



## **DISASTER RECOVERY, QUALITY AND THE NEED FOR A PAPERLESS SOCIETY**

**Meet the Winners: Emerging Life Science Companies Gear Up For the Future - 14**

**Contingent Business Interruption: What Most Life Science Companies Need to Know - 8**

**The Impact of Patent Reform Legislation on Life Science Companies - 16**

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## COVER STORY

### 11 Disaster Recovery, Quality and the Need for a Paperless Society

By Joseph Roman, President of Accelerant Sales Group and Adjunct Professor, New Jersey Institute of Technology, School of Management.

Most people think that they understand and have a plan for what their company would do if there was a disaster such as the most recent earthquake in Japan. In this article, learn how to plan for disasters.

## LifeSciTrends

June 2011 • Vol. 10 No. 2  
New Jersey Technology Council  
& The Education Foundation  
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NJTC Member News Wire:  
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Advertising information: Leo Mennitt at 856-787-9700 x227

Subscription information: [www.njtc.org](http://www.njtc.org)

Postmaster: Send address changes to:  
NJTC, 1001 Briggs Road, Suite 280, Mt. Laurel, N.J. 08054.

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NJTC Group on <http://www.linkedin.com/company/njtc>  
NJTC




**S**ocial media, online networking, and email are all great tools. The problem with these online tools is how they make everything less personal. It's face-to-face networking that still really drives business home. While certainly not a new concept, face-to-face communication is something you can't lose sight of. As we continue to dive headfirst into an online world, the need to connect with other human beings in person becomes even more critical. It not only gives you the opportunity to meet interesting people but people who might need your services or help you with your current business. You also meet people...who know people...

who can help you. What are you waiting for? Now's the time--make the effort and commit to face-to-face networking. Identify individuals who you want to meet. When will this meeting happen? Where? Create your plan and make it happen today.

It's all about networking and forming partnerships and the NJTC provides individuals involved in the life science industry with exciting opportunities at several upcoming events. The 2011 CFO Awards, on June 10, 2011 will recognize the accomplishments of financial executives from New Jersey and the surrounding region's diverse technology companies. The NJ Health Information Exchange Summit, a full day expo, will focus on how to collectively provide solutions which will meet the goals of the HITECH Act. Expo discussion topics include the following: What are the new opportunities for companies offering Health IT products and services? How will these changes impact hospitals, healthcare systems, physicians and other health care providers as well as health insurance, pharmaceutical, biotech, and medical device companies?

Meanwhile, there is a wealth of information in this issue of LifeSciTrends from an article focused on the 2011 Venture Conference winners that showcases each company's unique products and services to an overview of what life science companies need to know when it comes to business interruption. And, don't miss our interview with Mahesh Muchhala from DataMotion Inc, where he'll share how to build a company based on customer feedback. In addition, Montclair State University gives us a sneak peak at its important partnerships throughout the state.

Join NJTC at a local networking event--it's what we do best. After all, there's nothing like putting a face to a name. Come on out to our next networking opportunity; you're bound to make some great connections. I look forward to seeing you there. 

— Maxine Ballen, NJTC,  
President & CEO



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**NJTC Milestones**  
How far we've come!

**2002**

**LifeSciTech's inaugural issue**  
It covers the convergence of IT and the life sciences focused on the implementation of the astonishing world of technology with the incredible exploration of life science. In short, it's life science companies putting technology to work for them to enable their business to run smarter, faster, cheaper and more successfully than ever before.

**2003**

**2005**

**The BioAnalytics Group**  
The BioAnalytics Group, a small firm based in Hightstown, is helping much bigger companies like Novartis and Roche succeed with a technology that simulates biological processes on computers. Using BioAnalytics' simulated patient electrocardiograms, the team can, in effect, experiment on a million different patients in less than a day. By the time these drugs reach the market, scientists will know more than ever about them, thanks in a large part to computer simulation.

**2008**

**Virtua was recognized by the National Research Corporation as one of the nation's top hospitals**  
The Consumer Choice Award showcases hospitals chosen by healthcare consumers for having the highest quality and best image in more than 300 markets throughout the United States. Virtua is one of the select few in the Delaware Valley to receive the 2009/2010 Consumer Choice Award.

**2010**

*"COMPANIES ARE LIKE THE PEOPLE THAT THEY COMPRISE - EACH HAS LOTS TO LEARN. THE NJTC COMMUNITY PROVIDES A LEARNING COMMUNITY WHERE TESTED EXPERIENCE, CREATIVE SOLUTIONS AND NEW IDEAS CAN BE SHARED THROUGH PEER AND MENTOR RELATIONSHIPS. THAT'S WHAT THE COUNCIL IS ALL ABOUT FOR ME."*

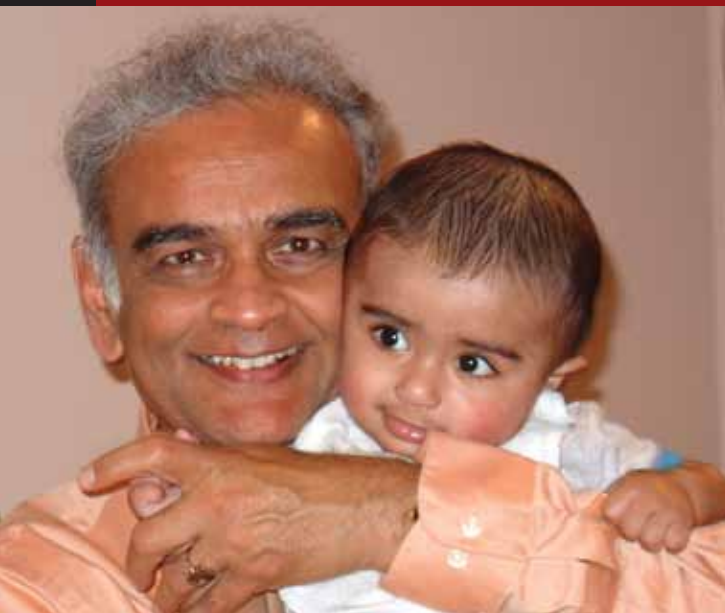
— LES BROWNE, PRESIDENT & CEO, SENESCO TECHNOLOGIES, INC.

**Why My Company is a NJTC Member**

This year seems to be one for celebration as 2011 not only marks NJTC's 15 year anniversary, it also marks the 30th year in business for DBSi! Such milestones are not realized without the visionaries and leaders who build and nurture professional relationships along the way. DBSi certainly understands the value of strategic business partnerships. As a Pennsylvania-based company with a significant client base in New Jersey, DBSi decided about five years ago to become a member of NJTC - a decision which has served us well. NJTC has provided invaluable opportunities for networking with dynamic and influential technology leaders in our industry. Numerous NJTC sponsored events such as the annual Health Information Exchange Summit present a venue for DBSi to exhibit and promote its services – affording us exposure to prospects that might not have been accessible otherwise. DBSi's business has grown from one to three data center facilities in the past 12 years; by continuing our affiliation with NJTC, we enhance our foundation for many more years of sustained growth. In today's economic climate, it is imperative for DBSi to keep one step ahead of technology trends and advancements to remain competitive in the marketplace; partnering with NJTC and its members in the years to come will help us do just that.

— Mort Mikkelsen, DBSi





pany and about the people behind the company. That is why I get very disturbed if any customer, large or small, leaves us because they are not happy. We built the company initially from customer feedback almost entirely, and I am glad we have re-focused on that aspect of our success.

**What is your passion besides work?**

I have found extra hours using a remote home office, eliminating the daily commute. I started to learn about new ventures and landed back into my college-day passion. Now I enjoy a rare combination of bio-chemicals and engineering with modern-day IT and deep-rooted management expertise. I have started watching special channels on fascinating new frontiers. Personally, time with grandkids has become the center of my passion. I enjoy time with friends - at least one social meeting every weekend, to learn about their children and families back home.

