



**VETERAN
REPORTERS**

WEBINAR

**VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP
THIRD WEDNESDAY WEBINAR**

**Innovation in Virginia:
Live from the National Innovation Summit**

Wednesday, June 18, 2014

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1 **THIRD WEDNESDAY WEBINAR**

2 **INNOVATION IN VIRGINIA:**

3 **LIVE FROM THE NATIONAL INNOVATION SUMMIT**

4 **WEDNESDAY, JUNE 18, 2014**

5 **(WHEREUPON, Exhibit-1 was displayed.)**

6 **MR. SHEFFLER:** Hello everyone, welcome
7 to the Virginia Economic Development Partnership's
8 Third Wednesday Webinar. Thank you for joining us
9 today.

10 This is the 18th day of June, 2014.
11 This Third Wednesday Webinar is the sixth in our 2014
12 series and is titled Innovation in Virginia: Live
13 from the National Innovation Summit. We expect today's
14 session to run about one hour. My name is Brent
15 Sheffler. I serve as Managing Director of Knowledge
16 Transfer and Strategic Outreach on the Business
17 Expansion Unit at the Virginia Economic Development
18 Partnership. At the controls is Connie Long with the
19 Virginia Economic Developers Association who's
20 managing the dashboard and will be advancing the
21 slides associated with today's program. The Virginia
22 Economic Development partnership is especially pleased
23 to be collaborating with several agencies working to
24 advance innovation throughout the Commonwealth.

25 The agencies with us today include:

1 AME the Association for Manufacturing Excellence,
2 CCALS the Commonwealth Center for Advance Logistics
3 Systems, CIT the Center for Innovative Technology,
4 GENEDGE Alliance, the Mason Enterprise Center in
5 George Mason University, also unable to join us today
6 but was planned for today's program is the Southern
7 Virginia Product Advancement Center and Virginia Tech
8 Office of Economic Development. In just a minute I
9 will introduce our program for today but before I do,
10 I would like provide our listeners with a bit of
11 webinar housekeeping. Those of you who attending this
12 webinar are in listen only mode for the duration of
13 the program. Your mics and your telephones have been
14 muted. We can't hear you but we can read what you
15 write in the question panel. Usually this question
16 panel is located in the upper right of your screen as
17 you see on this slide.

18 **(WHEREUPON, EXHIBIT-2 WAS DISPLAYED.)**

19 We are taking questions and we want
20 this webinar to be interactive. Those of you who have
21 screens on your desktop, your laptop, or your mobile
22 device are invited to type your questions in the
23 question panel window Go To Webinar dashboard at any
24 time during this session.

25 **(WHEREUPON, EXHIBIT-3 WAS DISPLAYED.)**

1 Connie Long is able to read the
2 questions, submit them, and communicate those
3 questions to us as we proceed through today's program.
4 We want this to be interactive, so please go ahead,
5 drop a question in the question panel if you have one.

6 **(WHEREUPON, EXHIBIT-4 WAS DISPLAYED.)**

7 You might also see that the person
8 speaking is me who is talking in your dashboard but
9 that will remain the same even though we are engaging
10 our speakers throughout the program. So I will be
11 introducing the speakers and you will see that while
12 the name is me, it is also one of our speakers who has
13 been introduced. Several of our listeners asked us how
14 soon they can receive a copy of the presentation. The
15 session is being recorded. After we close today's
16 session, we will post the recorded webinar on the
17 VirginiaAllies.org website. If you missed any of the
18 webinars conducted during the last year or would like
19 to revisit any of the sessions already held this year,
20 you are invited to go to the VirginiaAllies.org
21 website where each webinar conducted so far has been
22 posted and has been made available to you. Our Third
23 Wednesday Webinars are part of the Virginia Economic
24 Development Partnerships Allied Communications
25 Strategy. The webinars we held in 2013 and the

1 webinars we are showcasing this year are designed to
2 bring subject matter experts together to address
3 topics that are important to you and to share
4 knowledge about available resources. It is our
5 objective to keep you, our Virginia Allies, and our
6 partners well informed so that we can collectively
7 accomplish our mission and realize our economic
8 development goals. After we end today's session, and
9 once you close Go To Webinar, you will receive an e-
10 mail with a few survey questions. The survey should
11 arrive in your e-mail within 24 hours after the close
12 of today's webinar. We encourage you to take a minute
13 to respond to that survey and just give us your
14 feedback. This will help us to improve and to plan
15 for our future webinars.

16 **(WHEREUPON, EXHIBIT-5 WAS DISPLAYED.)**

17 For those of you just now joining us,
18 our topic is titled Innovation in Virginia: Live from
19 the National Innovation Summit. Our roster for today
20 includes our several speakers, Glen Marshall with the
21 Association for Manufacturing Excellence also known as
22 AME, Afroze Mohammed with the Virginia Tech Office of
23 Economic Development, Roy Luebke with the GENEDGE
24 Alliance, Keith Segerson with George Mason
25 University's Mason Enterprise Center, Mark Manasco

1 with the Commonwealth Center for Advanced Logistics
2 Systems also known as CCALS. I had mentioned earlier
3 that Mr. Corrigan is not able to join us but I will
4 share a few words on behalf of Dr. Corrigan with
5 Southern Produce Advancement Center in Virginia. Also
6 with us is Robert Brooke with the Center for
7 Innovative Technology. Our speakers are coming to you
8 live from the National Innovation Summit where leading
9 agencies and global companies engaged in research and
10 development have gathered. Each speaker has about
11 five minutes to share how their association, agency,
12 or institution serves business and industry in
13 Virginia. I'll introduce each of our speakers in their
14 turn in order to plan for today's session.

