

2009 Business Plan Competition Winners Honored at Awards Ceremony

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CALENDAR

- POWER!** Outage
Wilkes-Barre
May 7 / 6 p.m.
[Lucky's Sporthouse](#)
- NPTI Board of
Directors Meeting
May 14 / 10:00 a.m.
[Mohegan Sun Pocono](#)
- POWER!** Outage
Scranton
May 20 / 6 p.m.
[The Colonnade](#)
- GVTA Board of
Directors Meeting
May 22 / 12:00 p.m.
[Hazleton Can Do](#)
- NPTI Executive
Committee Meeting
June 11 / 10:00 a.m.
[Scranton Enterprise
Center](#)
- GVTA Executive
Committee Meeting
July 13 / 10:00 a.m.
[Scranton, TBD](#)

First Place: Breaker Boy Drums & Percussion King's College



From left: Jeffrey Ghergo, PNC Wealth Management; Father O'Hara, President, King's College; Dr. Joan Blewitt, King's College; Scott Carey, Breaker Boy Drums and Percussion; Dr. Bindu Vyas, King's College; Mr. Mark Leffler, King's College; Ms. Patrice Persico, King's College; William Sordoni, Sordoni Construction Services.

BPC Alumnae Jim Walker, last year's second place winner. The pair conceptualized a series of interactive video lessons for students to effectively learn gaming industry standards such as design patterns, revision control, scaling, proper documentation, and server management.

Second Place: Brave Gamer Penn State Worthington Scranton



From left: Jeffrey Ghergo, PNC Wealth Management; Jim Walker, Brave Gamer; Michael Marcos, Brave Gamer; William Sordoni, Sordoni Construction Services.

Breaker Boy Drums and Percussion took home top honors at the 7th Annual Great Valley Business Plan Competition, held on April 30th at Mohegan Sun at Pocono Downs. Sean Carey, a student at King's College, developed a strategic blueprint for utilizing CAD Software to design and build custom drums. Carey was awarded \$20,000 in cash and \$30,000 in donated services based on his plan's ingenuity, technology focus, and commercialization potential.

This year's second place prize went to Brave Gamer, a plan submitted by Penn State Worthington Scranton's own Michael Marcos and

Cognition Media, a plan prepared by Joseph Casabona, Matthew Pfahl, and BPC alumnae Kristen Said, students at the University of Scranton, captured 3rd place. Cognition Media involves the design and development of a content management system specifically for high schools to manage their websites. This technology will also allow schools to update
(continued on next page)

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and maintain basic information and modify all aspects of their website, including sports, extracurriculars, a web store, alumni relations, and any other needs they might have.

**Third Place:
Cognition Media
University of Scranton**



From left: Jeffrey Ghergo, PNC Wealth Management; Kristen Said, Cognition Media; Matthew Pfahl, Cognition Media; Joseph Casabona, Cognition Media; William Sordoni, Sordoni Construction Services.

"The Great Valley Business Plan Competition continues to evolve and expand every year," said Therese Maxfield, GVTA Marketing Director. "Not only do the plans continue to improve but so does the caliber of our students; I believe the success of this year has set a precedent for the years to



follow. On behalf of the GVTA, we congratulate our winners and wish them the best of luck as they begin on the road to entrepreneurial success."

Over 200 attendees gathered at Mohegan Sun at Pocono Downs for the festivities, enjoying a cocktail hour full of networking with some of Northeastern Pennsylvania's most prestigious business and academic professionals. Guests were escorted to the banquet room for an elegant



dinner and itinerary featuring emcee Tim Holmes, Regional Director of Marketing for Times Shamrock, an invocation by Father Thomas O'Hara, President of King's College, and speakers Todd Rehder (Director of Strategic Planning, Vax-Serve), and a video appearance by Senator Robert Casey. Commissioner Corey O'Brien and State Representative Ken Smith were in attendance, while Senator Casey, Congressman Carney and Congressman Kanjorski had representatives supporting the event in their absence.