**What makes your company stand apart from others?**

During our first year, we were awarded "The Best Technology Company of the Year" by NJTC. I believe our customer-oriented approach to technology kept us leading edge and once again it will continue to keep us ahead of the pack. Our large corporate and international customers invariably came up with unique requirements to complete the sale: a global corporation needed local language translation; one European agency needed full back-office integration of data collected securely using online forms; a pharmacy needed to enable any patient to communicate securely without any IT help; a hospital needed to send lab reports, X-rays, MRIs etc. electronically with HIPAA compliance; a clinical laboratory needed to automate distribution of clinical reports with HIPAA-compliant security as well as tracking of delivery of reports. We enabled these features for each customer and fully integrated them with our core rather than one-off custom solutions. Now our core technology can be adopted in any field: healthcare, finance, government, manufacturing, education etc.

**What kind of student were you?**

I was very lucky to have some of the greatest teachers during my school years back home - they not only made me a self-taught student, but they also instilled life-long values. They guided me to complex,

advanced courses for which it was difficult to even get suitable books or other reading. If I picked up a subject in school, I had to excel in it. Getting an A- was painful but it always inspired me to do better.

**What do you and/or your company do to promote life science to students?**

Many universities and educational institutes use our services, particularly those associated with a university medical center. As an Internet based IT services provider for the healthcare, pharmaceuticals and life science fields, we do get requests from academia and from students for the role of IT in their curriculum. However, we do not have any direct or specific program for promotion in schools. Personally, life science has been a fascinating field for me. Recently, I am providing pro bono help for a new life science patent and I'm helping to put its venture on the right track.

**How has the NJTC helped your company?**

I only regret that I cannot participate in more NJTC events due to time constraints. NJTC has been a constant source of inspiration and I am proud to be associated with the Council since its inception. Over the years it has been the source of professional guidance on various issues: legal, accounting, recruiting, funding and most importantly learning and knowing from a large number of other CEOs and founders. I just cannot put a value to what other CEOs and founders have directly and indirectly contributed to my career. This is all because of the network that NJTC provides. I even refer to it as NETC - the Net(working) Council.

**How important do you feel networking is in this industry? And, how do you network successfully?**

Networking is easy - just be out there at as many events as possible. You will automatically get drawn into discussions and an exchange of views. My experience with NJTC has prompted me to do much wider networking and I have become actively involved with an angel fund, M&A group, corporate groups and the Chamber of Commerce. Networking is a two-way street and I actively participate with others in their ventures. I encourage everyone to network and also prompt my family members to network in their own professional fields.

**Think ahead. Where do you see yourself in the next five years?**

Five years - these days it is a long time span, with fast changing technologies in a shrinking world with expanding business horizons. For us, we now have a professional team and I want to reserve all credits for this team for the next stage of the company - be it two, three or five years or longer. My only dream is that my investors get rewarded and that my team gets its dues for how they reward these investors

**Mahesh Muchhala, CEO of DataMotion, Inc.:** Over the years, Mr. Muchhala has helped transform DataMotion into a leading provider of easy-to use email encryption solutions that help organizations gain customers' trust and confidence, protect their private data, save time and money, and ensure regulatory compliance. DataMotion solutions are widely used in health sciences, financial and government communities.

**How did you become CEO?**

As a founder of the company I had an "easy" ride to the CEO position; however the passion for being a founder came with a leadership mindset. This is the third IT venture that I founded after I migrated to the U.S.

**What qualities do you feel are important for a leader to have in the life science field?**

I value dedication, conscience and a humane approach to success. I feel these qualities apply to the life sciences or any field in life. I have found that a successful venture significantly depends on good planning, sharp focus, and financial discipline--qualities that a dedicated leader can put in place with his team. As a leader, I am always conscious of my team members, my colleagues, my peers, my advisors and above all my investors. For me it is difficult to forget their valuable inputs and their willingness to provide various elements of the whole, which in turn lead to a complete venture. I cannot bear anyone undermining their trust. A successful venture will be because of the community and the society to which the venture and the team belong. Greed should not take over the fruits of success and we should give back to society.

**What would you like people to really think about your company?**

For a company our size, what really matters is what our customers think about the com-

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# Contingent Business Interruption:

## What Most Life Science Companies Need to Know

BY RICHARD A. MALOY, JR.

**A**t Maloy Risk Services, Inc. we spend a great deal of time meeting with various types of life science companies ranging from early stage start ups to multi-national distribution operations. Invariably we get into a discussion surrounding the production of products, in particular for the pharmaceutical sales companies who have multi distribution centers and manufacturers of products or Active Pharmaceutical Ingredients (API). Most of the time we are dealing with the financial side of the operation and they often have a general understanding of the product and values, but cannot answer very specific questions relating to the production, ability to replicate that production or how the manufacturing or the distribution of the product really works.

Most pharmaceutical companies outsource or collaborate on the production of their products and it is imperative to make sure that distribution and facilities management personnel are available to discuss the insurance needs. If the manufacturing is outsourced, the information must come from a third party and trying to extract loss control policies and procedures at these types of facilities, while challenging, is critical to successfully mitigating a possible company ending claim.

The following case study outlines our

experience with a pharmaceutical client we took over from another broker.

When we first reviewed this \$164 million in revenue pharmaceutical sales company, we found that many locations on the policy were actually not their locations. They were the locations of contracted manufacturing facilities that produced several different drugs. These locations had varying amounts of business interruption insurance as if the locations were that of the insured, which was inaccurate. Each non-owned location actually represents a contingent business



interruption exposure which requires a limit of contingent business interruption (CBI) coverage which covers the lost revenue associated with a loss at a critical non-owned facility that is key to your business operations.

For instance, in this case, one facility was manufacturing a drug using a specialty intravenous bag that was the patented technology of the manufacturer. If the production line suffered a fire, or any other catastrophic loss, the batch would not be made and the ability to make new product would be lost for two years. Due to the specialty nature of the production, there was no other manufacturer that could replicate the line; the product capacity was 50 percent of the company's revenue. Clearly, a loss of this magnitude could not be sustained and the company would be forced to shut down, unless they had purchased an appropriate amount of CBI. We were able to secure \$84MM of CBI coverage at that location which provided them lost revenue coverage for one year of production. Our client had a one year supply on hand at a storage facility so the first year of down time was protected. The second year of lost revenue was covered by the CBI limit.

Additionally, this entity had a major API shipment coming from Europe that was to be used in manufacturing a drug that would mean \$40 million in revenue to the company. Although the production line could be replicated more easily, it would still take 18 months, so similar concerns arose at this manufacturing facility. Since the exposure would be lessened by a stored backup supply of inventory, once

the production was underway, we made sure to insure the API while in transit and at the manufacturing facility at its selling price instead of its replacement value. By using the selling price, we lessen the need for contingent business interruption insurance since the loss was valued at the cost plus the profit of the product. The client protected the potential revenue of the damaged API, so only the future revenue past the reserve supply would be lost, which we covered with a CBI limit.

Many pharmaceutical firms are venture backed and this type of loss can devastate or end a portfolio company's ability to survive. Venture firms often take a hand off approach to the insurance programs other than the directors and officers, but it would be prudent practice for life science focused venture firms to ask their portfolio companies how they address these risks. No venture firm wants to tell their limited partners that the investment has been lost due to a claim that could have been prevented. Understanding how each drug moves from API to manufacturing to finished goods to a storage warehouse and to the end client is crucial to the risk management process. All parties need to be involved: distribution, manufacturing, facilities management, finance, your insurance agent or broker as well as the insurer...The cost of self-insuring this risk is often bankruptcy or dilution if they have to raise more money to help keep the company alive until production can begin again. 🔄

Richard A. Maloy, Jr. CIC, CRM, CEO Maloy Risk Services, Inc. [www.Maloyrs.com](http://www.Maloyrs.com)



Timothy D. Lyons

**Q** When is a competitor's interference with your business relationships, your customer(s), or your client accounts "unfair" and actionable?

