowan’s first vice president for Health Sciences, is overseeing many of the related initiatives at Rowan and at the South Jersey Technology Park in Mantua Township.

What is Rowan doing to build future leaders?
The goal of the molecular pathologist and cancer researcher is to integrate and build the health sciences segment of the University to create economic development in South Jersey.

As part of The New Jersey Medical and Health Sciences Education Restructuring Act enacted by the State Legislature in 2012, State officials tapped Rowan to partner with Rutgers-Camden to create a College of Health Sciences in Camden, which falls under Blank’s purview. Last summer, the University also created the School of Biomedical Sciences on its main campus in Glassboro.

The surge in health sciences and related fields at Rowan is opening the doors to numerous educational opportunities for undergraduate, graduate and professional students in Glassboro; at Rowan’s Camden branch; and at what on July 1 will be Rowan’s two medical schools, Cooper Medical School of Rowan University in Camden (an M.D.-degree-granting school opened in summer 2012) and the Rowan University School of Osteopathic Medicine in Stratford (the D.O.-
What partnerships and programs have you created?
Additionally, the State Act also was instrumental in changing the face of education—and health care—in New Jersey in other ways, including designating Rowan as only the second comprehensive public research institution in the State. As such, Rowan will enjoy enhanced opportunities to develop collaborations with outside organizations, including in the life sciences arena, and to expand its already-strong research base.

“The growth of life sciences research at Rowan will focus on collaboration with industry and government agencies to develop practical solutions to medical problems that can be commercialized by new company creation,” said Blank. “The goal is to create economic development in association with our South Jersey Technology Park.”

While those highly visible new endeavors are critical to the future of the school and educational opportunities for its students—and the companies for which they one day will work—they are far from the only initiatives that are increasing access to education in life sciences and related high-demand fields.

Rowan’s College of Engineering and College of Science and Mathematics are playing a critical role in building research capabilities that include opportunities for students to be involved in life sciences research.

The College of Engineering each semester teams with dozens of industry partners on real-world projects handled by student-professor teams. Those partners include world-renowned pharmaceutical companies, funders such as the National Science Foundation and National Institutes of Health, and numerous federal and state governmental agencies. The College is in the process of substantially expanding its bioengineering program.

The College of Science and Mathematics (CSM) is home to professors conducting research on topics that range from prostate cancer to biofuels and also has received grants from organizations such as the NSF and NIH. CSM also is introducing new undergraduate and professional graduate programs to address students’ and employers’ needs in the region.

Both Colleges offer outreach programs that draw industry to campus to educate students about science, technology and engineering fields, including Engineering’s Henry M. Rowan Speaker Series and CSM’s Partners in Industry series that brings to Rowan industry representatives with experience in life sciences research and business.

Why is it important for New Jersey to build future leaders?
Research conducted on campus has the potential to be licensed to the life sciences industry, and some initiatives have spun off into businesses housed at the South Jersey Technology Park, including two health-care-related firms.

“Rowan is positioning itself to be a major partner to the life sciences industry and a driver of economic development in South Jersey,” Blank said.

Montclair State University is preparing tomorrow’s leaders in the life sciences and health industries. It is not just a function of immersing students in a rigorous, research-based science curriculum; it is also a matter of grounding students in new approaches to tackling scientific questions and learning how to ask critical questions in the context of a rapidly changing landscape across the life sciences sector.

“The answers to so many of today’s pivotal global health issues are being found in the blending of science and math, at the juncture of disciplines where research questions are created and are being explored,” said Dr. Robert S. Prezant, dean of the College of Science and Mathematics at Montclair State University.

What is the Montclair doing to build future leaders?
The Margaret and Herman Sokol Institute for Pharmaceutical Life Sciences at Montclair State, for instance, was established in 2007 to advance transdisciplinary research across the College’s and University’s faculty, students, and academic and industry collaborators. Through its Sokol Institute Fellows Grant Program, multi-disciplinary teams of scientists advance research in areas of medicinal chemistry, pharmacology, biochemistry, natural products chemistry, molecular biology, parasitology, computational sciences, and environmental toxicology, in conjunction with new and emerging technologies such as biomaterials and nanotechnology.
What partnerships and programs have you created?
The Sokol Institute is accelerating the formation of academic/industry partnerships to prepare the next generation of scientists and leaders, and speed the development and commercialization of new medicinal products and new technologies. “We’re exceptionally proud of our research partnership with New Jersey’s Celgene Corporation where faculty researchers and their graduate students are identifying new drug targets for treating neglected parasitic diseases,” said Dr. John Siekierka, director of the Sokol Institute and head of the College’s MS in Pharmaceutical Biochemistry.

These research links to industry are a critical factor in preparing future Life Sciences leaders by exposing students to “real world” developments. Yet another key is through immersion in relevant programs and events such as PharmFest. Held biennially and sponsored by Montclair State and the HealthCare Institute of New Jersey, several hundred industry leaders, scientists, and students participate in this interactive industry and academic forum on emerging issues and trends in pharmaceutical life sciences. Topics range from small molecule and biologic drug discovery and development, to business incubation, nuclear medicine, electronic health records, integrated project management, drug development, and the role that life science start-ups represent in the biotech value chain.

“Today's students must be well grounded in the current state and future outlook of the industries where they hope to find a career. This is especially true in the rapidly changing Life Sciences industry. Here, we are looking towards even closer relationships between pharmaceutical and biotech companies and academia, especially in the realm of shared, important, and mutually interesting research,” said Dean Prezant.

