

## Bio/Medical Forum Kick Off!

The Bio/Medical Forum kicked off this summer with an executive Advisory Council meeting hosted by Medtronic Advanced Energy. Participants included representation from Lonza Biologics, Simplified Clinical, Celdara Medical, Phase 2 Medical, State of New Hampshire Economic Development (DRED), Great Bay Neurological Associates, Dartmouth Entrepreneurial Network (DEN), and of course, Medtronic.

The meeting opened with an explanation about the transition from the NH Bio/Medical Council (now dissolved) being absorbed by the NH HighTech Council. The purpose of the Advisory Council is to be the idea generation “engine” for actionable events and activities that would be of interest to the industry. The purpose of the Bio/Medical Forum is to build community and encourage networking, idea creation, innovation, and friendships.

Our inaugural event will take place at the Wentworth by the Sea Country Club on August 28th with keynote speaker Gregg Fairbrothers, Founding Director of the Dartmouth Entrepreneurial Network, Professor of Business Administration at the Tuck School of Business, and Founding Chair of the Dartmouth Regional Technology Center. Fairbrothers will talk about innovation at Dartmouth’s small business incubator, the only bio/medical technology center for startups in the state of New Hampshire. Everyone is welcome to join us to learn more about the industry, network, and make new contacts.

The Bio/Medical Forum plans to roll out a series of events focused on relevant industry trends, challenges, and ideas. We are planning a “Think & Drink” series where a panel of experts speaks in a dynamically facilitated forum and the audience can participate with questions, comments, and ideas. In addition, we look forward to hosting a few “Field Trip & Cocktails” when a company can provide an educational talk and tour followed by a networking reception. Finally, we discussed the need for a regional job fair to recruit engineers, bio/medical professionals, and manufacturing personnel. This idea is on the boards, and we welcome your input.

If you would like to get involved, we welcome your energy and ideas. Please contact Bio/Medical Forum Co-Chair, Catherine Blake, Sales Protocol, at 603-828-7312 or [cblake@salesprotocol.com](mailto:cblake@salesprotocol.com). ■

## It’s time to put on some new shoes . . .

As we start to think about vacation time winding down, I get excited about the change of seasons—a wonderful advantage to living and working in New Hampshire. With the change of season comes a time for preparation and planning. Some of us may be helping our kids prepare for school, which usually means new school supplies and clothing, including shoes. I, too, am getting ready to put on new shoes as the newly elected Chair of the Council’s Board of Directors.



Paul Mailhot,  
NHHTC Chair

I have the privilege of following two chairs that served for three years each and made a profound impact on the Council during a period of significant change — they were wearing running shoes. Now they have passed the baton to me. At this point and time, the Council is very well positioned — our membership is strong and growing, we have solid financials, and we’re now offering a slate of year-round events, including ones specifically designed to engage new sectors, such as the Bio/ Medical industry.

While I will no doubt be wearing running shoes from time to time, my shoe of choice will be work boots. The Board and I will be building atop this new but solid foundation that’s been put in place over the last few

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Thank you to our 2013 Corporate Sponsor Program participants



# Application Period Open for 2013 Product of the Year

Free advice, major product promotion, and podium time in front of hundreds of entrepreneurs and tech leaders. Sound like a good way to gain exposure for your new product? The NH High Tech Council is providing just such an opportunity, encouraging New Hampshire-based organizations to apply for the 2013 Product of the Year (POY). Finalists and an overall winner will present their innovations to a live audience on November 12 at the 8th annual POY event, held again this year at SERESC in Bedford, NH.

The POY application period is now open and applications can be downloaded from the Council website at NHHTC.org. In mid-October, up to five finalists will be selected and awarded with POY Judges' Awards. The Judges' Award winners will then present their products in a trade show format at the POY event that includes a seven-minute presentation to a live audience of roughly 300 people.

As one of the major business events in New Hampshire, the POY offers finalists and winners significant visibility through the judging process and product demonstrations, both at the event and in overall promotions. Companies that have won the Product of the Year award in the past are Nanocomp Technologies, UltraVision, Insight Tech Gear, Holase Incorporated, Sky-Skan, Foss Manufacturing, and Therma-HEXX.