**A** In the commercial marketplace it is generally accepted that business competition is healthy, unrestricted and subject to free reign. However, all means of competition are not viewed as equitable, and at times constitute "unfair competition". Certain unfair competition that arises from a competitor's interference with another's business, existing accounts or goodwill are known as tortious interference claims. New Jersey has dissected such claims into two distinct causes of action. First, a claim may be made for a competitor's interference with one's customer contract(s) or "contractual relations". A related, yet distinct, claim exists where the competitor has not interfered with a contract, but has acted intentionally to interfere with an "economic advantage" otherwise reasonably expected from the customer relationship. To succeed on an economic advantage claim does not require proof that a written contract existed.

To recover from a competitor's interference with a contract, contractual relationship or economic advantage, the damaged party needs to prove the interference was the direct cause of business loss or monetary harm. The competitor's actions need not be evil-minded or malicious. For an actionable claim, the interference, i.e., the tortious conduct, simply must be determined to fall outside the "rules of the game" expected in the marketplace for fair competition.



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Virginia Piccolo, CPA

**Q** What are the ERISA requirements regarding fidelity bonding?

**A** The Employee Retirement Income Security Act of 1974 (ERISA) requires that every fiduciary of an employee benefit plan and every person who handles funds or other property of such a plan, be bonded. We often receive questions from our ERISA clients in the life sciences sector on this matter, so we have outlined the four key elements to help plan fiduciaries understand those requirements:

**1. WHO NEEDS TO BE BONDED?**

Every fiduciary of an employee benefit plan and every person who handles funds or other property of a plan must be bonded. A person is deemed to be "handling" funds or other property of a plan whenever his or her duties or activities are such that there is a risk that the funds or other property could be lost in the event of fraud or dishonesty on the part of a person, whether acting alone or in collusion with others. Plan fiduciaries, certain officers, employees, plan committees, service providers and plan vendors need to be considered for bonding.

**2. WHAT TYPE OF COVERAGE IS REQUIRED?**

The bond, sometimes referred to as a fidelity bond, must protect the plan against any loss by reason of acts of "fraud or dishonesty" on the part of the persons that are required to be bonded, whether the person acts alone or in collusion with others. It is important to note that fidelity liability insurance generally insures the plan against losses caused by breaches of fiduciary responsibility. Liability insurance is not required or governed by the ERISA bonding requirements and having liability insurance is not a substitute for a fidelity bond. With a typical fidelity bond, the plan is the named insured and the surety company is the party that provides the bond. The persons covered are those who "handle" the funds or other property of the plan. Bonds need to be purchased from a surety who is named on the Department of the Treasury's listing of Approved Sureties.

**3. WHAT AMOUNT OF COVERAGE IS REQUIRED?**

- The bond limit required for each person that is required to be bonded must be at least equal to 10% of the plan assets handled in the previous year, subject to a minimum of \$1,000 or maximum of \$500,000.
- The maximum amount increases to \$1,000,000 for plans that hold employer securities, unless those investments are part of a "pool" such as mutual or index funds.

The information shared in this column is an abbreviated overview of ERISA bonding requirements, which are quite voluminous and complex, and also inclusive of various exceptions. It is important that all plan sponsors and fiduciaries understand the requirement in order to make sure their current fidelity bond is in compliance with the current rules and regulations. We recommend that all plan sponsors and fiduciaries review their coverage on an annual basis to make sure that the proper coverage has been obtained.



Virginia Piccolo, CPA, is a partner in the Red Bank office of WithumSmith+Brown, Certified Public Accountants and Consultants, and also a member of the firm's Employee Benefit Plan Services Group Leadership Committee. She can be reached at 732.842.3113 or vpiccolo@withum.com.

## Technology trends revolutionizing the speech generating device business

BY ANDREW GOMORY, CEO, LINGRAPHICA

**W**hen Bob Hall had a stroke in 2005, he lost most of his ability to speak. Confined to a wheel chair he couldn't say more than a few monosyllabic words. Ordering in a restaurant, making doctors appointments, chatting with his many grandchildren were all now beyond his reach. Like many people with aphasia he was experiencing the isolation and limitation of being without words.

There are over one million people in the U.S. who have chronic aphasia, the loss of language that usually comes as the result of a stroke or head injury. There are 750 thousand strokes in America each year. Of these, over 100,000 result in aphasia. These numbers are expected to double in the next ten years as the baby boom generation reaches stroke age.

A person with aphasia who wants to say "coffee" and can't recall the word is often able to identify a picture of a cup of coffee. Because of this, having aphasia is often compared to being in a foreign country where you don't know the language – you know what you want to say but don't have the words to say it. Not only is this incredibly frustrating but it can make the person with aphasia appear mentally impaired. An inability to speak often leads to social isolation and depression. It is very difficult for people with aphasia to reintegrate into society. These are the people who Lingraphica's products are designed to help.

**Lingraphica Products**

*Bob Hall began using a Lingraphica speech-generating device six months after his stroke on the recommendation of his speech therapist. Bob is an extremely determined person. He lost a leg in the Navy as young man and went on to start and run two successful businesses. He brought the same determination to his rehabilitation. Bob initially used his Lingraphica to say single words to convey his basic needs. Over the last five years, as his skills improved, he was able to construct larger phrases and began taking his Lingraphica into the community to perform tasks like ordering in a restaurant and communicating with his grandchildren.*

Lingraphica's products speak for people with aphasia and also help them recover their own natural speech. The products are delivered on a number of platforms from modified laptops to iPhones. Users often begin with one-word communication. For example, a user might navigate to a food page and select items they would like to have for lunch or make a shopping list; they could go to the restaurants page and indicate where they would like to eat. From there they could prepare for a trip to the doctor by putting together phrases from the symptoms and medications pages, or participate in social events using the conversational phrases or answer the phone using the phone phrases. To improve their own speech, the Lingraphica provides thousands of exercises and practice videos which cover the basic areas of speech therapy like spelling, sentence building and categorizing and allow users to practice where and when they want.



**Technology Trends**

*In 2009 Lingraphica introduced its first app which allowed Bob Hall to make phrases on his Lingraphica and bring them into the community on his iPod touch. An iPod, carried in his breast pocket, is now all he needs to order in a restaurant. The final touch was adding a wireless earpiece so that he could cue himself with the iPod and, with this actually say the order himself!*



Two technology trends are revolutionizing the speech generating device business: iPads and Skype. Before the advent of consumer touch screen devices, most SGD's were the size of a laptop and difficult to take into the community. The combination of light weight, small size and a touch-screen interface is making iPhones, iPod touches, iPads, Android phones and the new Android tablets the standard devices for speech generation. In addition, consumer devices like the iPod do not carry the stigma of medical device. A user can queue up their "double decaf latte" Starbucks order on their iPod and appear to be listening to iTunes while waiting on line.

While smart phones and tablets are already having a major impact on the SGD business, Skype is just beginning to make its presence felt. The power of Skype is that it allows users to communicate across the country in the same way that they communicate with someone across the table: they combine their own speech, gestures, and speech from the Lingraphica to get their point across. Skype turns a speech-generating device into a large manageable phone that also does the talking. Skype also enhances tech support and enables speech therapy to be delivered



directly into a patient's home.