Montclair State's corporate partners also offer direct support to students in the life sciences. The Novartis Graduate Fellows program has provided tuition and an annual stipend for a master's degree candidate aspiring to a career in the pharmaceutical industry. Merck and Roche fund the College of Sciences and Mathematics' Science Honors Innovation Program, or SHIP. This initiative funds, for a select group of students, undergraduate research, travel to present at conferences, summer stipends and scholarships.

Why is it important for New Jersey to build future leaders?
Preparing future leaders in the sciences starts well before students even enter college and Montclair State’s commitment to improvements in K-12 STEM education is also a key ingredient. The University is home to the Bristol-Myers Squibb Science Teaching and Learning Center which is dedicated to the professional development of New Jersey’s K-12 STEM educators. And a recent $1.3 million award from IT leader Wipro will provide expanded training for STEM teachers. The College is also home to the (Josh and Judy) Weston Science Scholars Program which provides ninth, tenth and eleventh graders from Montclair High School the opportunity to learn science “by doing science.”

And funded by the National Science Foundation, Montclair State is the northern New Jersey hub of the Louis Stokes Alliance for Minority Participation in the Sciences (LSAMPS) program, which fosters the success of underrepresented minority students in STEM disciplines.

Montclair State is investing in the future of New Jersey with its planned Center for Environmental and Life Sciences (CELS). The 100,000-square-foot world-class facility will usher in a new wave of research opportunities and collaborations. “CELS is key to building on our reputation as a growing research institution,” said Dean Prezant. “We have every intention of continuing to expand our research programs, expand our research partnerships, and extend and grow additional opportunities for our students and for the state.”

University administrators and researchers are confident that the state-of-the-art Center will attract a growing number of outstanding students interested in careers in science. “Research brings science to life,” said Dr. Johannes Schelvis, chair of the Department of Chemistry and Biochemistry. “Top STEM students look for research opportunities before committing to a specific college or university. The new CELS building will help us compete in the race for these students – and help keep top talent in New Jersey.”

Plans for CELS include innovative collaborative workspaces, flexible laboratories and spacious seminar rooms. Dean Prezant noted that “When completed, CELS will greatly expand Montclair State University’s capacity to generate new discoveries, processes and technologies that will support the long-term growth of New Jersey’s life sciences industry and provide an excellent training ground for the next generation of life sciences scientists and leaders.”
**Christie Administration Strengthens Support for Emerging Technology Businesses**

Emerging technology and life sciences companies that have attracted capital through strategic investments will now be eligible for assistance through the Edison Innovation Venture Capital Growth Fund. This enhancement further supports Governor Chris Christie’s commitment to technology-led entrepreneurial development by recognizing the value and increasing use of nontraditional investors in the marketplace.

Administered by the New Jersey Economic Development Authority (EDA), the program was created in 2011 to benefit early stage, emerging technology and life sciences companies by providing growth capital to directly fund uses such as hiring key staff, product marketing and sales. The program, which provides a subordinated convertible note of up to $1 million for eligible companies, previously included a 1:1 matching requirement only satisfied by venture capital funds. The program now allows strategic investments, which can be made by a variety of sources, including commercial or institutional entities, nonprofit organizations or universities, to also be eligible.

“The EDA’s goal is to ensure our programs are meeting the needs defined by the marketplace, and this enhancement supports the fact that strategic investors have become more and more attractive to emerging companies,” said EDA Chief Executive Officer Michele Brown. “The Christie Administration has placed a high importance on nurturing the growth of our technology and life sciences companies, and this program now recognizes the unique advantages strategic investors offer New Jersey’s early stage businesses.”

At the EDA’s Board meeting today, EDA President and Chief Operating Officer Tim Lizura outlined the benefits of nontraditional investors. This includes a more diverse investment strategy beyond solely financial return and a greater potential for follow-on funding. Lizura noted that strategic investors have increasingly become more attractive to emerging companies as they often bring industry expertise in addition to liquidity, access to a more robust customer base, validation to the technology or product and opportunities for operating partnerships.

Assistance through the Edison Innovation Venture Capital Growth Fund was approved at today’s EDA Board Meeting. All Board actions will take effect at the expiration of the statutory period for the Governor’s review and consideration of the meeting minutes.

Consistent with the current process, due diligence interviews will be completed with strategic investors. This entails the collection of important information including the size of the fund, percentage of the total fund committed to date, potential for follow-on funding, and a background review of the company’s management. Strategic investors will be required to be unrelated, arms length investors, without any common ownership.

To be eligible for the program, New Jersey-based companies must have minimum trailing 12 month commercial revenues of $500,000, derived from core business activities, such as the sale of technology products. Companies also must be the developer or owner of protected proprietary technology.


**HIPAA Changes** Continued from page 14

In these new regulations, is the application of some of the provisions of the HIPAA regulations directly to business associates, rather than through a contract with the covered entity. As a result, whereas previously if a business associate did not meet its obligations, it was in violation of a contractual obligation, going forward the business associate will also be in violation of regulatory obligations. As a result, the government can take enforcement action directly against the business associate, including the increased penalties imposed under HITECH and now incorporated in the regulations.

Other changes in the rule include changes in the privacy and security requirements, and changes in the breach notification rule. All of the changes in the new rule need to be reviewed not only by covered entities such as health care providers and health plans, but also by businesses that meet the expanded definition of a business associate under the rule.

In addition, existing business associate agreements will need to be updated to incorporate the regulated changes.