Is your business a POY contender? Eligibility criteria include the following:

- Product submissions must have been released or significantly updated within the past year.
- Products must have been developed in New Hampshire by a company, subsidiary, or division based in New Hampshire. The business may be a sole proprietorship, partnership, corporation or other legal entity registered to do business in the state of New Hampshire.
- Products must fall into the category of "high tech" as determined by the Council's panel of judges particularly selected for this competition.

Applications can be downloaded from the Council website at NHHTC.org. Application deadline is September 26.

At the POY event, the audience is actively engaged and helps select the winner. After the presentations, audience members cast their votes for top product. The audience vote counts towards 50 percent of the final tabulation, with the initial judges' votes count comprising the remaining 50 percent. The winner will be announced live at the conclusion of the event and will have their company name etched into the prestigious Product of the Year crystal trophy. The trophy and the finalist's winning product will be on display at the Greater Manchester-Boston Regional Airport. ■



**Paul Mailhot – Continued from Page 1**

years. Leveraging our updated mission statement, we will focus on three key areas this coming year.

- **Technology Stewardship** – We will continue to drive connections and conversations among our membership through forums and networking. We will foster deeper connections within our membership base and within the tech community.
- **Government Affairs** – We will continue to ensure that NH remains friendly to technology companies.
- **Workforce Development** – We will support and develop programs that help NH have an employable, technology-centric workforce.

As we get ready to move into another season, I have a few updates to share with you from this summer. We enjoyed a “cool” night out at the Fisher Cats game in June where many of our members networked and watched a great ball game against the Portland Sea

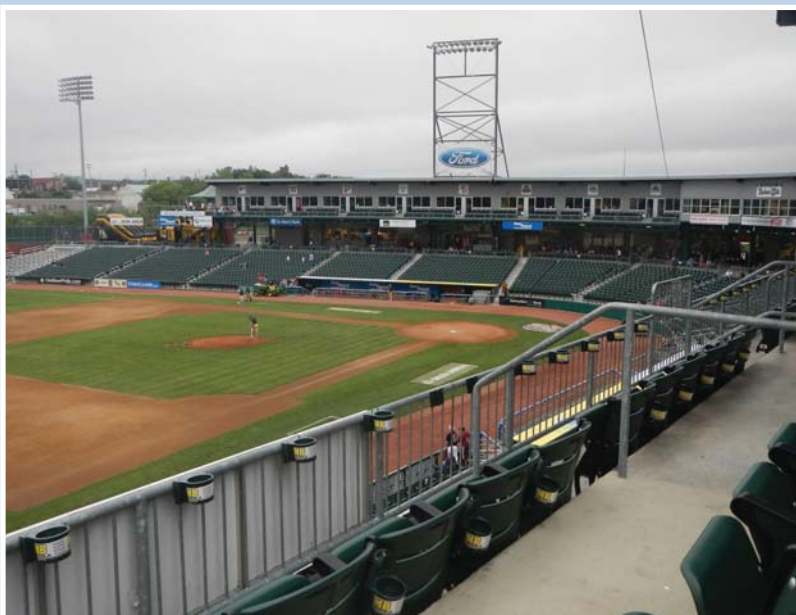
Dogs. We hosted a member meet-and-greet at the newly-renovated Manchester Country Club in July. As I write this, we are preparing for an opportunity to meet as a board along with our trustees and committee members at a second baseball game in August, and will be hosting our first Bio/Medical forum at the Wentworth by the Sea Country Club. Finally, we have opened the application process for both TechOut and Product of the Year.

This is a great time to engage with us and I invite you to reach out to us and attend some of our upcoming events. You can find more information about these events within this newsletter and on our website.

Thank you for your early support. I look forward to meeting and working with all of you to advance the high tech industry in New Hampshire. I’ll be the one in the work boots . . . ■

## NH High Tech Council Night at the Fisher Cats

Members, friends and families joined the NH High Tech Council for food and fun at a NH Fisher Cats baseball game on Thursday, June 27, as the Fisher Cats defeated the Portland Sea Dogs! The Council reserved the party deck with an outdoor tent that included an all-you-can-eat buffet full of favorite summertime foods, with burgers and dogs grilled to order! Tickets included the food and party deck, as well as traditional ballpark seating and access to a climate-controlled luxury suite—which came in handy that night! Special thanks to our event sponsor, Ziftr, for allowing the Council to present this fun-filled and family-friendly event at a fantastically discounted rate.