**Business Impact**

Handheld consumer devices and Skype are truly disruptive technologies. For the past twenty years SGD's have been funded by insurance companies, Medicare and most state Medicaid's; devices for children have been funded through the public school system. This has allowed companies like Lingraphica to provide free loaner devices for prospective users to try, and to supply free support to make users successful with their devices. As the industry moves away from medical devices toward downloading software onto consumer devices, users will have the benefit of low prices but will have to cope with a lower level or non-existent support. Companies will have to transition from being medical device manufacturers to software companies.

Lowering the price and removing the obstacle of insurance reimbursement may make SGD's much more widely available and supports our ultimate goal of helping as many people with aphasia as we can. Skype opens the possibility of a new business opportunity, remotely providing speech therapy directly into people's homes. It is an exciting time!

Andrew Gomory, CEO, Lingraphica

## 2011 NJTC Annual Meeting

NJTC Members Only  
Celebrating 15 Year's

**July 14, 2011**

**11:00am - 2:00pm**

Forsgate County Club  
Exit 8A - 375 Forsgate Drive  
Monroe Twp., NJ 08831

**Featured Keynote Speaker:**  
**Kim Guadagno, Lieutenant Governor, State of New Jersey**

The meeting will also feature a discussion with industry experts  
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ATT Mid-Atlantic States

Shihab Kuran, President & CEO,  
PetraSolar, Inc.

Bill Kroll, Chairman and CEO,  
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# DISASTER RECOVERY, QUALITY AND THE NEED FOR A PAPERLESS SOCIETY

By **Joseph Roman** President of Accelerant Sales Group and  
Adjunct Professor, New Jersey Institute of Technology,  
School of Management

Most people think that they understand and have a plan for what their company would do if there was a disaster such as the most recent earthquake in Japan. The reality is that there needs to be corporate buy in and a more philosophical approach to planning for disasters. Having been involved in the front line and trenches for many leading technology companies and owning a technology outsourcing company, I will share my experiences and help you create a plan that will help you correctly handle the worst case scenario. A holistic view to disaster planning should focus on three important components- People, Processes and Technology.

## Technology

It is important for companies to choose technologies that lead to a smart approach to disaster recovery. There are many options such as converged communications and IT solutions that are geared around complete notification of real time disaster and emergency information via computer telephony systems, large systems integrator, or software companies. For example, Hackensack University Medical Center was in dire need of a centralized directory solution. This is where an Emergency Notification System comes into play. Hackensack had several places that information was stored such as PeopleSoft, a patient information database, a telecommunication system database, Excel Spreadsheets and more. What needed to be implemented was a single and integrated complaint directory. After implementation of the centralized solution, there was one master directory for everyone with permission to access, all in a redundant and mission critical environment. This information was integrated to all land lines, SMS, telephones and Wireless devices so the real time information could immediately be sent to everyone that needed to know what was happening. The SDC Solutions ENS (Emergency Notification System) was integrated because specific groups could be chosen for specific messages (i.e. managers, physicians, operations, etc). All of the systems were duplicated via a fully redundant data center that was strategically placed outside of the immediate area. The systems could be turned on real time in the event of the emergency. This allowed for every resource to be accounted for (the proactive) and allowed for a fully functioning backup facility (reactive).

Additional technologies that are key to being proactive in your disaster recovery strategy, are GPS based tracking, loss prevention and asset management solutions. For example, Pinpoint Security LLC provides custom and off-the-shelf

solutions that can tag or equip almost any asset for detailed tracing, detailed reporting and virtual paper trails. Pinpoint's "smart package" tracking solutions can identify the exact location, route and even temperature of packages that are handling important substances or items (i.e. blood containers, pharmaceuticals, biotech samples, etc). In the event of a disaster, these intelligent asset management solutions are all magically linked to a fully web based and secure application. This means that you can now know real time exactly where your assets, vehicles, people or important cargo is simply by logging into a PC, Smartphone, Tablet or handheld.

## Processes

The idea of a "Paperless" or a "Go-Green Society" is critical to disaster recovery. There are several ways to become paperless. In the case of Life Science and FDA regulated industries, they are able to achieve this by being compliant with regulations and corporate governance policies. Solutions for proactive maintenance are ideal. For example, Cybermetrics provide fully web based and 21 CFR Part 11 compliant, management, calibration and proactive maintenance solutions for companies across industries. Companies like Cybermetrics provide a roadmap to a paperless and green manufacturing operation. In the event that there is a disaster, then all paper trails, paperless signatures and compliance will be met with data stored securely and accessible from anywhere in multiple languages. This is especially important considering that equipment and gauges can be lost, misplaced, un-calibrated or destroyed in the event of a disaster. Having the Go Green and Paperless approach also keeps you out of trouble with FDA Quality Audits. For example, Beckton Dickenson, a medical technology company that manufactures medical supplies, devices, laboratory equipment and diagnostic products, has implemented a Go Green and Calibration strategy. Prior to using Gagetrak from Cybermetrics, Becton Dickenson was utilizing paper based systems and manually entering and keeping track of calibration information. After implementing Gagetrak, they had a fully compliant, paperless as well as web based solution. This allowed them to have compliance for 21CFR Part 11 as well as support for handheld devices and web access. The solution saved Becton Dickenson an enormous amount of money and greatly increased compliance. The key



take away is that this solution allowed automation, eliminated redundancy and provided paperless signatures hence leading to a Go Green initiative.


## People

Often over looked is the need to have your staff trained in business continuity planning. Accelerant Training's business continuity program is given by a former EDS and Citigroup Vice President considered an expert in business continuity planning. Courses are customized to meet each client's exact need. Some of the clients that Accelerant has in this area are Wells Fargo, Birlasoft and Jet Care International. The most important thing is that people have the right training on best

practices. This training is made available through classroom led instruction as well as through the Learning Management System (Accelerant's branded LMS is called Accel-Port). Give your employees access to the exact information and provide them with self-paced training courses.

## Helping the Leaders of Tomorrow

At the end of the day, all of these technologies are moving towards the web and a secure cloud computing or SaaS based delivery model and it's critical to prepare tomorrow's leaders with the information they need to avoid disasters. As an adjunct professor at the NJIT School of Management, I challenge students to come up with technological approaches to solve everyday problems. A major example of this is how we thoroughly research better ways to utilize Twitter, Facebook, LinkedIn and other rapid communications methods to help people to be prepared for emergencies. For example, a recent management course involved students conducting thorough research of integrated ERP systems with social media and chat type web optimizations. We need to prepare tomorrow's managers and leaders to think proactively about disaster recovery planning and ways to prevent delays and problems before they happen.

Life science companies need to know what people they will train on disaster recovery, what processes are in place and what specific technologies are preparing them for worst case scenarios like the one experienced in Japan. A little planning and investment in your human capital, technologies and processes can make a huge difference, for your company, stakeholders and customers. 

*Joseph Roman was born and raised and still lives in Morris Plains, New Jersey. He is not only passionate about technology but is also very interested in making a difference in the world through education and best practices.*

# 2011 NJTC VENTURE WINNERS

## Meet the Winners: Emerging Life Science Companies Gear Up For the Future

The 14th Annual New Jersey Technology Council (NJTC) 2011 Venture Conference was held on Friday, March 25, 2011, at the Palace at Somerset Park in Somerset, NJ. NJTC hosted over 400 members of the investment community, corporate business development officers, licensing officers, professional service providers, incubator managers, and technology transfer managers at the daylong NJTC Venture Conference. The conference included formal presentations by exhibiting businesses, a luncheon panel, and concluded with an awards ceremony to honor the 59 emerging businesses, with life sciences one of the top categories. Awards were determined by a panel of independent judges from a variety of professional disciplines.

The NJTC is proud to feature this year's life science award winners. Each company was asked three questions: What sets your company apart from other companies? What are your aspirations with venture capital? And what does the next year hold for you?