Sharlene A. Hunt is a shareholder at Giordano, Halleran & Ciesla, PC and a member of the firm’s Healthcare Practice Area. Ms. Hunt is the co-author of The New Jersey Healthcare Law Blog (www.njhealthcarelawblog.com), a blog dedicated to providing Federal and State healthcare news, laws, regulations, and upcoming events pertaining to the healthcare field. Ms. Hunt can be reached at shunt@ghclaw.com or 732.741.3900.
Technologies to Aid Stroke and Prostate Cancer Patients Win Grants from Philadelphia Program

BY EDWARD F. TATE III

“Digital health” means more than e-records and transactions to some healthcare strategists, who see it as a new venue for technology commercialization. Philadelphia’s University City Science Center recently stepped into that space with its first two digital health grants, both of which will support development of technologies from Rutgers, The State University of New Jersey.

One of the winners is Dynawheel™, a computer-driven device to enhance physical therapy for stroke patients. The second is ProstaCAD™, a software package for MRIs to better assess and treat prostate cancer. The awards provide $100,000 to each project, with equal contributions from the center and Rutgers, along with planning assistance from business experts with the Science Center.

“Given that this program is highly competitive, we’re extremely pleased that two Rutgers projects were chosen for the center’s first digital health awards, which is a testament to the creativity and high quality of the work going on at this university,” said Kenneth J. Breslauer, dean and vice president for life and health sciences at Rutgers.

Therapy for stroke patients Dynawheel was invented by William Craelius, a Professor of Biomedical Engineering at Rutgers, and Nicki Ann Newby, president of Nian-Crae Inc., a company they co-founded. The platform is a handheld therapeutic device resembling an ergonomic video-game controller that incorporates a smartphone as its brain, providing instructions and instant feedback to patients while transmitting a wealth of data to physical therapists. After being chosen as a finalist, the Science Center connected them with business experts to develop a market analysis and business case.

“We received invaluable help from two business-savvy advisors, who have experience in IP property management and how to translate something from a lab idea to a business plan,” Craelius said. “There’s no doubt they helped us win the grant.”

Having patented the first prosthetic hand with multiple finger dexterity, Craelius has experience with medical devices and physical therapy. He says basic tools used with stroke patients for years—squeezable balls, elastic bands, etc.—are useful, but not motivating. More complex devices, such as robots that assist limb motion, also benefit patients, but are quite costly. Dynawheel incorporates a wide range of active exercises in a single device that engages the client with games and instant feedback, along with objective assessments and communication, according to Craelius.

“Therapists need more objective measures of outcomes to show patients are actually improving,” Craelius said. “Our device has quantitative outputs—measuring strength, endurance, flexibility, and so forth—that provide a digital record that can facilitate the reimbursement process.”

PTs provide instruction on Dynawheel to patients, who use it at home. The smartphone sends data on each session to a PT, who assesses the patient’s progress and can adjust the protocol as needed. With the new grant, he intends to produce 50 units, which will produce sufficient clinical documentation and proof-of-concept data to demonstrate it’s a viable product.

The market for Dynawheel includes millions of survivors of stroke, brain injury, and musculoskeletal disorders. The plan shows profitability by capturing merely one percent of new cases. Among benefits to providers, which potentially include about 400,000 PTs and OTs, are better patient outcomes, simplified record-keeping and billing, cost savings, and professional incentives for therapists.

Prostate cancer detection and treatment ProstaCAD is a technology invented by Anant Madabhushi that can enhance the identification of prostate cancer through computer-based image analysis of MRI scans. Madabhushi, now at Case Western Reserve University, and a team of graduate students he is advising at Rutgers, are working to refine the software to provide advanced pattern recognition and image analysis to produce a “tumor probability map.”

Providing physicians with a usable and cost-effective “manogram,” as Madabhushi, calls it, has long presented a technological challenge. Ultrasound imaging has poor sensitivity for detection, and CT scans provide poor detail for treatment. MRI images are best for prostate detection but are time-consuming and require costly analysis by a radiologist. Problems with MRI include lack of reproducibility in image interpretation and lack of tools to combine multiple MRI parameters.

Beyond diagnosis of tumors, ProstaCAD would assist with treatment by better targeting radiation and monitoring tumor shrinkage to allow more precise adjustment of chemotherapy. ProstaCAD also may help with one of prostate cancer’s vexing challenges: to treat to not to treat, which is critical giving the sometimes life-altering side effects.

“The technology can aid in determining the cancer’s aggressiveness, so the oncologist can better decide if the patient requires immediate treatment, or is a candidate for a ‘wait-and-watch approach,’” Madabhushi said.

The plan for ProstaCAD entails refining the algorithm and creating an advanced frontend with graphic user interface, which Madabhushi says could be done within one year. Marketing the software, which would be directly installed in MRI systems, would be conducted through current partnerships with GE Healthcare and Siemens.

Two years ago Madabhushi co-founded Ibris Inc. of Piscataway, N.J., with an NIH grant, to develop an approach he invented with Shridar Ganesan, a Cancer Institute of New Jersey oncologist, for computerized breast-biopsy analysis. Madabhushi also co-founded vascuVis Inc., a Massachusetts startup that recently just won an NSF grant to develop its technology for vascular-disease imaging.