15 **(WHEREUPON, EXHIBIT-6 WAS DISPLAYED.)**

16 Our first speaker is Glen Marshall with
17 the Association for Manufacturing Excellence. Glen
18 Marshall is Chair of the Manufacturing as a Desirable
19 Career Path with the Association for Manufacturing
20 Excellence. Glen has served as benchmark and champion
21 with the Newport News Shipbuilding and Work to Lead
22 benchmarking initiatives to mentor others on how to
23 identify gaps in performance using value string
24 mapping and continuous improvement tools. Glen is
25 LEAN and SIGMA certified. Prior to serving Newport

1 News Shipbuilding, Glen Marshall was Operations and
2 Site Manager with Texas Instruments Defense Systems
3 working in multiple locations to include supporting
4 international partnerships. Glen was active in Texas
5 Instruments' process to become the first defense
6 company to win the Malcolm Aldrich National Quality
7 Award. Glen's service with the Association for
8 Manufacturing Excellence, AME, has included serving as
9 the National Director at Large and as the Senate
10 Productivity and Quality Award Board of Directors for
11 Virginia and as an examiner. Thank you, Glen, for
12 joining us today.

13 **(WHEREUPON, EXHIBIT-7 WAS DISPLAYED.)**

14 Glen, just tell us a little bit about
15 the Association for Manufacturing Excellence and what
16 it does for Virginia and for other parts of the United
17 States.

18 **MR. MARSHALL:** First of all, Brett, I'm
19 glad to be here. This is a really great conference
20 today and the really neat thing about it is having the
21 collaboration of all of these great organizations of
22 Virginia. I live in Virginia but I serve at the
23 national level of the Association for Manufacturing
24 Excellence. We have launched a national initiative
25 for a manufacturing renaissance driven by people in

1 leadership coupled with enterprise excellence. My
2 message today is I'm here as a Virginian working with
3 the state of Virginia and my colleagues to see what we
4 can do to have Virginia be the benchmark state for the
5 deployment of manufacturing excellence through
6 innovation. More importantly, my job is to chair a
7 national initiative for manufacturing as a desired
8 career path. This includes the fact that we want to
9 go out and have manufacturers, policy makers, and
10 schools come together. We want to adopt these
11 schools. We want to embed in their curriculums, stem
12 subjects, we want to open the manufacturing companies'
13 doors to people so they can see what exciting and
14 innovative things are going on in manufacturing.

15 **MR. SHEFFLER:** Thank you, Glen. How is
16 AME involved in innovation, but I also want to point
17 out to our listeners that they're able to see one of
18 the bullets on the slide that Manufacturing Day is
19 coming up on October 3rd. How can manufacturers in
20 Virginia be part of Manufacturing Day, for instance,
21 as part of the AME agenda?

22 **MR. MARSHALL:** AME is a Silver Sponsor
23 of Manufacturing Day. It's sponsored by a lot of
24 other leading organizations like the Society for
25 Manufacturing Engineers, the Manufacturing Extension

1 Partnerships. Here in Virginia the collaboration we
2 have with the Manufacturer's Association, the Virginia
3 Economic Development Partner, what we want to do is we
4 want to recruit a large number of our manufacturers to
5 open their doors to their local schools. For example,
6 last year we were able to have Newport News
7 Shipbuilding open its doors to the Hampton Road
8 Schools and the Newport News Schools. Up in
9 Williamsburg, James City County, we were lucky enough
10 to visit the WalMart Distribution Center which is an
11 amazing place that distributes stuff all over the east
12 coast. A lot of really innovative logistics systems.
13 We were also able to go to Ball Metals that makes cans
14 that are used in most beverages, adult beverages, as
15 well, across the country. And then Printpack who
16 remarkably enough is able to put fruits on shelves for
17 like eighteen months. So there's a lot of technology
18 and innovation that we were able to see. The other
19 thing is the initiative of trying to do manufacturing
20 as a rewarding career, we're able to see that these
21 people could make above average contributions with
22 money they were going to earn from these great
23 companies.

24 **MR. SHEFFLER:** Excellent, Glen, thank
25 you very much. Is there anything else you would like

1 to share with us before we go to the next speaker?

2 **MR. MARSHALL:** I'd just like to hope
3 that you all will ask some questions that we can give
4 more detailed information, but you're going to have
5 some fine insight into what the state of Virginia is
6 doing collaboratively from these other organizations.
7 Thanks for having me.

8 **MR. SHEFFLER:** Excellent, Glen. Thank
9 you very much for that insight, that's the Association
10 for Manufacturing Excellence. For those of you who
11 would like to find out more about AME, please go to
12 www.AME.org.

13 **(WHEREUPON, EXHIBIT-8 WAS DISPLAYED.)**

14 Our next speaker is Afroze Mohammed,
15 Virginia Tech Office of Economic Development. Afroze
16 Mohammed serves as the Associate Director of Strategic
17 Alliances with the Virginia Tech Office of Economic
18 Development. She is responsible for fostering
19 collaboration in research endeavors, entrepreneurial
20 activities and economic development. Afroze Mohammed
21 has directed successful product marketing and alliance
22 development programs at leading energy and
23 telecommunications software companies. Her experience
24 includes serving as director of channels and alliances
25 at the Current Group, LLC, developing partnership

1 programs with complimentary technology providers from
2 startup ventures through Fortune 500 companies. Afroze
3 Mohammed holds an MBA from the Yale School of
4 Management and a Bachelors Degree in Economics from
5 Georgetown University. Afroze Mohammed, thank you for
6 joining us today and for this Third Wednesday Webinar.