EVENT SPONSOR:







## TechOut – Get Funded and Get Found

By Jamie Coughlin, CEO of abi Innovation Hub

Part of the reason the NH startup ecosystem has gained so much momentum the past few years is because of the creation of several startup competitions. Startup competitions serve as a catalyst for emerging ecosystems such as ours. It's the juice in the equation. It helps identify who the ambitious entrepreneurs are in the community. It then helps fund and gets those entrepreneurs, along with their ideas, found. I can't underscore this idea of "getting found" enough; what good is it if you have an amazing, revolutionary idea, if no one knows about it? Last but not least, done correctly, competitions can also be a gathering of the ecosystem's supporting cast of service providers, supporters, and future entrepreneurs.

The TechOut competition does all of the above in a big, big way—actually, to be specific, in half a million ways. TechOut is New Hampshire's largest startup competition. Created and launched just last year, it brought together 20 accredited NH investors providing half a million dollars in financing to be used over the next five years. What I'm most proud of, and I am personally involved in a bunch of competitions throughout the country, is that TechOut exemplifies sustainability. The innovation behind the competition is that we have structured it in such a way, via the private markets, to provide a five-year effort at funding startup companies. This is the second year of this five-year effort to fund and grow startup technology businesses and will culminate with awarding a total of \$100,000 in cash equity investments to three winners on September 26th at our TechOut event. Last year we had over 300 enthusiastic entrepreneurs and others involved in NH's burgeoning entrepreneurial ecosystem and we expect to exceed that number this year.

The competition, organized by the NH High Tech Council and the abi Innovation Hub, is open to startups that have been in business for fewer than three years, raised less than \$250,000 in funding and have less than \$250,000 in revenue. The competition awards \$100,000 in prize money: first place receives \$50,000, second place \$30,000 and third place \$20,000. A panel of judges awards the top two prizes and the third prize, \$20,000 cash, is decided entirely by the audience the night of the event.

What many don't know is that TechOut is open to any startup in the United States. Why, you ask? User acquisition. We are entrepreneurs just like you and are trying to find ways to get more eyeballs on the New Hampshire ecosystem we are passionately building. The capital carrot, in our case \$100,000 cash, does just that. Applications can be downloaded at [abihub.org/competitions/techout-2013](http://abihub.org/competitions/techout-2013).

At the inaugural TechOut, held in September of last year, miEdge, which provides an insurance prospecting tool for employee benefits and health and welfare industries, claimed the \$50,000, first-place prize. The \$30,000 second-place prize went to ThermaHEXX, a manufacturer of high efficiency heat exchange products. The \$20,000 third-place prize, selected by the audience, was awarded to Sensible Spreader, which designed an aggregate spreading system that uses GPS technology to map watersheds so specific aggregate can be applied on roadways.

Lastly, TechOut represents collaboration. The two most active technology groups in New Hampshire, the NH High Tech Council and the abi Innovation Hub, came together to organize this event. In addition, most of the judges in the competition are members of the Entrepreneurs Foundation of NH (EFNH), an initiative of the NH Charitable Foundation aimed at encouraging entrepreneurs to take on philanthropic efforts. TechOut encourages contestants to contribute founder's shares to EFNH to ultimately support the Charitable Foundation's grant initiatives throughout our state. It is only through collaborative efforts that we push the startup ecosystem forward.

If you are an entrepreneur with a great idea, but have been quietly pacing on the sidelines, this is your opportunity. We have an amazing ecosystem network that is ready and willing to help and support you along the way. So jump into the action, get funded and, most importantly, get found. ■

# Guest Writers Wanted!

Do you or your company have insight regarding a timely or relevant subject? Ever want to place a guest column in our newsletter? Now is your chance! The Council is always looking for fresh subject matter that our readers and members would find helpful and informative. One advantage to having a wide-ranging pool of membership is our ability to spread the word on the latest and greatest topics — trends and opportunities, new innovations, trade secrets, marketing, regulatory issues, human resources, and breaking data are just a few examples.