Edward F. Tate III, Director of Communications for the Office of the Vice President for Research and Economic Development http://vpr.rutgers.edu can be reached at 848-445-3153.
NJTC VENTURE CONFERENCE
A unique opportunity for technology companies

March 22, 2013
Hyatt Regency New Brunswick
New Brunswick, New Jersey

The NJTC Venture Conference is a unique opportunity for technology companies in all stages of development to showcase and demonstrate their products or services to the investment community. Venture capitalists, angels and individual investors visit companies at their exhibit booths to preview various products and services and personally meet and interact with company executives. Exhibiting companies will make presentations to the Venture Conference audience. For more information about exhibiting at the Venture Conference, please visit www.njtc.org

For full information on the 2013 NJTC Venture Conference see pages 15-17

ENTREPRENEUR BOOTCAMP
An intense day long conference

April 23, 2013
Rutgers Busch Campus
Piscataway, New Jersey

The target audience is pre-seed to early stage entrepreneurs, individuals seeking to start a technology company, pharma and IT professionals contemplating a transition, and others. Attendees will be introduced to expert speakers and a support network of service providers that will continue to serve as potential resources for the entrepreneur.

Topics to be covered include the elements of a winning business plan/executive summary, the ABCs of Raising Capital, recruiting/retaining/rewarding a winning management team, a series of roundtable discussions with experts, and CEO success stories.

Email Joan Praiss at jpraiss@njtc.org for more information
CFO AWARDS BREAKFAST
celebrating deals, investments and success stories

June 12, 2013
Forsgate Country Club, Monroe Twp., NJ

NJTC is pleased to present the annual CFO Awards Breakfast celebrating amazing deals, investments and success stories. Three finalists will be selected from each of the following award categories:

- CFO of the Year
- Deal of the Year
- Financier of the Year
- Hall of Fame

This event draws a full house each year with rave reviews. Consider nominating your CFO or that of a client or customer.

Deadline for nominations is April 8, 2013
Submit nominations on-line at www.njtc.org

MARK YOUR CALENDAR TODAY!
REGISTER AT WWW.NJTC.ORG

NJTC Event
Sponsorships Available
Contact Joan Praiss
at JPraiss@njtc.org
NJTC PHOTO GALLERY

NJTC Capital Conference
unConference: Thought leaders from the technology and investment communities hosted tables of attendees. Attendees self-selected their seats and topics. Attendees were encouraged to bring their ideas for discussion and set the agenda.
Photo 1: Signature Sponsors: SorinRand LLP: Center, David Matlin, Counsel; Far Right, David Sorin, Co-Managing Partner
Photo 2: Breakfast Panel: L-R: Moderator & Sponsor, Philip H. Politziner, Chairman Emeritus, EisnerAmper LLP; John Eley, CEO, Pivot, Inc.; Ron Gaboury, CEO, Yorktel; Christopher Kuenne, Chairman & CEO, Rosetta Group; Kenneth Traub, President & CEO, Ethos Management LLC
Photo 3: Thought Leader John Martinson, Managing Partner & Founder, Edison Ventures (back right) facilitates discussion during unConference portion.
Photo 4: Thought Leader Joe Allegra, General Partner, Edison Ventures, (left facing front) facilitates discussion during unConference portion.
Photo 5: Fireside Chat with Rob Rebak, Chairman & CEO, QualityHealth (right) & Jeffrey A. Baumel, Co-Head, Health & Life Sciences Practice, SNR Denton (left)
Photo 6: Sponsors L-R Steve Cohen, Partner, Morgan Lewis & Jeffrey Nicholas, Partner, Fox Rothschild LLP

NJTC CEO Best Practices Forum
Each CEO in attendance shared best practices from his/her organization and then lead a discussion. The forum was facilitated by Billtrust CEO Flint Lane. Billtrust was named 2010 NJTC Growth Company of the Year and in 2011 Flint Lane was named an E&Y Entrepreneur of the Year.

What’s Next in Energy, Hydrogen & Water
Photo 1: Alternative Energy Workgroup
Photo 2: Mary Grykas, VP Communications, Petra Solar
Photo 3: Panel: Wayne L. Barnett, Business Development Manager, Constellation, An Exelon Company, Dr. Dunbar Birnie, Professor of Materials Science, Rutgers University, Liza L. Wolf, Esquire, CLO and Executive Vice President, Blue Sky Power LLC
Making Connections: Partnering For IT, Telecom & Life Science Companies And Workgroups

Attendees explored potential collaboration and partnering and what it can bring to our regional economy with strategic partnering sessions with companies such as:

- Berkeley Varitronics Systems, Inc. (www.bvsystems.com) Telecom
- CACI - (www.caci.com) Information Technology
- Comcast Business Class - (http://www.business.comcast.com) Telecom
- DataPipe (www.datapipe.com) Information Technology
- HS Designs (www.hs-design.com) Life Sciences
- Marlabs (www.marlabs.com) Information Technology
- NeuroDX (www.neurodx.com) Life Sciences
- New Jersey Institute of Technology (www.njit.edu) Information Technologies, Life Sciences
- Rowan University (www.rowan.edu) Life Sciences
- Rutgers University (www.rutgers.com) Information Technologies, Life Sciences
- Vidyo (www.vidyo.com) Telecom

Technology Idea & Demo Day

Companies showcased their ideas or demos of potential new products for review in front of investors, technology executives and others. Best submission and runner up were selected by audience members.