7 **MS. MOHAMMED:** Well, Brett, thank you
8 for the invitation. It's a pleasure to be here and I
9 appreciate the opportunity to talk about Virginia Tech
10 and about the Office of Economic Development. Virginia
11 Tech, as I'm always happy to discover how many Hokies
12 there are around the Commonwealth, and as many of you
13 know it's the Commonwealth's leading research
14 institution and it's a comprehensive research
15 university that offers 225 undergrad and graduate
16 degree programs to 31,000 students. The university's
17 research portfolio is also close to, it's
18 approximately 450 million dollars. The university
19 also fulfills its land grant mission of transforming
20 knowledge to practice through technological leadership
21 and also by fueling economic growth and job creation
22 locally, regionally, and across Virginia. While our
23 main campus is in Blacksburg, we have extended
24 campuses and research centers throughout the
25 Commonwealth. Some of them are exclusively Virginia

1 Tech and many are partnerships with other
2 organizations.

3 **MR. SHEFFLER:** Thank you, Afroze.

4 **(WHEREUPON, EXHIBIT-9 WAS DISPLAYED.)**

5 We are working to get the slides
6 advanced on the next slide to make sure that Afroze's
7 Virginia Tech profile comes up. So what we want to
8 make sure is that those of you who are hearing her
9 comments are also on the same page in reference to the
10 Virginia Tech overview. So how is Virginia Tech Office
11 of Economic Development fostering collaboration and
12 research endeavors and entrepreneurial activities?

13 **MS. MOHAMMED:** Well, Brett, the Office
14 of Economic Development connects Virginia Tech to the
15 external world through many different initiatives and
16 also serving as a front door or kind of gateway to
17 university assets. So we work in several different
18 areas. In technology innovation, we're involved in
19 helping to connect companies throughout the
20 Commonwealth and actually the world with university
21 research assets. In terms of entrepreneurship, we have
22 a number of different initiatives, these include our
23 corporate research center in Blacksburg which houses
24 about a 175 small to medium sized companies that many
25 of which are based on university research and

1 technology leadership. We also have accelerator
2 programs such as Virginia Tech VT Knowledge Works. In
3 addition, Virginia Tech has recently partnered with
4 the University of Maryland and with George Washington
5 to launch a program called the innovation corps which
6 actually helps entrepreneurs to really understand if
7 their ideas have true market potential. And that's
8 available to entrepreneurs throughout the region. Very
9 importantly we work with communities throughout the
10 Commonwealth on projects that may be of importance to
11 them such as promoting competitiveness through applied
12 research projects or through technical input that
13 often involve our faculty.

14 **MR. SHEFFLER:** Very well, are there any
15 other points that you would like to share with us at
16 this point?

17 **MS. MOHAMMED:** Just that again it's
18 been terrific to see the collaboration amongst all of
19 the different agencies in Virginia so I appreciate
20 that opportunity.

21 **MR. SHEFFLER:** Indeed. Thank you,
22 Afroze Mohammed. Those of you who have been
23 listening, you've been listening to Afroze Mohammed
24 with the Virginia Tech Office of Economic Development.
25 Virginia Tech is also here with an exhibit at the

1 National Innovation Summit. So we're very proud to
2 see such collaboration and partnership going on
3 throughout this event.

4 **(WHEREUPON, EXHIBIT-10 WAS DISPLAYED.)**

5 Our next speaker, well, before I go to
6 our next speaker, just let me remind everyone to visit
7 the econdev.vt.edu website for more information about
8 what Afroze Mohammed just shared with us. Our next
9 speaker is Roy Luebke. Roy Luebke serves as the grown
10 consultant with GENEDGE Alliance. He is primarily
11 involved in innovation and strategic growth services.
12 Roy Luebke has experience in marketing, research, and
13 strategy. His expertise includes leading customer
14 driven product and service creation in the healthcare,
15 technology, and consumer markets. Roy earned his
16 masters in design methods at Illinois Institute of
17 Technology, Institute of Design, an MBA at the
18 University of Maryland University College, and a
19 Bachelor of Business Administration in Information
20 Systems at University of Wisconsin - Eau Claire.
21 Please join me in welcoming Roy Luebke, Growth
22 Consultant with GENEDGE Alliance. Roy, just tell us a
23 little bit about the GENEDGE Alliance and how it is
24 positioned to serve Virginia's business and
25 industries.

1 (WHEREUPON, EXHIBIT-11 WAS DISPLAYED.)

2 MR. LUEBKE: Thanks, Brett, it's good
3 to be here with you this morning. Just real briefly,
4 GENEDGE is an agency within the Commonwealth of
5 Virginia state government. We're also part of the
6 U.S. Department of Commerce National Institute of
7 Science and Standards in Technologies, the NIST
8 Organization. So we are able to offer nonprofit
9 consulting services to organizations within the state
10 as a result of being subsidized by both the federal
11 and the state level. So the manufacturing extension
12 program that's part of the NIST initiative has been in
13 business around the country for about 25 years and
14 every state in the country has at least one of our
15 organizations. And our basic mission with the state is
16 to work with small to medium manufacturers to create
17 new jobs all around the state.

