
Tenant and Incubator News

B&D CONSULTING, INC. NEWEST TIC TENANT



Kathy Gustafson, Jeff Bearden, Herb Thompson

The latest firm to join the Technical Innovation Center is B&D Consulting, Inc. Headed by Jeff Bearden, B&D offers a variety of network services from IT support to information assurance to cyber security. Its client base includes the federal government as well as commercial businesses, and its staff are knowledgeable concerning all regulatory compliance standards and guidelines (HIPAA, GLBA, etc.). Key areas of its services are secure infrastructure design, vulnerability assessment, certification and accreditation, disaster recovery, datamining and business intelligence services, and general IT services. B&D is located in TIC 310 and can be contacted at (301)766-9400 or (888)280-3263. We welcome them to the TIC!

AWARD TO LEADERSHIP WASHINGTON CO.

Leadership Washington County, now in its third year at the TIC, recently won the Nonprofit Impact Award at the Washington County Business Awards sponsored by the Economic Development Commission and the Hagerstown-Washington County Chamber of Commerce. Congratulations!

FIRST "TOOLKIT" PROGRAM HELD AT HCC

The first interagency project of the Hagerstown Entrepreneurial Alliance and Resource Network was held on May 4, 2009 in the Merle S. Elliott Conference Center at Hagerstown Community College. Close to fifty attendees turned out to learn about the various business development resources that are available to the small business community in Washington County. In addition, thirteen workshops were offered by leading experts to give the participating business owners ideas, tools, and processes that each could put immediately to use in his/her business operation. Sam Lloyd, Assistant Secretary for Small Business from the Maryland Department of Business and Economic development, addressed the group during lunch.

The program committee included public and private sector organizations who worked tirelessly to arrange for speakers. Noted speaker Casey Willson from the SBDC Lead Center at the University of Maryland captivated the retailers and restaurant operators during his hour-long workshop. Local subject matter experts such as Tim Henry—Centra Bank, Dick Kidd—First United (My Bank), Jef Bohn—SEK, Tom Riford—CVB, and Tracey Eberling—Steptoe and Johnson, gave informative how-to presentations on managing A/R, cash flow, media marketing and creating enforceable contracts. SCORE counselor Janice Riley contributed two programs on effective marketing techniques, Darryl Rekemeyer—FDBDO explained market opportunities at Ft. Detrick, and HCC staff conducted programs on debt collection and evaluating job candidates. Brad Barker and Pat Halladay provided unique insights on recruiting talent and building a low-cost management team. Participants received a CD of the program materials that included the how-to advice from the presenters and other business tools and resource contact information.

This project was nearly a year in the making. The Toolkit seminar was initially suggested by Bob Garver during the first interagency meeting held in June of 2008. The project concept was finalized during the third quarterly meeting of the interagency meeting held in January of 2009. Also during these meetings, it was agreed that the group would become

See Toolkit P. 2

NEW STAFF JOIN TOX PATH SPECIALISTS



Dorraine Dundee and Kim Miller



Jennifer Creager

Tox Path Specialists is very pleased to have recently brought on board 3 new employees—Dorraine Dundee, Kim Miller, and Jennifer Creager (pictured above). Dorraine is Director of Quality Assurance and handles regulatory compliance issues. Kim and Jennifer are histo-technicians, which involves generating pathological slides for evaluation. Tox Path has also expanded into more lab space in the TIC addition. We welcome their new employees to the TIC!

Toolkit cont'd from P. 1

known as the Entrepreneurial Resource Alliance, which has since been renamed the Entrepreneurial Alliance and Resource Network to better reflect the purpose and goals of the group. These goals are, specifically, to identify new venues for interagency cooperation, cross marketing agency programs and services, and to promote efficiency in scheduling business development programs. An encore event is being planned for the fall of 2009.

DOCUTRAC, INC. WELCOMES NEW EMPLOYEE



Jennifer Sandusky

DocuTrac, Inc. Software Development Corporation for the behavioral health industry has added a new employee, Jennifer Sandusky. Ms. Sandusky has joined DocuTrac's sales team. She formerly worked as a clinical coding and medical review analyst for Aetna and as a medical assisting, billing, and coding instructor for Thompson's Institute.