Photo 1: Welcoming Remarks from Dennis Williams, DeVry University - Cherry Hill Center Dean
Photo 2: Reality Check Team L-R: Lou Bucelli, entrepreneur in Residence, LimeBox Networks, LLC; Suzanne Zammit, Program Coordinator, Rutgers University; Badri Nittoor, CEO, Tripod Technologies, LLC; Yusuf Mehta, Assist. Professor, Civil & Environmental Engineering, Rowan University and Joseph Konopka, Dean of Academic Affairs, DeVry University
Photo 3: 1st Place Presenter: Edward Bailey, Illumination Machines
Photo 4: 2nd Place Presenter: Lindsey Markelz, Co-Founder, Charity Gift Market
NJTC NEW MEMBERS
As of January 2013

CXOs
Leslie Billett, SVP-Institutional
Investor Consultant
166 Grand Ave, C12
Englewood, NJ 07631
201-567-7825

Paul Commons (DBA-WPC Worldwide)
21 Poor Farm Road
Pennington, NJ 08534
609-462-8230
http://wpcworldwide.com

Electronics, Advanced Materials & Manufacturing
Graphene Frontiers
3624 Market St. 5th FL East
Philadelphia, PA 19104
267-223-5051
www.graphenefrontiers.com
Mike Patterson, CEO
mike@graphenefrontiers.com
Graphene Frontiers provides industrial scale graphene solutions and produces large area continuous graphene films for use as a transparent flexible conductor and barrier for organic electronics.

Nanion Technologies Inc.
675 US Highway One
North Brunswick, NJ 08902
888-9-NANION
www.naniontech.com
Nanion Technologies was founded in an academic and creative environment as a spin off from the Center of Nanoscience (CeNS) at the University of Munich (LMU). ‘Inspired by scientists’ is the definitive essence which provides the basis of all Nanion products. Scientists work together with engineers and designers. In the case of the Port-a-Patch®, a complete patch clamp setup was reduced to the size of something that you can carry in your hand. The patch clamp technique is the gold standard for real-time investigation of ion channels and their effectors. With its exceptional signal resolution, complex biophysical properties of ion channels can be studied.

Triangle Manufacturing
25 Park Way
Upper Saddle River, NJ 07458
201-825-1212
www.trianglemfg.com
Triangle is a contract engineering and manufacturing company with over 55 years of experience. Triangle specializes in the manufacture of surgical instrument components as well as orthopedic reconstructive devices and associated instrumentation.

Information Technologies
AJ Infosolutions
25 Foulot Drive
Princeton, NJ 08540
732-309-3765
Software incubator and custom software production.

Alliant Technologies LLC
35 Airport Road
Morristown, NJ 07960
973-267-5236
www.allianttech.com
Alliant Technologies is a certified and experienced IR engineering and operations firm offering integrated, multi-vendor IT infrastructure solutions including: Network and Data Center services, Unified Communications, IP collaboration, Server & Desktop virtualization, Data Storage, Aggregated Cloud & Managed Services, and Layer 1 Cabling.

BioFortis
10320 Little Patuxent Pkwy., Ste 41
Columbia, MD 21044
732-240-5600
www.biofortis.com
Robert H. Hutchins, Executive Chairman - bhutchins@biofortis.com
BioFortis, Inc. is a software company focused on addressing the challenges in today’s data-intensive environments. Our mission is to unleash the creative force of knowledge workers by breaking down all technical barriers to data access and exploration with the help of products such as LabMatrix and QiaGram. We focus on software solutions that empower researchers by collecting and harmonizing data and providing a compliant, holistic and collaborative environment for effective research. Our award winning software is being applied to biobanking, pre-clinical, clinical and translational research areas at key pharmaceutical, biotechnology, academic and government organizations.

DataCede
2 Research Way
Princeton, NJ 08540
732-951-2333
www.datacede.com
Philip Masin, Chief Administration Officer
DataCede is an operational consulting, technology, and services provider based in Princeton NJ. Servicing the insurance, banking, telecommunications, and pharmaceutical industries, DataCede provides operational technology with the development of custom applications and leading edge business intelligence. The company offers a full complement of consulting, technology development, application integration, staff augmentation and premium onshore and offshore BPO services. For more information about DataCede, call 877-789-CEDE or visit www.datacede.com

Data Dynamics Inc.
101 Cedar Lane, Suite 102
Teaneck, NJ 07666
281-407-5976
http://www.datadyn.com
Data Dynamics’ StorageX software provides life-cycle management for file based storage. Enterprise customers can identify, transform and manage their structured and unstructured data within traditional internal infrastructure or in a private/public cloud.

FindCancerServices.com
30 Annett Ave.
Edgewater, NJ 07020
917-843-6690
www.findcancerservices.com
FindCancerServices.com changes the cancer experience to be a supported journey hosted by a network of integrated services that solve emotional, financial and practical concerns. We provide healthcare professionals tools to deliver personalized comprehensive packages of services and benefits.

InkWhy
5 Dorset Drive
Ewing, NJ 08631
609-771-6648
www.inkwhy.com
Inkwhy is developing e-commerce, online advertising, and knowledge-based products to help business owners and bloggers increase revenues while featuring content.

Terracotta-a Software AG Company
105 Tall Grass Drive
Wayne, NJ 07470
973-633-0384
www.terracottatech.com
Terracotta is the leading provider of in Memory management technologies. Big Memory allows you to keep big amounts of data in machine memory for ultra-fast access. No other solution goes this Big and this Fast.

Life Sciences
Disogen LLC
13 Stonebrook Court
Harrington Park, NJ 07640
201-370-1791
www.disogen.com
Disogen is a Medical Technology Development Company that designs, patents, and commercializes devices and therapeutics for the Discogenic Back Pain (DBP) markets.