### Here are the winners:

#### Best Life Sciences Company:

NuVue Therapeutics, Inc.

James A. Stuber, President & CEO

#### What sets your company apart from other companies out there?

NuVue is dedicated to providing practitioners with a set of progressively more powerful tools for early and accurate diagnosis, and targeted, tumor-specific treatment, of liver, pancreatic, and other hard-to-treat, soft tissue cancers.

In contrast to many companies, which deal with one or two specific cancers such as breast or prostate, NuVue stands apart in the potential for application of its methods and devices to all soft tissue cancers. NuVue also is exceptional in the potentially broad application of its platform technologies, in enhanced ultrasound visualization of instruments, cryothermal effects, and microencapsulation technologies licensed from NASA. We are actively pursuing industry partnerships in addition to our internal product portfolio.

#### What are your aspirations with venture capital?

NuVue plans to close a \$5 million Series A round in the near future, followed by \$5 million in additional funding in

2012. The Series A will be used to fund the product launch and sales ramp-up of NuVue's ColorMark-A™ enhanced ultrasound needles for fine needle aspiration biopsies, and to continue development of NuVue's pipeline products. The \$5 million additional raise, together with the revenues from the ColorMark-A™ needles, will fund the launch of NuVue's ColorMark™-C core biopsy needles and the company's first therapeutic product.

#### What does the next year hold for you?

With the recent FDA 510(k) approval of NuVue's ColorMark-A™ FNA biopsy needles, NuVue will focus during the next year on gaining rapid adoption of these remarkable devices. These needles solve an important problem in oncology: FNA biopsy needles can be difficult to see under ultrasound, causing up to 18 percent in repeats, often under costly MRI or CT imaging, and with untold numbers of missed diagnoses. The ColorMark™ needles vibrate in a way that makes them give a bright, clear image under color Doppler ultrasound; truly, they show up like a neon sign.

We predict rapid adoption of these needles because practitioners don't do anything differently than they are doing now – we just make them more efficient and enable better patient outcomes. Meanwhile, NuVue will be completing development of its therapeutic devices

to provide targeted, tumor-specific treatment of liver, pancreatic, and other hard-to-treat soft-tissue cancers.

#### VCs' Choice: Sword Diagnostics, Inc.

David Dingott, President

#### What sets your company apart from other companies out there?

Sword Diagnostics is a life sciences company committed to improving healthcare outcomes through the use of innovative detection technology for clinical diagnostics and life science research. Sword's scientific team, comprised of former Abbott Laboratories scientists, invented the technology at the foundation of its High Sensitivity Detection Kit, which provides sensitivity improvements of 2X - 10X and larger in tests for markers in blood used to diagnose disease and perform medical research. With its core patent issued in October 2009 and other patents pending, Sword has developed a robust product and has recently launched its detection kits with its first strategic partner, Tecan. They are a large and highly respected instrumentation company, and together we deliver a complete detection system in the market.

With our announcement only two months old, Sword has already made successful sales to key opinion leaders in the research and diagnostics market.

#### What are your aspirations with venture capital?

Since Sword's technology development has been completed and the company is now selling the product through an agreement with a market leader, Sword is raising a venture capital round that is targeted at expanding sales and marketing globally and to achieve profitability.

#### What does the next year hold for you?

This is an exciting year for Sword, with its product launch in the US. We expect to close key customer opportunities in the research and diagnostics markets and to complete plans to sell our product outside the US beginning in 2012.

#### Best Electronics/Advanced Materials

Company: VectraCor, Inc.

Brad Schreck, President & CEO

#### What sets your company apart from other companies out there?

Cardiovascular disease is the number one killer in the United States, killing over 831,000 people per year. According to the American Heart Association (AHA Heart Disease & Stroke Statistics, 2010 Update), it was estimated that approximately 81,100,000 Americans had one or more forms of cardiovascular disease (CVD). VectraCor's mission is to develop and commercialize a portfolio of products that utilize its patented intellectual property, simplifying and providing a faster method for diagnosis, prevention, and treatment of cardiac and neurological diseases. VectraCor is the first and only company that has the Cardiac Electrical Biomaker for detecting an Acute Myocardial Infarction (AMI) in real time. VectraCor will transform mature monitors and ECG

machines into one system that will reduce costs, provide more information, and diagnose faster in a market that is over \$3 billion.

#### What are your aspirations with venture capital?

VectraCor is currently preparing for Financing Round D via Angel investors and expects to raise the next round of financing with VC's after VectraCor receives the First 510k clearance, which is currently in the process.

#### What does the next year hold for you?

VectraCor is expecting to receive 510K clearance in the next 12 months on the first product as well as 510K clearance on its 2nd product, which is a Holter device using its technology. This product incorporates a cell phone, which will send data to doctors, so the doctor can view a full 12 Lead, right heart leads, posterior leads and XYZ Leads. No other company in the world can do this. Currently Verizon Wireless is testing our device for compliance on their network. The Vectraplex Holter 510k should be submitted to the FDA this year. Revenue should occur within 12 months pending 510k clearance.

#### Company Most Likely to Succeed: ZSX Medical, LLC

Dan Mazzucco, Ph.D., President and Chief Technical Officer

#### What sets your company apart from other companies out there?

ZSX Medical is re-inventing surgical closure in women's health by providing fast, simple and effective closure solutions for obstetrician/gynecologists. At present, we are developing products for hysterectomy and cesarean delivery, but we see opportunities for our technology in a host of other procedures, both in women's health and in other surgical areas.

I can't speak for other companies, but I can tell you we focus on developing solutions to significant, known problems in major procedures so that we can make a difference in patients' lives. We do so by building relationships with clinicians and applying top engineering talent to the problems they identify. This approach has been effective in helping us rapidly build company value with minimal capital investment.

#### What are your aspirations with venture capital?

We are seeking to partner with one or more investors who share our vision to reinvent surgical closure. Our near-term need is \$3 million to launch our first product in the hysterectomy market; a follow-up \$6 million round will enable us to bring our uterine closure product to market. Each market represents a nine figure domestic market potential.

#### What does the next year hold for you?

The next year promises to be an exciting one for ZSX Medical. We have already manufactured our second-generation devices this year, and will commence in vivo testing of these prototypes shortly. We will conclude the year advancing towards clinical trials with an eye to market entry by 2013. 🌟

# The Impact of Patent Reform Legislation on Life Science Companies

John M. Garvey, J.D., Ph.D., and Frank L. Politano, Esq.



John M. Garvey, J.D., Ph.D.



Frank L. Politano, Esq.

After more than six years of debate in Congress, various patent reform initiatives may actually become law. In March 2011, the Senate passed the Patent Reform Act of 2011, also known as The America Invents Act. In mid-April, the House Judiciary Committee approved a similar bill, which will now go before the full House. While some differences remain between the two bills, the Senate and the House appear to agree on several major issues that would have wide-sweeping effects on obtaining patents. Accordingly, inventors and investors need to be aware of certain changes when filing patent applications in the U.S., and how these changes affect life science companies.

The change that could have the most significance proposes to convert the U.S. from a first-to-invent system to a first-to-file system. Rather than a patent going to the actual first inventor, it would permit patents to be granted to any inventing individual or organization that is diligent about obtaining the first filing date for the subject matter. Some have opined that this difference may be felt most acutely by individual inventors, smaller companies and research institutions. Larger companies with bigger R&D budgets would presumably have an inherent advantage under this system because they could develop technology faster, and could direct more resources to their legal staff in order to secure filing dates for any patentable subject matter. Smaller companies and individuals necessarily have to be more careful with their more limited resources, and traditionally have not been as aggressive at seeking immediate filings. The proposed change does provide a benefit in that it would simplify the patent process and eliminate costly and time consuming priority contests (i.e., interferences) between two inventors who independently file on the same invention. Only the first inventor to file a patent application would be allowed to proceed, regardless of which inventor conceived of the invention first. Under the new system, however, applicants still have the “one-year grace period” they have previously enjoyed, so not every reference published before the application filing date would constitute prior art for examination purposes. In this regard, an applicant’s own disclosure is not prior art unless it is more than one year before the filing date. Moreover, if the reference was derived from the inventor, it also would not constitute prior art for examination purposes.