Upon the announcement of his First Place win, Scott Carey gave a heartfelt acceptance speech that moved Carey, his family, and many of the audience members, to tears. It was perhaps the most unforgettable moment of the evening, and a reinforcement of just what the competition stands for, and how it can positively affect the lives of its participants and the region as a whole. "Scott Carey was very emotional and stole the show," said Robert Watts, Vice President of GVTA. "The crowd was really captivated by his energy and excitement."

The Great Valley Technology Alliance would like to extend its deepest thanks to all of the proud sponsors who generously contributed to the 7th Annual Business Plan Competition. "The Business Plan Competition is the region's premier economic development tool," said Robert Watts. "By leveraging resources at our Institutions of Higher Education and investing real dollars and time into home grown talent, we are creating an entrepreneurial culture and retaining the best and brightest."



Medical College Receives \$137,000 KISK Grant, Becomes Newest NPTI Founding Member

"The Commonwealth Medical College (TCMC) was born from the bold ideas of a group of community leaders working to address the region's shortage of physicians," said Dr. Daniel Flynn, Associate Dean for Research and Economic Development for the region's latest Institution of Higher Education. "TCMC is a new medical school that will serve all of North-eastern Pennsylvania and expects to accept sixty medical students and thirty Master of Biomedical Sciences (MBS) students in August, 2009."

Governor Edward G. Rendell recently announced that 18 colleges, universities, academic medical institutions and research institutions from across Pennsylvania will receive a \$2.5 million investment from the Keystone Innovation Starter Kit (KISK) program to serve as a driver for the commonwealth's economic growth, and help to cement the state's reputation as a world-class leader in faculty recruitment and advanced technology. As part of the KISK program, The Commonwealth Medical College was awarded \$137,000 for their faculty and/or technical needs. "The starter kit enables us to purchase a specialized piece of equipment called an 'Array Scanner' which is a specialized microscope that can detect rapid changes in cells and can screen many cell samples," said Dr. Flynn. "We bought this piece of equipment to help our faculty analyze changes that occur in cells in response to deleting specific gene products, which enables faculty to uncover the function of certain proteins in diseased cells relative to normal cells. Our faculty member, Dr. Sonia Planey, developed this assay which is can be done in the lab very cheaply. If this discovery turns out to be significant and useful, it will reduce the risk and cost to patients who are admitted into hospitals for diagnosis."

The Commonwealth Medical College has campuses in Scranton, Wilkes-Barre and Williamsport, and is dedicated to training the next generation of

physicians in a community-based model. "Focusing on selecting students with a propensity for community service, the school's unique structure is designed to provide these students with diverse clinical experiences from the very first day of their education," said Dr. Flynn. Dr. Flynn came to TCMC with a background in building research programs in Cancer and Cell Biology. He accomplished much at his former institution, but had a desire to help formulate larger research programs that were focused on discovery and fostered novel training opportunities for students. Dr. Flynn stated: "I inquired about TCMC to the Dean, who invited me to visit and ultimately, I was hired last December to develop our basic research and graduate education programs, and link these programs to health care and economic development."

In addition to being a recent Keystone Innovation Starter Kit recipient, The Commonwealth Medical College has also become The Northeastern Pennsylvania Technology Institute's newest Founding Member. "NPTI will link us with our research and education partners in the region and enable us to develop partnerships that will help not only us, but our collaborators," said Dr. Flynn. "We will be able to pursue new educational initiatives, identify research collaborations, increase our ability to obtain federal funding for our research programs and also, NPTI will help us interact with the business community and address workforce training issues and develop applied research programs that promote economic development."

The Northeastern Pennsylvania Technology Institute would like to welcome The Commonwealth Medical College as its newest Founding Member, and a valuable addition to its thirteen member Institutions of Higher Education.



Locally Launched Data Management Service Embraces the 'Entrepreneurial Spirit'



As the Chief Operating Officer to Site2, formerly known as Diversified Availability Solutions, Marc Gonzalez is constantly working to provide simple solutions for businesses to store computer information.