Non-Profit
BattelleInvents
1 Broadway, 4th Floor
Cambridge, MA 02142
617-401-3080
www.battelleinvents.org
Maggie Schoening, Market Analyst
mschoening@battelleinvents.org
BattelleInvents™ is the Innovation Program Office for Battelle’s National Security research portfolio. We facilitate connections between internal R&D with external collaborators to advanced innovations in the following areas: CBRNE Defense, Critical Infrastructure, Cyber Security, Decision Analytics, Demilitarization, Identity Management, Tactical Systems and Maritime Systems.
Joining the NJTC
Paul Frank • Ext 222 • pfrank@njtc.org

Membership Services
Judy Stock • Ext 246 • jstock@njtc.org

Member Relations Manager
Ellen Stein • Ext 228 • ellen@njtc.org

NJTC BOARD OF DIRECTORS

Chairman of the Board
Simon Nyren, Wayside Technology Group, Inc.
Co-Chair
Virginia Alling, PNC Bank

Board Members
Joe Allegra, Edison Ventures
Mel Biaiada, BaseCamp Ventures
Maxine Ballen, New Jersey Technology Council
Joel Bloom, New Jersey Institute of Technology
Robert Bothe, Opera Solutions
James Bourke, WithumSmith+Brown, PC
Skip Braun, Deloitte
Charlene Brown, AT&T
Leslie Browne, Seneesco Technologies, Inc.
Michael Christian, Coriell Institute for Medical Research
John Clarke, Cardinal Partners
Mark Clifton, SRI Sarnoff Corporation
Steven Cohen, Morgan Lewis
Kathleen Coviello, New Jersey Economic Development Authority
Saki Dodelson, Achieve3000, Inc.
Patricia Donohue, Mercer County Comm. College
Nariman Farvardin, Stevens Institute of Technology
Mark Giamo, BDO USA, LLP
Andrew Gilbert, DLA Piper
Richard Goldberg, R’R Associates
Ian Goldstein, Drinker Biddle
James Gunton, NJTC Venture Fund
Darren Hammell, Princeton Power Systems
Paul Hoffman, Liberty Science Center
Brian Hughes, KPMG LLP
Michael Kacsar, Ernst & Young LLP
Carl Kopfinger, TD Bank, N.A.
Floyd Lane, Billtrust (Factor Systems)
John Lanza, McGladey
Steve Lerner, Morris-Meyer, LLC
John Martinson, Edison Ventures
Dan McGrath, Malay Risk Services
Richard Napoli, ObjectFrontier, Inc.
Bob Olanoff, Systech International
Govi Rao, Naveda Technologies, Inc.
Jeffrey H. Rosedale, Woodcock Washburn LLP
James Russo, Princeton Financial Systems
Douglas Schoenberger, Verizon
Eric Shepcao Telx
David Sorin, SorinRand LLP
Stephen Waldis, Synchrotron Technologies

Non Profit-Governmental
Hong Kong Trade Development Council
219 East 46th Street
New York, NY 10017
1-212-838-8688
www.hktdc.com
Victoria Delvizis, Business Development Officer
victoria.delvizis@hktdc.org

The HKTD organizes trade fairs and business missions to connect companies with opportunities in Hong Kong and Mainland China, while providing information via trade publications, research reports and online.

Service Providers
Alvarez & Marsal Valuation Services, LLC
600 Madison Avenue
New York, NY 10022
212 763-9830
www.alvare zamarsal.com
Philip J. Antoon, Managing Director
panto on@alvarezandmarsal.com

Drawing on a deep operational heritage and hands-on approach, Alvarez & Marsal delivers comprehensive performance improvement, tax, valuation, business advisory, and turnaround management that produce meaningful and lasting results when time is of the essence.

iMiller Public Relations
221 Harbor Hill Lane
Mamaroneck, NY 10543-4022
866-307-2510
www.imillerpr.com
ilissa@imillerpr.com
www.imillerpr.com
866-307-2510
221 Harbor Hill Lane

iMiller Public Relations is a marketing and PR firm specializing in the IT and telecom arena.

Our employees are experts in developing, implementing and managing key product and channel marketing programs for the company’s international and domestic clientele.

Renewals
Agilence • www.agilenceinc.com
Allweb Technologies, Inc. • www.allwebtechnologies.com
American Clean Energy LLC • www.amcleanenergy.com
Ancero, LLC • www.ancero.com
Bartlett & Company Inc. • www.bartlettgroup.com
BizSlate • www.bizslate.com
CAX Technologies, Inc. • www.cax.com
CANNONDESIGN • www.cannondesign.com
Capintec, Inc. • www.capintec.com
Cardinal Partners • www.cardinalpartners.com
Cervais LLC • www.cervais.com
Cisco • www.ciena.com
Coriell Institute for Medical Research • www.coriell.org
Cross Atlantic Capital Partners • www.xacp.com
DLA Piper • www.dlapiper.com
Duane Morris LLP • www.duanemorris.com
EC Technology • www.ectechnology.com
Edison Ventures • www.edisonventure.com
ElizaNor Polymer, LLC • www.ElizaNor.com
Epion Health • www.epionhealth.com
Feather Sensors • www.feathersensors.com
Garden State BioEnterprises • www.gsbioe.com
Gunter Media Group • www.guntermediagroup.com
iTelagen, Inc. • www.iTelagen.com
Liberty Science Center • www.lsc.org
LUXEMBOURG TRADE & INVESTMENT OFFICE
www.investluxembourg.us
Maintech (a div of VOLT) • www.maintech.com
Marlabs, Inc. • www.marlabs.com
New Jersey Institute of Technology • www.njit.edu
New Jersey Small Business Development Centers (NJ SBDC) • www.njsbdc.com
New Venture Partners LLC • www.nvpllc.com
ObjectFrontier, Inc. • www.objectfrontier.com
Oliveras & Company, Inc • www.oliverasoinc.com
Opencon Systems, Inc. • www.opencon.com
ParenteBeard LLC • www.parentebeard.com
Patterson & Sheridan, LLP • www.pattersonsheridan.com
PDL, Inc. • www.pdi-inc.com
Pinnacle Consulting Group, Inc. • www.pinnacle.us.com
Princeton Financial Systems • www.pfs.com
ProCure Proton Center • www.procure.com
Psilos Group Managers, LLC • www.psilos.com
Quebec Government Office • www.quebecusa.org
Raritan, Inc • www.raritan.com
RedVision Systems, Inc. • www.redvision.com
Rutgers, The State University • www.rutgers.edu
Soligenix • www.soligenix.com
SpeechTrans, Inc. • www.speechtrans.com
STT • www.s-t-t-i.com
Sterling Medical Devices
www.sterlingmedicaldevices.com
Stevens Institute of Technology
www.stevens-tech.edu
Sunlight Photonics • www.sunlightphotonics.com
Sycamore Ventures • www.sycamoreventures.com
SystemArt, LLC • www.systemart.com
TAXIS Pharmaceuticals, Inc
http://TAXISPharma.com
Testware Associates • www.testwareinc.com
The College of New Jersey • www.tcnj.edu
The Richard Stockton College of New Jersey
www.stockton.edu
Tri Net Teledata • www.trineteledata.com
U.S. Army ARDEC/Picatinny Arsenal
www.pica.army.mil/PicatinnyPublic/index.asp
USA Datanet • http://usadatanet.com
Verizon • www.verizon.com
W&K Systems, Inc. • www.wksystems.net
Wells Fargo Bank N.A. • www.wellsfargo.com
Wiss & Company LLP • www.wiss.com
Zeus Healthcare • www.zeusmedicalbilling.com
NJTC CALENDER OF EVENTS