In addition, the proposed legislation also implements a post-issuance opposition system, adding to the number of ways a third party can challenge issued patents before the Patent and Trademark Office (“USPTO”). In theory, this should reduce patent litigation and backlog in the court system. Under current practice, reexamination proceedings are limited to invalidity arguments based only on published prior art. At


this time, third parties can challenge the validity of a newly issued patent based on challenges to the written description, enablement, indefiniteness, and prior art only in federal court. Opposition practice would permit such challenges at an administrative court which sits in the USPTO and would permit third parties more time to submit relevant prior art as well as to explain its relevance.

Other notable provisions in the proposed legislation currently part of the House of Representatives Bill are an expansion of the prior user defense to product patents and not limiting it to method patents as the law currently allows. Another provision addresses granting fee setting authority to the USPTO which is independently instituting changes of its own, such as creating fast track examination for applicants who are willing to pay larger filing fees to have their application examined on a prioritized basis. The fast track program, initially slated to have begun May 4, 2011, currently is suspended but may be reinstated in the near future.

In view of the above, companies must become more proactive in managing their patent portfolios. Securing an early filing date is crucial in a first-to-file system. Thus, inventors should consider filing for patent protection as soon as possible after conceiving an invention and, where appropriate, reducing it to practice. Moreover, because fields quickly become

“ripe” for discoveries, filing early also can reduce the amount of available prior art. However, securing an early filing date must be balanced against the thoroughness of the disclosure. A patent must provide a legally sufficient description of the invention such that one would understand how to make and use the invention based on the patent’s teachings. Inventors must consider whether it is appropriate to file shorter, more focused applications rather than delaying filing while extensive data is collected to support a broader application. This is a significant strategic variation for smaller venture-backed companies which tend to file on “platform” technologies, or attempt to minimize the cost of IP by wrapping multiple inventions into just a few filings. Broad (or generic) claims can have significant advantages, but they have drawbacks. They require extensive support, often are technically expensive to prepare and can be difficult to prosecute. Now, in view of the proposed law changes, delay in order to obtain data to support broad claims can possibly result in loss of patent rights if someone files first, even on an invention having a narrower scope.

Under the proposed system, prosecution will not necessarily end with the grant of a patent. Companies must be ready to defend their newly issued patents in opposition proceedings. To maximize success, the resultant patents must be legally “tight” and of clear scope. Likewise, invention disclosure protocols

should be in place to facilitate timely identification and development of ideas. Patent counsel should be consulted early in the process to help determine when ideas are ready for patenting, and companies should budget more for initial preparation, since there will be less tolerance for marginal applications, and little opportunity to “fix things later.” Despite these new considerations, the patent reform initiatives, if enacted, will hopefully add a level of certainty, less litigation and increased efficiency to a very complicated process. With advance planning, these changes can work to the advantage of even small life science companies. 

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*Frank L. Politano is a partner in the Newark, NJ office of K&L Gates LLP and has over 35 years of intellectual property law experience, including global experience in brand and software licensing. He may be reached for further comment at: frank.politano@klgates.com.*



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# Montclair State University – a New Kind of Partnership

By Dr. Robert Prezant, Dean, College of Science and Mathematics, Montclair State University

**M**ontclair State University's College of Science and Mathematics (CSAM) is providing a unique laboratory for partnerships. These partnerships will benefit New Jersey's traditional scientific standing as a medicine chest of the world and its emerging role, as a purveyor of green technology. Partnerships at Montclair State are also helping solve environmental issues of our industrial past here at home and environmental maladies that threaten the future of our globe. Our laboratories may be as traditional as a classroom or unique as an outdoor research station in Stokes State Forest, or the rainforests of Ecuador!

From its roots as a teacher's college founded in 1908, Montclair State helped produce many of our state's math and science teachers. Over the past decade CSAM has transformed itself into an ever greater part of the University and the state, one with a burgeoning roster of external relationships. MSU/CSAM has spent this time both anticipating and responding to the needs of New Jersey. The College seeks to meet the needs of our life sciences industry, environmental remediation and redevelopment, expansion of the horizons in training of STEM teachers and growth of our state's knowledge base in the new industry of "green technology".

Here are some of the University's most robust partnerships:

## **PSEG Institute for Sustainability Studies:**

Environmental sustainability research is at the heart of the 2009 formation of the PSEG Institute for Sustainability Studies. Through the support of NJ's largest public utility, this partnership brings transformative research, world-class symposia, education and outreach to our region.

Of course northern New Jersey and its highly urbanized landscape present unique challenges to the Institute. Montclair State anticipated that long ago as it established a realistic world view of the environment with a unique Ph.D. in Environmental Management and the first Memorandum of Understanding (MOU) with the Federal EPA. To boot, the College of Science and Mathematics is also home to an environmental R&D incubator - SIROM Scientific Solutions LLC.

New Jersey has a better than a 125-year tradition as a life sciences mecca, from its earliest beginnings in both research and manufacturing. Now a research and drug development linchpin, the industry has brought a number of new partnerships to the MSU campus over the past ten years. That's apt recognition of Montclair's long-standing role in training some of the state's best pharmaceutical leaders.

## **Passaic River Institute (PRI):**

PRI was created to foster the "re-creation" of this important watershed and its fragile nature through research, education and outreach. Long a home to New Jersey's once thriving manufacturing and chemical industry, the Passaic River is a constantly evolving laboratory for restoration and reclamation. Lessons learned can help shape

environmental policy and innovative use of New Jersey's "brownfields". The PRI also brings K-12 students closer to this environment through camps that foster great appreciation of sustainability issues.

## **The Sokol Institute:**

Long before he became the Chairman of Bristol-Myers, Herman Sokol '37 and his wife Margaret '38 were undergraduates at the former Montclair State College. Established by their generous bequest and opened in 2006, the Sokol Institute for Pharmaceutical Life Sciences supports research in a diverse array of programs that impact human health. Headed by Dr. John Siekierka, a former research leader at Johnson & Johnson, the Sokol Institute is making key breakthroughs in parasitic disease research. The Sokol Center is also home to an emerging evaluative research partnership with Celgene Corp.

## **Novartis Scholars:**

Novartis, with its U.S. base in East Hanover, established the Novartis Scholar program at CSAM in 2009, recognizing the dozens of persons in their management who call MSU their alma mater. Ron Califre, recently retired Senior VP for Research at Novartis Pharmaceuticals, is a prominent alum and the current Chair of the CSAM Advisory Council.

An annual grant from the company supports an outstanding master's level student in several chemistry and biology majors. The student's two years of tuition and fees are supported, and supplemented to the student is a stipend of \$10,000 annually.

## **Bristol-Myers Squibb K-12 Education:**

Teaching math and science is critical to our nation's future economic competitive standing in the world. Yet, most students turn away from active curiosity in the sciences before they reach middle school.

In 2006, Bristol-Myers Squibb showed its commitment to countering this trend by funding a new facility dedicated to professional development for K-12 math and science teachers at MSU. This BMS Center for Science Teaching and Learning also houses the College's Professional Resources in Science and Mathematics (PRISM) program. Their live-time interactive remote programs from global settings reach over 100 classrooms annually in NJ and a dozen other states.