"The new name [Site2] is indicative of the services we provide -- our data center acts as our client's secondary (backup) storage site," said Gonzalez. Currently, Gonzalez operates the company with Chief Technology Officer Mark Magdon.

In January of 2005, Gonzalez and Magdon formed United Data Management Services, Inc., providing consulting and backup services to small businesses in the Northeast. In August of 2008, the venture was acquired by Diversified Information Technologies Inc. (DIT), spawning the new, all-encompassing company name: Diversified Availability Solutions. "Mark and I joined DIT as Vice Presidents operating the DAS division," said Gonzalez. "Under Diversified's ownership, DAS grew to provide data backup services to mid-sized businesses nationwide." After DIT's Board of Directors approved a "new strategic direction" in October of 2008, Gonzalez and Magdon were able to reacquire the business. "As a result of our December 1, 2008 acquisition of DAS, we have renamed the business as Site2," said Gonzalez.

Site2 is what Gonzalez calls an "information custodian," providing a home for businesses looking to store their electronic assets. In addition to storage, the company also provides intellectual capital insurance, protecting confidential business information. "We primarily cater to clients in the healthcare and financial industries who are mandated by federal and industry regulations to securely back up sensitive information," said Gonzalez. "However, just about all businesses have become highly dependent on computer-based information and need our 'data insurance' service. Since ours is an Internet-based business, there is virtually no geographic boundaries to supporting our clients."

While the concept of Site2 is not unique, the company's approach to doing business is exceptional. Gonzalez stated: "Site2 has invested in sophisticated computer hardware

and software, as well as skilled Information Technology employees, to provide its services. Clients benefit from this investment in an outsourced service model, allowing them to avoid similar high capital investments. Instead, they subscribe to our automated managed service allowing them to save money."

Gonzalez and Magdon maintain their commitment to the Northeastern Pennsylvania Technology Institute and the Great Valley Technology Alliance with an innovative outlook on the future, and an ongoing interest in the region's future entrepreneurs. As Northeastern Pennsylvania's exclusive Wall Street West company, Site2 has expressed a deep interest in making the best use of the \$15 million WIRED grant deployed throughout Northeastern Pennsylvania through various grants. "These grants have enabled students in various educational concentrations to learn about critical business functions needed to support the nation's financial industry," said Gonzalez. "Site2 is eager to work with local colleges and Universities to retain these new knowledge workers in NEPA. Through internship, apprenticeship and continuing education opportunities, Site2 plans to play an active role in retaining some of the area's best and brightest graduates." The company also plans to become involved with the "Boardroom to the Classroom" project at Penn State Wilkes-Barre. "We feel it is vital to compliment classroom education with real world, hands on training," said Gonzalez. "Much of what is taught in today's technology classroom is fundamentals and the skills to continue learning once in the business world... We feel that on the job experiences, through programs such as 'Boardroom to the Classroom' will help complete a student's transition to the workforce, making them a ready contributor to a company's bottom line."

Gonzalez applauds both NPTI and GVTA for their ability to connect academia with business and industry. He stated: "GVTA and NPTI are providing vital links between business and education that didn't previously exist in NEPA. Major metros long ago established transitional organizations, such as incubators, helping business and education collaborate. The result has been more responsive educational programs and the ability for entrepreneurial students to receive fundamental support services needed to grow. Site2 embraces this entrepreneurial spirit and looks to partner with GVTA and NPTI in any way possible way to further their mission."

For more information on Site2 and the services they provide, please visit www.site2bc.com.

POWER! NEWS

Inaugural POWER! Professional Development Seminar 'Huge Success'

POWER! joined forces with the Wilkes University Sovereign Center for Leadership & Management Development to host the inaugural POWER! Professional Development Seminar at Mohegan Sun at Pocono Downs on April 22, 2009.