TECHNOLOGY IDEA & DEMO DAY
March 5 • 4:00 PM - 6:00 PM
Wells Fargo
190 River Road
Summit, NJ

Members $25.00 • Non-Members $50.00

“Career Strategies for Women”
March 30

Ideas can be vague things, but we want to help those ideas become a reality. Join us for NJTC’s Technology Idea and Demo Day at Wells Fargo in Summit, NJ. Ideas as well as demos of potential new products and services will be showcased in front of investors, technology executives and others. We are seeking already conceived ideas as well as spontaneous thoughts for 3 minute presentations. Demos will be presented in 5 minute presentations on the day of the event.

3:00-4:00: WorkGroups
Cloud Computing: Presentation by ProServices Corporation
Photonics/Optics
Smart City Initiative
Career Strategies for Women

GAMIFICATION” AND THE ENTERPRISE – PERFECT TOGETHER
March 14 • 4:00 PM- 6:00 PM
Robert Half Technology
10 Woodbridge Center Drive
Woodbridge, NJ

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

One of the hottest trends in recent years are games and gaming strategies. Today there are more then 200 million active gamers in the US. Traditionally gaming has been for entertainment purposes but now we are seeing key executive strategies being developed for the enterprise, human resources, loyalty and marketing.

“Gamification” is becoming a powerful tool to engage and train employees, customers and the public as well as to drive innovation and performance improvement. Join our Gamification thought leaders in a discussion on how gaming technology is being used to encourage users to engage in desired behaviors and problem solve.

Moderator:
Rich Napoli, Chief Operating Officer, ObjectFrontier Software

Speakers:
Allan Grafman, Chairman, Majesco Entertainment
Drew Napoli, Gamification Specialist at ObjectFrontier, Inc.
Christian Rigalls, Director of Online Product Management at Liberty Tax
Gabe Zichermann, Chair of GSummit (SF, April 16-18, 2013)

CFO ROUNDTABLE-CREATIVe CAPITAL
March 13 • 8:30 AM - 10:30 AM
Ernst & Young LLP
99 Wood Avenue South
Iselin, NJ

Members FREE • Non-Members $25.00
The CFO Alliance Members $25.00

Join us for a discussion about how to monetize your assets, both on and off the balance sheet. How can you think outside the box and creatively generate cash from your intellectual property or your real estate? Our expert panel will discuss these topics and more. We welcome your ideas.

Moderator:
Robert Olanoff, CFO, Systech International

Speakers:
Gregory Clark, Managing Director, Horizon Technology Finance
Thomas V. Giannone, Managing Principal, Cresa
Representative from Ernst & Young LLP

More panelists to be announced

VENTURE CAPITAL & FINANCE PEER NETWORK
THE EVOLVING ROLE OF CORPORATE VENTURE
March 22 • 8:00 AM
Hyatt Regency New Brunswick
Two Albany Street
New Brunswick, NJ

Members FREE • Non-Members $50.00
Venture Capital & Finance Peer Network $0.00

The NJTC VC and Investor Network will host a panel discussion on Corporate Venture Investing in 2013. Our panel will discuss the evolving role that corporate venture investing is playing in the support of new companies and fostering innovation and growth.

SBIR WORKSHOP FOR LIFE SCIENCE COMPANIES
APRIL 11
8:30 AM – 10:30 AM
Drinker Biddle
105 College Road East
Princeton, NJ

Members Free

The NJTC Life Science Industry Network is offering a workshop on SBIR Funding for C-Level members of the Council. The Workshop will highlight how to access funding under the Small Business Innovation Research Program. Attendees will learn how to apply for and win the grants and contracts available through SBIR, and how to stay on track for success and achieve next level funding.