## **(SHIP) Science Honors Innovation Program/ Roche and Merck**

Selected junior and senior science honor students now participate in a two-year honors program called "SHIP" for short. The programs focus on research and innovation and help prepare these students for their graduate and doctoral research challenges. Students are mentored by CSAM faculty. Roche and Merck support also provides research stipends and summer stipend support for their projects. Their work coalesces in a capstone research project during senior year, one which is presented to peer-reviewed research journals for publication.



Dr. Robert Prezant

4/14/2011

## **Getting Your Company Noticed – On Line & In Print:**

Attendees learned how technology companies leverage media opportunities to gain visibility and brand awareness for their organization. Topics covered the "ins and outs" of what it takes to get started, how to align marketing and sales efforts, and getting upper management buy in. What's involved with setting up a media opportunity? How do companies incorporate traditional marketing tools and nontraditional tactics? This was followed by a facility tour of Recall NA.



5/5/2011

## **Energy Storage Devices & NJTC Partnering Session:**

Over the last 100 years battery and energy storage technology has not kept pace with the rate of development of other technologies. But that is changing due to requirements such as in electric vehicles and reductions in the carbon footprint. New technologies are being developed which are applicable to energy storage for small devices. The panel discussed options for energy storage, looking at the range of batteries, their relative strengths, weaknesses and costs. In addition, a roadmap to potential developments in the Mid-Atlantic such as flexible, transparent, and printable batteries, as well as, other storage technology were discussed.



5/11/2011

## **International Clean Tech Opportunities for U.S. Companies**

New Jersey and the surrounding region has been recognized as one of the top regions in the U.S. for the development of clean tech products. Invited representatives of foreign governments and international organizations joined us on May 11th to view presentations from a number of companies who are interested in promoting, licensing and developing their clean technologies in the international marketplace.



5/12/2011

## **NJTC BOOTCAMP for Technology Entrepreneurs**

The NJTC 2011 Bootcamp was an intense daylong conference for entrepreneurs and executives of seed to early stage technology companies held on Thursday, May 12, 2011 at the New Jersey Institute of Technology in Newark, NJ. Attendees were introduced to expert speakers and a support network of service providers that will continue to serve as potential resources for the entrepreneurs.



## New Members of the New Jersey Technology Council

### Environment, Energy and Engineering

- **JSH International LLC** – Mt. Laurel - [www.jshinternational.net](http://www.jshinternational.net)  
The Company's identity "From the Earth...for the Earth" reflects its mission to harness the power of natural materials to promote environmental stewardship, operational efficiency, sustainability, and a healthier work place while being cost effective and socially responsible in creating business opportunities

### Information Technologies

- **DoubleBridge Technologies** – Princeton  
[www.doublebridge.com](http://www.doublebridge.com) - Bridging the gap between business and technology, DoubleBridge has been providing services and solutions for the Life Sciences, Financial and Technology industries for over a decade.
- **World Currency USA** – Marlton - [www.worldcurrencyusa.com](http://www.worldcurrencyusa.com)  
World Currency USA, Inc. wholesales electronic foreign exchange solutions to community Banks with a turn-key approach that offers community banks the ability to easily provide FX services without exposing their customer to a competitor correspondent bank.

### Life Sciences

- **Nepros, Inc.** – River Edge - [www.nephros.com](http://www.nephros.com)  
A medical device company developing and marketing filtration products for therapeutic applications, infection control, and water purification.

### Service Providers – Real Estate

- **Colliers International** – Princeton - [www.colliers.com](http://www.colliers.com)  
Colliers International is a full service commercial real estate firm dedicated to providing exceptional service to our clients across the nation and around the world. Our service lines include tenant representation, landlord representation, retail, investment services, corporate solutions, consulting, project management, valuation & advisory and property management.
- **CresaPartners** – Paramus - [www.cresapartners.com](http://www.cresapartners.com)  
CresaPartners is an international corporate real estate advisory firm that exclusively represents tenants and specializes in the delivery of fully integrated real estate services, including: Transaction Management, Project Management, Strategic Planning, Workforce and Location Planning, Subleases and Dispositions, Lease Administration, Capital Markets, Sustainability, Industrial / Supply Chain and Facilities Management. With more

than 50 offices, CresaPartners is the largest tenant representation firm in North America. Internationally, CresaPartners covers more than 125 locations in 35 countries. CresaPartners is guided by the industry's only Tenant's Bill of Rights — a clear expression of what you can and should demand of your real estate advisor. For more information visit [www.cresapartners.com](http://www.cresapartners.com)

### Service Providers – Financial

- **The GaNun-Meserlin Group at Morgan Stanley** – Red Bank  
[www.morganstanley.com/fa/paul.ganun](http://www.morganstanley.com/fa/paul.ganun) - The GaNun-Meserlin Group at Morgan Stanley Smith Barney provides comprehensive financial services to a select group of business owners and their families throughout New Jersey.

### Non-Profit

- **Japan External Trade Organization** – New York - [www.jetro.org](http://www.jetro.org)  
Japan External Trade Organization (JETRO) is a nonprofit, Japanese government-related organization that promotes mutually beneficial investment and trade relationships between Japan and other nations. By far the major focus of our activities in the U.S is helping American companies to explore their business with Japan.

### Telecommunications

- **Juniper Networks** – Bridgewater - [www.juniper.net](http://www.juniper.net)  
Juniper Networks was founded on a simple but incredibly powerful vision for the future of the network: "Connect everything. Empower everyone." This ideal is the commitment of the company and the mission that drives every Juniper colleague every day. We are dedicated to uncovering new ideas and innovations that will serve the exponential demands of the networked world. To do this, we build solutions that center on simplification, automation, and open

## Renewals

- **Accelerant Sales Group, LLC**  
[www.accelerantsales.com](http://www.accelerantsales.com)
- **AEREON Corporation**  
[www.aereon.com](http://www.aereon.com)
- **Atrion Communication Resources**  
[www.atrioncomm.com](http://www.atrioncomm.com)
- **BaseCamp Ventures**  
[www.basecampventures.com](http://www.basecampventures.com)
- **Berthier Communications, LLC**
- **BizEnablers LLC**  
[www.bizenablers.com](http://www.bizenablers.com)
- **bonniej graphic design, inc.**  
[www.bonniejdesign.com](http://www.bonniejdesign.com)
- **Christman Cua Associates**  
[home.comcast.net/~eac8/](http://home.comcast.net/~eac8/)
- **Ciena**  
[www.ciena.com](http://www.ciena.com)
- **Cima Green LLC**  
[www.caravantradingco.com](http://www.caravantradingco.com)
- **Coherent Advanced Crystal Group**  
[www.coherent.com](http://www.coherent.com)
- **Countervail Corporation**  
[www.countervailcorp.com](http://www.countervailcorp.com)
- **DataMotion, Inc.**  
[www.datamotion.com](http://www.datamotion.com)
- **Foundation Venture Capital Group, LLC**  
[www.foundationventure.com](http://www.foundationventure.com)
- **GE Trading and Licensing**  
[www.ge.com](http://www.ge.com)
- **GlobaLinking INTERNATIONAL**  
[www.globalinking.com](http://www.globalinking.com)
- **Hudson Venture Partners, L.P.**  
[www.hudsonventures.com](http://www.hudsonventures.com)
- **Kirusa**  
[www.kirusa.com](http://www.kirusa.com)
- **Luxembourg Board of Economic Development**  
[www.luxembourgny.com](http://www.luxembourgny.com)
- **Monmouth University**  
[www.monmouth.edu](http://www.monmouth.edu)
- **mPhase Technologies, Inc.**  
[www.mphasetech.com](http://www.mphasetech.com)
- **New Jersey Manufacturing Extension Program, Inc.**  
[www.njmep.org](http://www.njmep.org)
- **Noveda Technologies, Inc.**  
[www.noveda.com](http://www.noveda.com)
- **PAETEC**  
[www.paetec.com](http://www.paetec.com)
- **PD-LD Inc.**  
[www.pd-ld.com](http://www.pd-ld.com)
- **Peckar & Abramson**  
[www.pecklaw.com](http://www.pecklaw.com)
- **Picatinny Technology Innovation Center**  
[www.picinnovation.org](http://www.picinnovation.org)
- **Princeton Center**  
[www.princetoncenter.com](http://www.princetoncenter.com)
- **QUALCOMM**  
[www.qualcomm.com](http://www.qualcomm.com)
- **Semorex, Inc.**  
[www.semorex.com](http://www.semorex.com)
- **SimPhoTek Inc.**  
[www.simphotek.com/](http://www.simphotek.com/)
- **SRI Sarnoff Corporation**  
[www.sarnoff.com](http://www.sarnoff.com)
- **Systech International**  
[www.systech-tips.com](http://www.systech-tips.com)
- **Tax Transfer Corporation**  
[www.taxtransfer.com](http://www.taxtransfer.com)
- **TechSoft Medical Systems, Inc.**  
[www.winmeds.com](http://www.winmeds.com)