18 MR. SHEFFLER: Great, Roy. How is
19 GENEDGE Alliance able to assist companies? What can
20 companies actually expect from GENEDGE Alliance's
21 services?

22 (WHEREUPON, EXHIBIT-12 WAS DISPLAYED.)

23 MR. LUEBKE: Sure, we basically, our
24 focus on four areas of working with companies. First
25 of all is within innovation and growth and that's

1 about helping organizations create a systemic ability
2 within their own company to go from market research
3 and understanding their customers to identifying new
4 products, new services, new markets, and where they're
5 really going to grow the profitability of their
6 company. We also are focused on supply chain
7 optimization so we can work with large prime companies
8 and try to integrate their tier one, tier two, tier
9 three suppliers to make it more integrated and smooth
10 working relationship across all of those different
11 vendors. We also spent a lot of time working with
12 firms sending out Lean Six Sigma process improvement
13 types of activities and then finally we do a number of
14 different organizational optimization things with
15 organizing and designing the structure of the company
16 and things like that.

17 **(WHEREUPON, EXHIBIT-13 WAS DISPLAYED.)**

18 **MR. SHEFFLER:** Another question for
19 you, Roy, is what are some examples of how GENEDGE
20 Alliance has served companies in Virginia and I think
21 we have a slide for our audience here that Connie's
22 just put up showing the logos of several companies
23 here. If you can talk about a few of those.

24 **MR. LUEBKE:** Yes, sure, a couple of
25 firms that I'm working with directly right now and

1 it's not any kind of confidential thing but one
2 organization is Bristol Compressors down in Bristol,
3 in Southwest Virginia, working with them in the air
4 conditioning compressor business and how they're going
5 to expand into new markets internationally and some
6 different product lines. I'm working with a company in
7 Gretna, Virginia, actually that manufactures shoes.
8 It's the last U.S. based manufacturers of military
9 shoes in the country and we've been working with them
10 to develop some new boots for both the Navy and the
11 Marine Corp. And I'm also working with a small
12 manufacturer who sells private label bottled water out
13 of Alton, Virginia, called Grand Springs. And so it's
14 quite a range of different kinds of companies.
15 Helping Grand Springs basically doing marketing and
16 strategic planning for how they can get into some new
17 markets and expand their business as well.

18 **MR. SHEFFLER:** Roy, thank you very
19 much. Is there anything else you'd like to share with
20 us?

21 **(WHEREUPON, EXHIBIT-14 WAS DISPLAYED.)**

22 **MR. LUEBKE:** Well, just in conclusion,
23 there's a lot of resources within the State of
24 Virginia and folks really need to take advantage of
25 those things. The infrastructure has been set up. A

1 lot of funds and people have been put in place to help
2 businesses grow and they should reach out and take
3 advantage of those things across the state.

4 **MR. SHEFFLER:** Thank you, Roy, thank
5 you for joining us today. Thank you GENEDGE Alliance.
6 I'd also like to remind the audience to go to
7 www.GENEDGE.org for more information.

8 **(WHEREUPON, EXHIBIT-15 WAS DISPLAYED.)**

9 Our next speaker is Keith Segerson.
10 Keith Segerson serves as the Assistant Vice President
11 of Economic Development at George Mason University and
12 serves as the Executive Director of the Mason
13 Enterprise Center, so he's wearing multiple hats.
14 Prior to joining Mason Enterprise Center, Keith
15 SEGERSON served as the Executive Director of
16 University Computing and Information Systems at George
17 Mason University where he was responsible for
18 university wide computing services and operations.
19 Keith Segerson was born in Madrid, Spain, and was
20 raised in the mid-west of the United States. He holds
21 two Masters of Science degrees in Technology
22 Management and Management Information Systems and
23 holds a Bachelor of Business Administration Degree in
24 Management and Marketing. Keith Segerson is here to
25 tell us about the Mason Enterprise Center. Keith,

1 thank you for joining us today. Tell us a little bit
2 about the Mason Enterprise Center and how it is
3 structured to support innovation in Virginia.

4 **(WHEREUPON, EXHIBIT-16 WAS DISPLAYED.)**

5 **MR. SEGERSON:** Thank you, very much.

6 It's important to note that George Mason University is
7 also a public university like Virginia Tech, very
8 research oriented, located primarily in Northern
9 Virginia with several campuses, one in Arlington, one
10 in Fairfax, one in Prince William, as well as other
11 partnerships across the region. We're committed to
12 sustainable economic development which helps all
13 businesses and all government and all people improve
14 their daily life. Towards that end, the Mason
15 Enterprise Center has been in place for almost twenty
16 years and it has grown significantly to help, directly
17 help, small and medium sized businesses. We do that
18 through a network of programs statewide and we also
19 link back to the research community. The sustainable
20 economic development creates an ecosystem and attracts
21 SME's and links back to the university. It's also
22 noteworthy that the Mason Enterprise Center has
23 incubators, accelerator programs, and was recognized
24 in the top ten U.S. university business incubators and
25 top twenty globally as well as received a designation

1 from the National Business Incubator Association as an
2 international soft landing program to attract small
3 businesses' entry in the U.S.

4 **MR. SHEFFLER:** How is Mason Enterprise
5 Center set up to leverage the resources of Mason
6 Enterprise, George Mason University, and I think you
7 touched on it just now but if you care to elaborate.