If you are interested in submitting a guest column, please email Judy at [info@nhhtc.org](mailto:info@nhhtc.org). We'd love to take a look and help get your information out!



## Save The Date

Next Entrepreneur Forum — October 16

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science and  
technology heroes.*



[usfirst.org](http://usfirst.org)

## HAYES SOLOWAY

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HAYES SOLOWAY P.C. is a law firm specializing in all aspects of intellectual property law, with offices in Manchester, New Hampshire and Tucson, Arizona. Our firm is currently celebrating twenty-five years of assisting clients in protecting their nationwide and worldwide intellectual property rights. Our worldwide client base ranges from individuals and small startup companies to large multinational corporations, universities, hospitals and government agencies. Our practice includes procurement and protection of patents, trademarks, and copyrights in the United States and abroad, as well as licensing, litigation, and counseling in the areas of patents, trademarks, copyrights and trade secrets. The firm is sized to take advantage of efficient and superior internal communications and organization. Teamwork, value, and efficiency are our standards.

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[www.hayes-soloway.com](http://www.hayes-soloway.com)

# Welcome to the Board!

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The NH HighTech Council recently announced the addition of two new members to its Board of Directors, as well as the selection of a new Board chair. Matt Benson and Jamie Coughlin were elected to the Council's Board of Directors and Paul Mailhot was named the new Board chair.

At the Council member meeting held in May, Benson and Coughlin were added to the Council's Board of Directors. Benson is a corporate attorney with Cook, Little, Rosenblatt & Manson p.l.l.c. in Manchester, NH. In his work with startup and other privately held companies, Benson has counseled his clients on a variety of corporate matters, including entity formation, obtaining angel round financing, and venture capital or other debt and/or equity financing. In addition, he advises technology-related companies on a wide range of matters specific to them, including software licensing, licensing of intellectual property, and website development matters.

Coughlin is CEO and Entrepreneur in Residence of the abi Innovation Hub, where he led the successful turn-around and rebranding of this 15-year-old organization into NH's most active incubator and innovation center. In addition, he has founded and managed a variety of disruptive businesses, including a venture into the faith-based world with a prayer-based online funding platform startup called PlusGrace.

Mailhot's appointment as Chair of the Board was approved at the Council Board meeting on June 17. He is the VP, Business Operations, at Dyn in Manchester, NH. A fixture in the New Hampshire high tech scene for years, Mailhot also spent 19 years in various leadership positions at Autodesk, Inc., including Sales, Sales Management, Academic Programs, Learning and Training and Business Development. He is also one of the earliest members/supporters of the Entrepreneurs Foundation of New Hampshire.

"We're excited to announce these changes to the leadership of the Council. After three 'one-year' terms as Chair, I am pleased to hand the helm of the organization to my successor, Mr. Paul Mailhot," said Tom Daly, former Chair of the Council. "Paul has served the Council as Vice-Chair for the last nine months and is a strong proponent of technology businesses in New Hampshire. He will undoubtedly serve the Council well." ■

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## 2013 Member Meet-and-Greet



The Council held its second annual member meet-and-greet on July 25 at the newly-renovated Manchester Country Club. The Council always looks forward to gathering its members, allowing them to spend time in a relaxed atmosphere and become better acquainted. This is a special event because there is no agenda, no keynote speaker, nothing to interrupt the social exchange among members. It appeared to be a great success! Thanks to all who attended.





## Tune In To the Oldest Channel in the World

By Laura R. Aronson

Trivia fans, when was the first radio channel licensed? Westinghouse licensed KDKA (1020 kHz), in Pittsburgh, PA, on November 2, 1920, according to Wikipedia.

In my opinion, the oldest channel is WIIFM (or “whif-em”). Never heard of it? WIIFM stands for “What’s in it for me?” and is as old as humanity. Let me explain.

Back when I started attending business networking events, I was too often the fool who jumps in without listening first. People looked down at me with annoyance. (Looking down at me is to be expected, as I’m only 5’1”; but the annoyance part had to go.)