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## 2011 NJTC CFO AWARDS BREAKFAST

June 10 • 8:00 AM - 10:30 AM

Forsgate Country Club  
375 Forsgate Drive, Monroe Twp

Members \$55.00 • Non-Members \$110.00  
NonSponsor Professional Service Provider \$150.00

The New Jersey Technology Council is pleased to announce the 2011 CFO Awards, an event that recognizes the accomplishments of financial executives from New Jersey and the surrounding region's diverse technology companies.

For more information on the 2011 CFO Awards Breakfast visit [www.njtc.org](http://www.njtc.org)

## MID ATLANTIC MOBILE APPLICATION FORUM

June 15 • 2:00 PM - 7:00 PM

Fairleigh Dickinson University - The Mansion Madison

Members \$25.00 • Non-Members \$50.00

Building applications for wireless, mobile Internet and broadband services is one of the most exciting areas of development in the technology arena.

The New Jersey Technology Council looks to foster this innovation in the region so that developers, entrepreneurs, market leaders and investors can come together to discuss strategic direction, showcase and share their ideas and connect with resources and partners. We will present some of the best applications in development in the US and Canada.

Working with the Canadian Consulate General and Research in Motion, NJTC will present two panels: Application Trends and Next Generation Screen Technologies. The program also includes a Mobile Application Showcase where RIM and selected developers will make presentations on their applications.

Two WorkGroups, Application Development and Mobile Learning will also be offered.

## AVOIDING THE DEADLY SINS OF BRINGING A LIFE SCIENCE PRODUCT TO MARKET

June 16 • 2:00 PM - 4:00 PM

The Conference Center at Montclair State University Courtyard Lounge  
1 Normal Avenue, Montclair

Members \$25.00 • Non-Members \$40.00

Taking your product to market is quite a daunting task of planning, strategy and collaboration the challenges can seem insurmountable for life science companies, especially when that medical product is a first-of-its-kind. Successful companies are able to strategically focus on leveraging partnerships, keeping costs low and efficiencies high to lessen the burden of entering a complex and highly regulated market. Our seasoned panel looks at potential pitfalls and how to avoid mistakes that harm the strongest products.

**Speaker:** J. Siekierka, Director, Margaret & Herman Sokol Institute for Pharmaceutical Life Sciences and Sokol Professor of Medicinal Chemistry, Montclair State University

## NJTC TECHWORKING, WORKGROUPS ON ENERGY EFFICIENCY IN IT & CYBER SECURITY

June 22 • 3:30 PM - 6:30 PM

Net2EZ Managed Data Centers  
DuPont Fabros NJ1 Facility, Piscataway

Members Free • Non-Members \$40.00

Join us for high powered workgroups on Energy Efficiency in IT & Cyber Security

**Agenda:** 3:30 - Energy Efficiency in IT Workgroup & Cyber Security Workgroup

NJTC TechWorking Mixer

Facility Tours - (NJTC Members & General Public)

Open House  
Networking Mixer (NJTC Members & Non-members)

Program Supporters - Net2EZ Managed Data Centers & DuPont Fabros

Drinks and Hors d'oeuvres will be served

Please bring identification and check in with the security desk

## 2011 NJTC ANNUAL MEETING

July 14 @ 11:00 AM - 2:00 PM

Forsgate Country Club  
375 Forsgate Drive, Monroe Township

Members \$75.00 • Table Sponsor \$700.00

More information see page 11

## SAVE THE DATE

July 19, 2011  
Federal Energy Policy

September 22, 2011  
NJTC Executive Leadership Summit

October 4, 2011  
NJTC Clean Energy Summit

October 19, 2011  
NJTC Innovation Conference

November 17  
NJTC Gala Awards

December 8, 2011  
Regional Commercialization Conference

# 2011 NJ Health Information Exchange Summit

## Filling in the White Space

July 21, 2011 8:30am - 4:00pm

NJ Hospital Association Conference Center • 760 Alexander Rd, Princeton, NJ

The Summit will cover: What are the new opportunities for companies offering Health IT products and services? How will these changes impact hospitals, health care systems, physicians and other health care providers as well health insurance, pharmaceutical, biotech, and medical device companies?

Presented by the:

- New Jersey Technology Council • New Jersey Health Information Technology Coordinator •
- New Jersey Health Information Technology Commission •

Sponsored by:

BDO • Goodwin Procter LLP • McGladrey • Optimum Lightpath  
Sun National Bank • The Judge Group

7:30 AM – Early Bird Session

Presented by John Phelan, CEO and Founder of Zweena

“The Consumer Perspective and Health Records – What about me?”

For more information or to register visit [www.njtc.org](http://www.njtc.org)

### NETWORKS

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

#### IT/Software

Patron Sponsors:  
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jstorck@njtc.org

#### Life Sciences

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Leo Mennitt • Ext 227  
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#### Enviro-Energy Industry

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Ellen Stein • Ext 228  
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jstorck@njtc.org

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

#### CEO Forum

Patron Sponsors:  
Edison Ventures

Morgan Lewis  
WithumSmith+Brown

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

#### CFO Peer Network

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Contact:

Karen Lisnyj • Ext 229  
karen@njtc.org

#### CIO Peer Network

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Contact:

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#### Government Affairs

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#### Venture Capital and Financing

Patron Sponsors:  
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PricewaterhouseCoopers LLP  
TD Bank, N.A.

Contact:

Ellen Stein • Ext 228  
ellen@njtc.org

#### Women in Technology

Contact:

Joan Praiss • Ext 231  
jprais@njtc.org

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Mt. Laurel, N.J. 08054

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## ON THE NJTC MEMBER NEWS WIRE



### Daily Updates about New Jersey's Most Tech Savvy Companies

- **Petra Solar** Launches Smart Solar Energy Solution for International Markets. Breakthrough technology expands Petra Solar's suite of SunWave™
- **SANpulse** Delivers Strategies for Simplifying Enterprise Migrations to Private Cloud Infrastructure in New White Paper. Migration Expert Offers Guidance to Avoid Pitfalls when Identifying Solutions for Successful Infrastructure-as-a-Service (IaaS) Deployments
- **Global Crossing** Expands Global Partner Program with New Services – Adds Enhanced Unified Communications Solutions, Improved uCommand™ Self-Service Portal to Fast-Track™ Services Portfolio
- **Universal Display** Exhibits Next-Generation OLED Technology Platforms for High-Performance, Cost-Effective Flexible Organic Electronics