8 **MR. SEGERSON:** Sure, we're funded by
9 grants and contracts. We have the SBA contract,
10 federal SBA, to support small business consulting
11 statewide in Virginia. We also have the Defense
12 Logistics Agency grant to support all government
13 contracting programs through Hamptons Roads on the
14 crescent along the Potomac and we have about 32
15 offices in total that we oversee in some capacity
16 including five incubators and accelerators in Northern
17 Virginia. And the leveraging the resources of George
18 Mason is working back to support spin outs for the
19 University, commercialization, intellectual property,
20 and then licensing out of the university.

21 **MR. SHEFFLER:** Thank you, Keith. One
22 final question for you. What are some examples of how
23 the Mason Enterprise Center has served some companies
24 in Virginia?

25 **MR. SEGERSON:** Well, we serve companies

1 in many ways. Some are companies that came from
2 external from the university and we have investor
3 pitch events, we have Mason Angels that do direct
4 investment in companies, so we do a lot of support for
5 companies. Last year we worked with over 21,000
6 companies and helped create about 5,000 new jobs
7 across Virginia. We've also spun out a number of
8 companies from our incubators including Vecktari(ph.)
9 who does joint research with George Mason and a lot
10 with defense and government contracting as well as a
11 new company we just launched called First Guard. So
12 there are a number of examples of successes coming out
13 of the university as well as support for the
14 community.

15 **MR. SHEFFLER:** Thank you, Keith, is
16 there anything else you'd like to share with us about
17 the Mason Enterprise Center?

18 **MR. SEGERSON:** Well, in general,
19 innovation comes out of research and entrepreneurs and
20 without the two together the entrepreneurs and
21 innovation then you won't have success, so we're here
22 to support, to serve, and to hopefully grow the
23 economy through our services.

24 **MR. SHEFFLER:** Thank you very much,
25 Keith, that was very helpful, very informative. To

1 find out more about the Mason Enterprise Center,
2 please go to www.MasonEnterpriseCenter.org.

3 **(WHEREUPON, EXHIBIT-17 WAS DISPLAYED.)**

4 Out next speaker is Mark Manasco with
5 the Commonwealth Center for Advanced Logistics
6 Systems. Mark Manasco serves as President and
7 Executive Director for the Commonwealth Center of
8 Advanced Logistics Systems, also known as CCALS which
9 is a collaboration between industry and Virginia
10 universities that works to improve logistics
11 operations in the key areas of data analysis, cost
12 control, quality assurance, security, and demand
13 forecasting. Formerly Director of Workforce
14 Development for the greater Richmond Chamber of
15 Commerce and the University of Richmond's Center for
16 Systems Assurance. Mark Manasco brings more than two
17 decades of public policy, higher education,
18 information technology, and human resource management
19 experience to the leadership post at CCALS. Thank you
20 for joining us, Mark. I'd like to get started with
21 just talking a little bit about CCALS, what is the
22 Commonwealth Center for Advanced Logistics Systems?
23 That sounds a little big long.

24 **(WHEREUPON, EXHIBIT-18 WAS DISPLAYED.)**

25 **MR. MANASCO:** It is long, that's why

1 we've shortened it to CCALS, so I will refer to it as
2 CCALS. But first I wanted to thank Brett and the VEDP
3 for inviting us here to this event. But what is CCALS,
4 CCALS is an applied research organization that bridges
5 the gap between fundamental research and
6 commercialization. The idea is and I think you're
7 understanding what the theme is to accelerate the
8 technology into the marketplace. It combines what
9 universities do well which is solve problems and it
10 combines that with what business does well which is to
11 take a product and service and commercialize it. And
12 what always happens or what we call the Valley of
13 Death is in the middle which is where CCALS operates.
14 It is, there are four universities in this, the
15 University of Virginia, Longwood University, VCU,
16 Virginia State. Businesses are involved as well LMI
17 out of McLean, Virginia, LMR, as well as the Port of
18 Virginia and Fort Lee through Cascom, which is a
19 combined armed service support command, but that's a
20 little thumbnail sketch of what it is. But what I
21 wanted to leave you with is that it is applied
22 research, it's a 501C3

23 **(WHEREUPON, EXHIBIT-19 WAS DISPLAYED.)**

24 **MR. SHEFFLER:** Thank you. I think you
25 touched on this about the funding aspect, can you just

1 describe it a little bit more and how your funding is
2 also supported by DOD, NASA, and others?

3 **MR. MANASCO:** Sure can. There are two
4 pieces of research that come out of this. There's the
5 generic piece and the directed research piece. There
6 is also an element of collaborative research, we
7 collaborate with the folks through the Army as well as
8 others. LMI, we have a project going on with them
9 now. And then there's the generic piece of research
10 and that's all of the companies around the table and
11 feed off of the research that comes out of that. That
12 benefits all and that's how the dollars are leveraged
13 with that is being able to work through all of the
14 universities' facilities, share pre-competitive
15 research in that generic piece, and the other thing
16 that I think again is the theme being mentioned around
17 the table is workforce development, how do you start
18 training that next generation. What we hear over and
19 over again from companies is that the technology is
20 great but it does me no good unless I've got a
21 critical mass to drive that through my organization
22 and we work very closely with the colleges and
23 universities to make that happen.

24 **MR. SHEFFLER:** You've mentioned the
25 universities a couple of times, how does CCALS

1 actually leverage the resources of those partner
2 universities? Are you tapping into their expertise,
3 into their data banks, what are you doing at CCALS
4 with partners?