I stumbled and bumbled and embarrassed myself. When Kevin Hallenbeck, the Manchester sales trainer, graded my aptitude test, he sadly explained that I had flunked every category, and offered to refund my money. This was after the tech bubble burst in 2001, throwing both my husband and me out of work. We had just bought a house with a big mortgage. Now what? To make ends meet, my husband started an IT consultancy. By selling, I could more rapidly get us solvent again. So as you can see, my back was up against the wall. I needed to be able to sell effectively, although it seemed inconceivable at the time. As the months turned into years, I put one foot in front of the other and kept going. Between sales training, business networking events, and cold calling, I gradually moved my sales skills into the competent range, a huge improvement and one I’m proud of. (The IT consultancy revenue grew nicely, too.)

One of the most valuable skills I learned was active listening, which means really paying attention to

channel WIIFM. I learned to ask probing questions, listen closely, and understand the other person’s point of view. A job title and a company name is only the beginning. What are their real responsibilities? What are their attitudes, interests, concerns, hopes, and fears? What keeps them up at night? What makes them happy? I put myself in the other person’s shoes and ask, WIIFM?

Dale Carnegie wrote, “I have discovered from personal experience that one can win the attention and time and cooperation of even the most sought-after people by becoming genuinely interested in them.”

Becoming genuinely interested means tuning in to the other person’s channel WIIFM. It reveals so much: common interests to pursue, needs I might be able to fill, and more.

Hearing the other person’s WIIFM is essential to marketing, just as it is to sales. The content in brochures, blogs, white papers, videos, and other marketing media, should be an answer to the WIIFM in the mind of your prospects and customers.

Before writing a single word, I urge you to listen very closely to your intended customer. If you don’t know their pains and desires, ask! You should be able to construct a buyer “persona” that describes your customer as a full-fledged individual. Only then should you try to communicate to them. Your best marketing will express and respond to the WIIFM channel inside your prospect’s mind.

Are you tuned in? ■

## Save the Date and Apply Today–TechOut 2013 September 26th!

A joint effort by the abi Innovation Hub & the NH High Tech Council.



There are half a million reasons why businesses should be part of New Hampshire’s largest ever technology startup competition. With 20 accredited investors providing the financing and the state’s top tech organizations leading this initiative, the 2013 competition will culminate with awarding a total of \$100,000 in cash equity investments to three winners on September 26th at the event. See Jamie’s article on page 4 for more information.



# Welcome—Our New Members

## **Compass Systems and Programming**

108 High Street, Exeter, NH 03833  
Samuel Oliver III, 603-778-9090, compass-sys.com

We help businesses find quality IT contractors and permanent employees to achieve their corporate goals.

## **Eaton & Berube Insurance Agency Inc.**

11 Concord Road, Nashua, NH 03055  
Sean Parnell, 603-689-7236, eatonberube.com

Eaton & Berube is an independently owned insurance and financial service agency that has been serving Northern New England communities for over 100 years.

## **Resonance Consulting, LLC**

245 Carnegie St., Manchester, NH 03104  
Bill Larkins, 603-540-6943

Resonance Consulting provides technical services for embedded systems development and management consulting for product development, project management and outsourced engineering team leadership. RCL's client base is high-tech, high growth, and usually investor capitalized.

## **Edify Multimedia Group**

16 Technology Way, Nashua, NH 03060  
Eric Frank, 603-943-5308, edifymultimedia.com

Edify Multimedia Group offers HD video production and editing services. We capture events for live webcasting and for on-demand playback. We also produce TV spots, training, educational & marketing programs for companies of all sizes, and we do it with a smile.

## **Agile Magnetics**

24 Chennell Drive, Concord, NH 03301  
James Atwood, 603-410-4780, agilemagco.com

Award-winning manufacturer of magnetic components - transformers, inductors, coils. Also perform potting and encapsulation, and value-added assembly. Customers are equipment OEMs in high-tech, military, medical and industrial industries.

## **Synchrony Advisors, LLC**

10 Myrtle Street, Exeter, NH 03833  
John Gilbert, 603-219-6538, synchronyadvisors.com

Synchrony Advisors helps business leaders find misalignments with strategic goals and realign operating practices and systems with strategic goals and customer needs. Leaders gain deep insight into dynamics of business models and systems, uncovering internally authentic paths to solutions.