In her brief time with DocuTrac, Ms. Sandusky has proven herself to be a valued team member, and her former experience with medical billing is a valued asset for the company. She is quick to learn, and her pleasant personality makes her an ideal representative for working with DocuTrac's customers, as well as her co-workers.

JUNE 2009 MEETUP

6/1/09 Hagerstown Entrepreneurship Development Group in TIC 208 at 6:00 pm.

RECENT TIC EVENTS APRIL '09 to MAY '09

- 4/6/09—Hagerstown Entrepreneurship Development Group (Meetup) in TIC 208.
- 4/21/09—Seminar "Beyond the Startup: Sustainable Profitability", Part 1 of 3. Conducted by William Bassin in TIC 208.
- 4/28/09—Seminar "Beyond the Startup: Sustainable Profitability", Part 2 of 3. Conducted by William Bassin in TIC 208.
- 5/4/09—Entrepreneurial Toolkit & Management Workshops, HCC Conference Center (see article on P. 1).
- 5/4/09—Hagerstown Entrepreneurship Development Group (Meetup) in TIC 208.
- 5/5/09—Seminar "Beyond the Startup: Sustainable Profitability", Part 3 of 3. Conducted by William Bassin in TIC 208.
- 5/7/09—MIT Enterprise Forum Webcast "Energy Entrepreneurship & Innovation", TIC 208.

NEW MEMBER ON TIC ADVISORY BOARD

We are very happy to welcome Tracey Eberling as a new member of the TIC Advisory Board. She is an attorney with the law firm of Steptoe and Johnson PLLC in its Martinsburg, West Virginia office. Steptoe & Johnson is a corporate defense firm with particular strengths in energy, labor, and litigation, supporting over 30 areas of practice. The firm is comprised of more than 180 lawyers resident in seven locations throughout West Virginia and Ohio, and its attorneys support its clients in the bordering and other states. Ms. Eberling focuses her practice in the area of litigation, with a concentration in the defense of institutions, professionals and governmental entities. She is the Immediate Past President of the Board of the United Way of Eastern Panhandle, the Treasurer of the Board of Directors, Martinsburg-Berkeley Chamber of Commerce and a long-time member of Soroptimist International of Hagerstown. We are pleased to have her expertise and experience and look forward to working with her.

TECHNICAL INNOVATION CENTER ADVISORY BOARD

Brad Barker-EDGE Prof. Services

Jefry Bohn-Smith, Elliott, Kearns & Company, Inc.

Jim Cannon-Hagerstown Community College

Terry Drankiewicz-Susquehanna Bank

Tracey Eberling-Steptoe & Johnson

Rob Ferree-Hagerstown-Wash.Co. Economic
Development Commission

Robert Garver- MD Dept. of Business &
Economic Development

Alice Growden-MD Small Business
Development Center

Patricia Halladay-Wright-Gardner Insurance, Inc.

David Klotz-Technology/Product Development

Kristina Pottol-SGS Institute

Tom Riford-Hagerstown-Washington County
Convention & Visitors Bureau

Lori Spessard-Hagerstown Community College

Richard Walton-SCORE

NORX DEVELOPS PROTOTYPE

Richard Norcross, of Norx, LLC, works on a prototype of an accessory to a mobile boom-lift. The purpose of the accessory is to create an environmentally friendly method of spray-painting naval ships.



NEW ADDITIONS TO TIC LIBRARY

The following books from the Tech Transfer Library have been added to the TIC Library in Room 222:

- *Early-Stage Funding Strategies*
- *IP Marketing Strategies and Tactics*
- *Legal Issues and Strategies*
- *Contracting and Negotiating Strategies*
- *Portfolio Management Strategies*
- *Performance Improvement, Efficiency, and Staff Strategies*
- *Faculty Outreach and Education*

These books are available for loan. Library cards can be obtained in the TIC Management Office.