5 **MR. MANASCO:** Well, what we're looking
6 at are folks that have world class capabilities and
7 they are in several areas. Cyber security is one, big
8 data is another, that's a term that you hear in a lot
9 of different places but also looking at systems
10 reliability and trust, supply chain and risk
11 management, modeling and simulation is a key
12 technology and also looking at the human factors and
13 the interface with machines and behavior. The last I
14 would tell you is on the enterprises and the
15 application of that. As an example, we do some work
16 with SAP and are looking at them as joining us as a
17 member of SAP's largest customer is Fort Lee and we're
18 looking at finding ways to work together in leveraging
19 the intellectual capital that is there on the
20 campuses.

21 **MR. SHEFFLER:** Thank you, Mark, is
22 there anything else you'd like to share with us today?

23 **MR. MANASCO:** Well, the last thing I
24 would tell you is again to go back to the workforce.
25 I think that's an element that we are very keen on

1 listening hard with the corporations to understand
2 exactly what they're after. One of the messages that
3 we received early on is that corporations characterize
4 the university as being somewhat difficult to deal
5 with and what they liked is an organization like CCALS
6 which provided access to all of those graduates in
7 being able to develop the curriculum going forward.
8 We're graded trying to fight the last war and I think
9 what we've done here is gather the right elements
10 around the table where you have academia at the levels
11 where it makes sense and you have business who is
12 looking at the jobs in the future and it's combining
13 those things and how do you take that and turn it into
14 curricula that can then feed itself back into the
15 colleges and universities.

16 **MR. SHEFFLER:** Perfect Mark, thank you.
17 Those of you who have been listening, you've been
18 listening to Mark Manasco, President and Executive
19 Director of the Commonwealth Center for Advanced
20 Logistic Systems. For more information you can go to
21 www.CCALS.com, that's C-C-A-L-S.com.

22 **(WHEREUPON, EXHIBIT-20 WAS DISPLAYED.)**

23
24 Before I go to our next speaker I'd
25 like to just make a couple of remarks about the

1 Southern Virginia Product Advancement Center on behalf
2 of Dr. Doug Corrigan who is unable to be with us
3 today.

4 **(WHEREUPON, EXHIBIT-21 WAS DISPLAYED.)**

5 Dr. Corrigan did inform me about a few
6 points to share with you and I'd like to just share
7 these with you. The Southern Virginia Product
8 Advancement Center is a state of the art center in
9 Halifax County, Virginia, that assists advanced
10 technology companies with business incubation,
11 commercialization assistance, and research and
12 development to bring products to market. Southern
13 Virginia Product Advancement Center is focused on
14 technology development and commercialization in the
15 aerospace, automotive, and bioinformatic sectors. We
16 hope to bring you more information about the Southern
17 Product Advancement Product Center in a future webinar
18 or a podcast and you can see on the slide in front of
19 you just a few points that Dr. Corrigan has prepared
20 in order to share with you. To find out more, go to
21 www.SBPAC.com. Our next speaker is Robert Brooke with
22 the Center for Innovative Technology. As a reminder to
23 our audience, please go ahead and post any questions
24 you might have in the question panel.

25 **(WHEREUPON, EXHIBIT-22 WAS DISPLAYED.)**

1 Please let us know which speaker your
2 question is directed for those who are here today and
3 now allow me to introduce Robert Brooke. Robert Brooke
4 serves as the Director of Federal Funding Programs
5 with the Center for Innovative Technology, also known
6 as CIT. He is responsible for the development and
7 statewide outreach coordination of CIT's federal
8 funding assistance program in the Commonwealth of
9 Virginia. Through his efforts, Virginia continues to
10 be consistently ranked in the top three states in
11 small business innovation research SBIR and Small
12 Business Technology Transfer, STTR, award dollars and
13 total dollars, so that's quite a feat for Virginia to
14 be able to have those rankings. Robert Brooke has
15 worked closely with the small technology firms for
16 more than ten years. Prior to CIT, I'm sorry, that's
17 for more than nineteen years, prior to CIT he was the
18 marketing manager for a unit of L-3 Communications in
19 Reston, Virginia, prior to that he worked as marketing
20 program manager for the ASCII, Inc., a national
21 consortium of independent computer resellers, VAR
22 integrators. While in that capacity, Mr. Brooke
23 coordinated the development and partnership programs,
24 services and training that assisted the competitive
25 business efforts of a fifteen hundred plus small and

1 medium sized technology companies, so that's quite a
2 number of companies to work with. Mr. Brooke earned a
3 B.S. in Marketing Management at Virginia Polytech
4 Institute at the state university of Virginia Tech and
5 we will just proceed to hear from Robert. He's got a
6 few points he'd like to share with you and we have a
7 couple of slides set up for you here.

8 **(WHEREUPON, EXHIBIT-23 WAS DISPLAYED.)**

9 Robert, please go ahead.

10 **MR. BROOKE:** Thank you again for the
11 opportunity to share with we're doing at CIT and it's
12 great to be along these other organizations here
13 today. Well, CIT is a state funded, nonprofit for the
14 Commonwealth of Virginia and our main role is to
15 accelerate the next generation of technology and
16 technology companies here in the Commonwealth. We've
17 been doing such efforts since 1985, leading those
18 efforts. There's a lot of things CIT does. We have
19 four divisions, entrepreneurship division, the R&D
20 division, the broadband division, and the connect
21 division. I'm going to focus mostly on the
22 entrepreneurship division today so that we can be
23 focused a little bit more on what we're going to help
24 the entrepreneurship community. I've managed the
25 federal funding assistance program and in doing that