## **TradePort USA**

22 Canal St., Suite 125, Somersworth, NH 03878  
David Lahme, 603-828-6265, tradeportusa.com

TradePort USA offers an outsourcing service for asset recovery, third-party logistics, and reverse logistics for consumer electronics.

## **Benson Consulting**

1 Hardy Road, Suite 302, Bedford, NH 03110  
Candice Benson, 603-488-2025, bensonconsulting.com

At Benson Consulting, we help our clients to streamline, simplify, plan and communicate. We take the deceptively simple things and ensure that they are helping our clients implement on time, on budget, and on results so that they can hit goals and shorten time to ROI.

## **People's United Bank**

1750 Elm Street, Suite 110, Manchester, NH 03104  
David Janelle, 603-222-5926, peoples.com



## Member News

**Cook, Little, Rosenblatt & Manson, p.l.l.c.** has recently launched a new website which can be found at [www.clrm.com](http://www.clrm.com). The new site is intended to exhibit the firm's focus on its entrepreneurial and other business clients.

Former GM of America's for Radvision, Vic Debernardis has joined **BurstPoint Networks** as VP of Sales. BurstPoint to release video conferencing recording & streaming enablement for service providers through I-FUSION.

**Superior Controls**, a NH-based engineering firm that designs and implements automation and IT systems for manufacturers, has been named the "2013- Business of the Year" for Technology and Manufacturing by *Business NH Magazine*.

**The Executive Connection** is pleased to announce a new addition to our sales team. Margaret Strange has been hired as Senior Vice President, Business Development. She brings a wealth of business experience to this position specializing in high-level appointment setting.

New Hampshire-based **Red River**, a leading information technology (IT) services provider, announced it has expanded its healthcare channel relationships and will serve as a member of Ingram Micro's exclusive Healthcare Advisory Council. Ingram Micro, Inc. is the world's largest technology distributor with a dedicated focus on Health IT.

Promote Iceland, the official government export and tourism agency of Iceland, has selected **Good Leads** to assist their Icelandic-based businesses in selling their goods in Canada. Good Leads will perform market validation services with each firm before engaging with their Prospect Builder® business introduction services.

Scott Ellison, a partner of the Manchester law firm of **Cook, Little, Rosenblatt & Manson, p.l.l.c.**, was elected to the Board of Directors of the Business and Industry Association of NH at its recent annual meeting.

## Upcoming Events

### Bio/Medical Forum

Wednesday, August 28 6:00 pm  
Wentworth by the Sea Country Club  
Rye, NH

### HR Exchange

Wednesday, September 11 8:00 am  
Sheehan, Phinney, Bass + Green  
Manchester, NH

### TechOut

Thursday, September 26 5:30 pm

### Entrepreneur Forum

Wednesday, October 16 5:20 pm  
First Place, Manchester, NH

## Sponsorships Available!

## Job Postings

**Simbex** - A research and product development company specializing in the areas of injury prevention, mobility and rehabilitation is seeking a Systems Integration Engineer w/ Electrical Background, two Systems Integration Engineers, and a Software Engineer to join our team. For more information, see our website at [www.simbex.com](http://www.simbex.com).

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Apply today. For more details visit [www.newforma.com/about-us/careers](http://www.newforma.com/about-us/careers).

**Nanocomp Technologies** has an opening for an Executive Assistant. Submit a completed application or resume with cover letter to: Nanocomp Technologies, Inc., Attn: Human Resources Department, 57 Daniel Webster Highway, Merrimack, NH, 03054. Email: [JOBS@nanocomptech.com](mailto:JOBS@nanocomptech.com).

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Executive Director - Matt Cookson  
Membership & Events - Judy Davidson  
Social Media & Marketing - Chris Williams

Additional back office support  
provided by Cookson Strategies Corp.

## OUR MISSION

*"The NH High Tech Council serves our membership by creating a vibrant ecosystem for technology companies that want to launch, grow or relocate in New Hampshire. We are committed to expanding the tech-driven economy by building partnerships, enhancing workforce skills and knowledge, and shaping public policy."*

### For more information:

NHHTC

36 Lowell Street, Suite 202

Manchester, NH 03101

Tel: 603-935-8951

e-mail: [info@NHHTC.org](mailto:info@NHHTC.org)

[NHHTC.org](http://NHHTC.org)

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