Professionals from Northeastern Pennsylvania attended the one-day seminar focusing on experiential, authentic and emotional intelligence as it applies to personal and professional leadership development. Matthew Sowcik, Director of Leadership Development in the Jay S. Sidhu School of Business and Leadership at Wilkes University, acted as keynote speaker and worked with attendees on the importance of understanding themselves and others when becoming successful leaders in the workplace and how those skills may transfer to one's personal life.

Christopher Sutzko, Director of Career Planning and Placement at King's College, also worked with the group in helping to discover their strengths and areas of expertise, with regard to professional skills and activities. The exercise forced individuals to pinpoint their "passion-skills" as well as their "burn-out" skills; through the acquisition of this knowledge people may be better able to balance their workload through a re-evaluation of activities and responsibilities.

"Through the successful collaboration of individuals from the Sovereign Center, Wilkes University, King's College and Mohegan Sun, this seminar was warmly received and hugely successful," said Therese Maxfield, POWER! Regional Director. "Our hope is that POWER! will be able to continue producing successful forums focusing on leadership and professional development issues that are important to our membership and the community as a whole."



POWER! would like to send its gratitude to Matthew Sowcik, creator and key presenter of the workshop, for volunteering his time and expertise to the Professional Development Seminar and the overall goal of enhancing Northeastern Pennsylvania while creating a knowledge-based economy. Our immense thanks also goes to presenter Christopher Sutzko, coordinator Erin Drew and guest speaker Jim Wise, Vice President of Marketing at Mohegan Sun.

For more information on POWER! and its role within the community, please visit www.nepapower.com. For more information on the Sovereign Center and its programs, visit www.wilkes.edu/sovereign.



From left: Chris Sutzko (presenter) Director of Career Planning and Placement, King's College; Therese Maxfield, POWER! Regional Director; Matthew Sowcik (key presenter) Director of Leadership Development in the Jay S. Sidhu School of Business and Leadership, Wilkes University; Erin Drew, POWER! Professional Development Chairperson, Director of the Sovereign Center for Leadership & Management Development, Wilkes University; Jim Wise (guest speaker) Vice-President of Marketing, Mohegan Sun at Pocono Downs.

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POWER!



POWER! members from all of Northeastern Pennsylvania put away their suits and ties in favor of ball caps and jerseys for the Scranton/Wilkes-Barre Yankees home opener on the 17th. Over 150 young professionals enjoyed the perfect baseball weather and the Yankees 11-0 win over the Rochester Red Wings from the luxury of the Left Field Pavilion. To put a perfect end to the perfect evening, everyone was able to enjoy a spectacular fireworks display over PNC Field.



POWER! Hazleton joined forces with the Commission on Economic Opportunity to assist in the June food drive to benefit local families throughout the Greater Hazleton area. Attendees enjoyed complimentary appetizers and drink specials, provided by Bottleneck's Saloon & Eatery, as they networked with area professionals.



Metro Bar & Grill was the site of some "power"-ful collaboration this month. POWER! Wilkes-

Barre joined forces once again with Leadership Wilkes-Barre and for the first time, the Young Lawyers Division of the Wilkes-Barre Law & Library Association. Attendees from the three organizations were treated to complimentary hors d'oeuvres and drink specials as they networked with top professionals in the area.



If you'd like more information on POWER!, please contact Therese Maxfield at tmaxfield@greatvalleyalliance.com.

UPCOMING POWER! EVENTS:

Thursday, May 7th, 6pm-8pm: Join POWER! at Lucky's Sporthouse, 110 Schechter Drive, Wilkes-Barre. Guest Speaker will be Chris Hackett, President of OneSource Staffing, who will discuss why he lives, works and plays in NEPA! Event is FREE for members and \$10 for non-members.

Wednesday, May 20th, 6pm-8pm: POWER! Outage with Guest Speaker Paul Blackledge, entertainment by The Rich Jenkins Trio. Event is FREE for members and \$10 for non-members.

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The Great Valley Technology Alliance is a regional partnership of colleges and universities, businesses, economic development groups and governmental agencies working together to improve the educational, technological, and entrepreneurial future of Northeastern Pennsylvania through innovative programs, strategic direction setting, and creative thinking.