1 we're working with companies in the Commonwealth to
2 help them identify, learn about, and apply for federal
3 SBIR small business innovation and research grants
4 that provide either federal funding, federal research
5 grants, that provide up to \$150,000 to over a million
6 dollars in early stage R&D. So this is funding that
7 we're trying to get more of here in the Commonwealth
8 and that's my role. I run a full slate of training
9 programs, webinars, training, mentoring, some funding
10 assistance to help companies identify and find and pay
11 for the appropriate resources to help them apply and
12 write for these grants. So certainly that's my main
13 role at CIT. And if you have any questions, I'd love
14 to chat with folks one on one. We can get you
15 involved in some of the programs we have. We actually
16 have a workshop this Friday up in Arlington, Virginia,
17 and I would certainly love for anyone who is
18 interested to attend that. We also have the
19 Commonwealth Research Commercialization Fund program,
20 otherwise known as CRCF, that has six programs in it,
21 three that focus on university technology and
22 development, and three that focus on private industry
23 more than small business community. And those programs
24 typically range between \$50,000 and \$100,000 in grant
25 funding typically and there is actually a match

1 program for award winners and STTR award winners.
2 There's a commercialization fund that provides \$50,000
3 for additional commercialization efforts with
4 companies. So that's a great perk, it's solicitation
5 based, and you might want to look into how to, there's
6 a way to go ahead and send your, join the list so
7 you're aware of the next opportunity. We also have an
8 investment C fund we manage that provides about 100K C
9 funding for early stage high growth potential
10 companies that are on track to secure additional
11 larger rounds later on and we use this money to help
12 fine tune your message to help basically to reduce the
13 risk for follow on investors over the course of about
14 12 to 24 months. Gap Seed Fund has been around,
15 typically it's been around since 2007 and it provides
16 typically about two to four million dollars total
17 investments each year. We also have recently
18 introduced the MACH37 Cyber Accelerator and that is an
19 early stage accelerator for cyber related companies in
20 the early stages of formation. We just finished
21 yesterday, we had a demo day, of the five cohort
22 companies and they were presenting to over 130
23 individuals, investors, their product of their three
24 month program. If you're involved in the cyber
25 security community in various capacities or have early

1 stage ideas, you might want to look into that. It
2 provides a \$50,000 investment on the way into the
3 program to help reduce your risk of helping you pay
4 your mortgage, send your kids to college, that sort of
5 thing, so we're not just looking for the startup
6 company, we're looking for experienced professionals
7 as well. So that's something you should look into if
8 you're in the cyber related community looking at a
9 startup network book, two hundred, and then
10 individuals called their Stars Network that they tap
11 into to help those companies do their thing.

12 **MR. SHEFFLER:** For those of you
13 listening to Robert Brooke, you might also note that
14 he's been managing a separate exhibit over here for
15 the Center For Innovative Technology at the National
16 Innovation Summit, so he's wearing multiple hats today
17 and we very much appreciate him doing this and taking
18 time out to join us today. Thank you, Robert Brooke,
19 director of Federal Funding Programs for CIT, would
20 you care to share any final points?

21 **(WHEREUPON, EXHIBIT-24 WAS DISPLAYED.)**

22 **MR. BROOKE:** You know one thing, we do
23 work with companies across the Commonwealth. Our core
24 offices are in Herndon, Virginia, next to Dulles
25 Airport, but I personally run workshops, in fact, I

1 just set one up for Charlottesville this fall in the
2 middle of September for a three day workshop on the H.
3 S. Bayer(ph.) grant program and we're going to be
4 Virginia Tech in the spring most likely, we'll do
5 Richmond, probably Virginia Beach area, and maybe even
6 get down to Southside sometime this year to work with
7 companies over there. We do a lot of webinars, as
8 well, and we do record a lot of webinars of this
9 training as well to make it affordable to other parts
10 of the state if they can't travel.

11 **MR. SHEFFLER:** I think you just
12 answered one of our questions that I audience had. So
13 we are going to take some time to take some questions
14 but once again, thank you Robert Brooke for joining
15 us. For those of you who would like more on CIT, go to
16 www.CIT.org.

17 **(WHEREUPON, EXHIBIT-25 WAS DISPLAYED.)**

18 We now have an opportunity to take some
19 questions from the audience and we have been obviously
20 asking many questions that several of you had had in
21 your minds throughout the program. If you have
22 questions, please type them into the question panel,
23 Connie Long will communicate those questions to me, I
24 will reiterate that question to our panelists and we
25 will then proceed to close the program after the Q and

1 A part.

2 So at this point, I will proceed with
3 one of the questions that we have for Roy Luebke.
4 Roy, as you might remember, is with GENEDGE and the
5 question for Roy Luebke: How can economic developers
6 help share the stories about how companies are making
7 improvements for innovating? So what advice would you
8 have to economic developers to help share your stories
9 since you had your slide with so many successes out
10 there from GENEDGE?

11 **MR. LUEBKE:** Well, I think there is a
12 lot of things that people have done out in the market
13 that folks would like to hear about. I think probably
14 the best way to do it would be to run more webinars
15 where you get business leaders online with the actual
16 client leaders so that they can hear what some of the
17 trials and tribulations were that they went through
18 and how they worked through the process. So I think
19 webinars are a great idea and I think publishing the
20 stories in some sort of professional journal or
21 whatever also gets that message out as well. It's
22 really important, and it's got to be a continual flow
23 so that (inaudible) and they know the month and get on
24 the cycle of the publications.