WHAT’S NEXT IN EMBEDDED TECHNOLOGIES AND SOFTWARE DEFINED NETWORKS
April 18 • 4:00 PM-7:00PM
Juniper Networks OpenLab
The Junos Center for Innovation
200 Somerset Corporate Boulevard
Bridgewater, NJ

Members $25.00 • Non-Members $50.00

What’s Next in Embedded Systems & Software Defined Networks (SDN) - Presenting an array of research and development efforts from the region’s universities and companies. The presentations will include product demonstrations, providing participants a glimpse of embedded technologies, the impact and benefits of SDN to the network industry and the benefits of these technologies for end users.
SHARE THE VISION:
TECH & SCIENCE SHOWCASE
April 24 • 3:00 PM - 6:00 PM
North Jersey
Members $25.00 • Non-Members $50.00 •
Students $5.00 • Exhibitors $350.00

NJTC’s Share the Vision: “Technology and Science Showcase” will present discussion, panel presentations and exhibits around the latest trends and innovative technologies driving the growth and development of Technology in the Northern New Jersey region. Our first panel will explore what future developments can take place between corporate, academia and other institutions to continue this growth and development. A second panel will showcase potential collaborative partners and upcoming products in technology areas such as Information Technology, Aviation, Electronics, Telecommunications, Energy and Life Sciences.

WorkGroups will begin the event and feature roundtable discussions in areas such as Application Development, Aviation Technology, Cyber Security and Medical Research. Each of these WorkGroups will offer interactive discussion and presentations opportunities for companies and universities. A networking reception will also provide visibility opportunities for showcasing technology and products.

Attendees will be introduced to expert speakers and a support network—the conference sponsors— that will continue to serve as potential resources. Substantial time will be scheduled for networking between the Conference Sponsors and participants. Target Audience: C-level executives (CEO / CIO / COO / CFO / CTO), Educators, Local Governmental Employees and Business Analysts, Finance Directors & Managers. Expected Attendance 75-125

The timeframe of the event will be as follows:
3:00 – 5:00 PM - Showcase with Presentations and Exhibits
5:00 – 6:00 PM – Networking Reception

Program Supporter: DaVinciTek

SAVE THE DATE
April 23, 2013
NJTC/RUTGERS UNIVERSITY
ENTREPRENEUR BOOTCAMP
RUTGERS UNIVERSITY
BUSCH CAMPUS CENTER, PISCATAWAY

June 5, 2013
NJTC FINTECH CONFERENCE
OPERA SOLUTIONS, JERSEY CITY

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

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

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.

Electronics, Advanced Materials & Manufacturing
Patron Sponsors:
EisnerAmper
Woodcock Washburn LLP
Contact:
Paul Frank • Ext 222
pfFrank@njtc.org
Ellen Stein • Ext 228
ellen@njtc.org

Enviro-Energy Industry
Patron Sponsors:
WeiserMazars LLP
Woodcock Washburn
Contact:
Paul Frank • Ext 222
pfFrank@njtc.org
Ellen Stein • Ext 228
ellen@njtc.org

IT/Software
Patron Sponsor:
BDI
Contact:
Leo Mennitt • Ext 227
lmennitt@njtc.org
Judy Storck • Ext 246
jstorck@njtc.org

Life Sciences & Health IT
Patron Sponsors:
Drinker Biddle
McGladrey
Contact:
Leo Mennitt • Ext 227
lmennitt@njtc.org
Meredith Meyer • Ext 234
mmeyer@njtc.org

Telecommunications/Media
Patron Sponsor:
Verizon New Jersey
Contact:
Paul Frank • Ext 222
pfFrank@njtc.org
Judy Storck • Ext 246
jstorck@njtc.org

CEO Forum
Patron Sponsors:
Morgan Lewis • TriNet
WilhminSmith+Brown
Contact:
Ellen Stein • Ext 222
ellen@njtc.org

CFO Peer Network
Patron Sponsors:
Cresa NJ – North/Central LLC
Ernst & Young, LLP
Contact:
Martine Johnston • Ext 244
martine@njtc.org

CIO Peer Network
Patron Sponsors:
Oracle • telx
Contact:
Karen Lisnyj • Ext 229
karen@njtc.org

Venture Capital and Financing
Patron Sponsors:
Fox Rothschild LLP • TD Bank N.A
Contact:
Ellen Stein • Ext 228
ellen@njtc.org

Government Affairs
Contact:
Karen Lisnyj • Ext 229
karen@njtc.org

Software Engineering Leaders
Patron Sponsor:
Sparta Systems
Contact:
Leo Mennitt • Ext 227
lmennitt@njtc.org

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

June 12, 2013
NJTC CFO AWARDS BREAKFAST
FORSFATGE COUNTRY CLUB, MONROE TWP.

July 11, 2013
NJTC HEALTH INFORMATION TECHNOLOGY EXPO
TECHNOLOGIES DRIVING THE HEALTHCARE REVOLUTION,
NJHA CONFERENCE AND EVENT CENTER PRINCETON

July 18, 2013
NJTC ANNUAL MEETING
THE PALACE AT SOMERSET PARK SOMERSET

November 21, 2013
NJTC AWARDS GALA
HYATT REGENCY PRINCETON
FOR A NETWORK TO KEEP PACE WITH HIT INITIATIVES.

Comcast Business Class Ethernet can help improve the quality of care of your organization. With speeds from 1Mbps to 10Gbps, telehealth from multiple locations can be a reality. And it’s flexible and scalable so it can grow right along with you while keeping costs in line.

Go to business.comcast.com/healthcare or Call 610.499.2331

Restrictions apply. Not available in all areas. Actual speeds vary and are not guaranteed. Call for details. Comcast © 2012. All rights reserved.