25 **MR. SHEFFLER:** Thank you, Roy. I

1 concur entirely. I think the messaging and the
2 multiple channels is an excellent way for us to be
3 able to do that. Just double check to make sure if we
4 have any others. I know that Glen Marshall may have
5 some commentary. Do we have other speakers who would
6 like to share additional comments at this point? I'm
7 looking at our panelists here in the room so I have
8 Glen Marshall with the Association for Manufacturing
9 Excellence and Glen will give us a few final remarks
10 here.

11 **MR. MARSHALL:** I just want to share
12 with the listening audience that the Association for
13 Manufacturing Excellence and the Society for
14 Manufacturing Engineers and the Virginia Economic
15 Development Partnership have selected Virginia to be
16 the pilot state for this deployment of manufacturing
17 as a desired career path and also the Adopt the School
18 Program so we would like to hopefully invite you all
19 to be part of those programs and help us create a
20 workforce that is ready for the Twenty-first Century.
21 Thanks for listening, this was a great conference, and
22 I think the thing is you all need to be here next
23 year.

24 **MR. SHEFFLER:** Thank you, Glen, that
25 was great. I'd like to proceed to close today's

1 session and I'd like to acknowledge and thank the many
2 people and organizations who contributed to make
3 today's webinar possible. Here are just some of the
4 names of those who have served. Special thanks to
5 Jennifer Rocha and Christopher Erb at the TechConnect
6 and the National Innovation Summit. If you found this
7 webinar to be helpful, please drop those listed on the
8 slide that I hope Connie will get to here shortly, if
9 it's not advancing here for us.

10 **(WHEREUPON, EXHIBIT-26 WAS DISPLAYED.)**

11 Please drop a note to those individuals
12 who participated. You will see not only Anna Urman,
13 Mason Enterprise Center, Keith Segerson with George
14 Mason University and the Mason Enterprise Center, Mark
15 Manasco and Tom Polmateer, Commonwealth Center for
16 Advanced Logistics Systems. Linda Lancaster, Roy
17 Luebke, Bill Donohue and Aimee McCarthy with GENEDGE
18 Alliance. Glen Marshall with the Association for
19 Manufacturing Excellence. Dr. Doug Corrigan, Southern
20 Virginia Product Advancement Center. Afroze Mohammed
21 and John Provo, Virginia Tech Office of Economic
22 Development. Robert Brooke, Center for Innovative
23 Technology. And as I mentioned earlier, Jennifer Rocha
24 and Christopher Erb. Also special thanks to Connie
25 Long with VEDA. Connie, thank you for your help today

1 especially for coordinating this in a unique way for
2 us as a first in this type or style of our webinars.
3 Internally from VEDP, Liz Povar, Meredith Randall,
4 Lauren Stuhldreher, Stephanie Florie, and Michelle
5 Mende. And also a special note to Veteran Reporters
6 for the transcription services that I know they are
7 providing already even as we speak. So if you have
8 found this webinar helpful, please drop them a note of
9 appreciation. If you have a complaint, please take it
10 directly to me and I will see what I can do to respond
11 to you.

12 **(WHEREUPON, EXHIBIT-27 WAS DISPLAYED.)**

13 Also as we draw to a close, let me
14 remind everyone that following this session you will
15 receive an e-mail with a brief survey requesting your
16 feedback as a convenience to those who registered but
17 may not have been able to join us today. This session
18 is being recorded and will be posted on the
19 VirginiaAllies.org website.

20 **(WHEREUPON, EXHIBIT-28 WAS DISPLAYED.)**

21 For those of you who attended today's
22 webinar, thank you for joining us, thank you for
23 taking some time and for your participation.

24 We hope to have you join us on our next
25 webinar on Wednesday, July 16, for the Third Wednesday

1 Webinar on the topic, Getting Your Site Ready:
2 Uncovering the Unknowns, and Preparing for the Known.
3 Our speakers will be Deborah Flippo who serves as
4 Business Development Manager with Draper Aden
5 Associates an engineering, surveying and
6 environmentalist services firm and Kevin McFadden who
7 serves as the Regional Director of Economic
8 Development for the Blue Ridge Crossroads Economic
9 Development Authority serving Carroll County, the City
10 of Galax, and Grayson County in Southwest Virginia. We
11 look forward to having you with us on July 16 for the
12 next Third Wednesday Webinar. Until then goodbye
13 everyone and thanks again to each of our speakers
14 today for taking time out of their very busy schedules
15 to be here partnering in the effort for Virginia as an
16 innovation state. Thank you everyone for joining us.
17 Good bye everyone and have a great day.

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STIPULATION

The foregoing matter was taken on the date, and at the time and place set out on the title page hereof.

It was requested that the matter be taken by the reporter and that the same be reduced to typewritten form.

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2 SIGNATURE AND DELIVERY OF CERTIFIED TRANSCRIPT

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5 stenographic and/or mechanical means, that same was
6 reduced to written form, that the transcript prepared
7 by me or under my direction, is a true and accurate
8 record of same to the best of my knowledge and
9 ability; that there is no relation nor employment by
10 any attorney or counsel employed by the parties
11 hereto, nor financial or otherwise interest in the
12 action filed or its outcome.

13 This transcript and certificate have been
14 digitally signed and securely delivered through our
15 encryption server.

16 IN WITNESS HEREOF, I have here unto set my hand
17 and delivered through encrypted server this 26th day
18 of June, 2014.

19
20
21 /s/TONIE WALLACE

22 COURT REPORTER / NOTARY
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