

# eNEXUS

2008  
APRIL

## KIZ Spotlight – Hydro4GE a “SEA-change” for the region

Software Engineering Associates likes to name its proprietary software development projects after its corporate abbreviation – SEA. Past efforts include Plankton, Maritime and ORCA to name a few.

Hydro4GE (pronounced hy dro forge) is SEA’s most recent investment and a recipient of \$75K in KIG Round Two funding. Hydro4GE is a software development tool for programmers targeted for commercial release this fall. According to Geoff Speicher, SEA Chief Software Architect, “the Hydro4GE vision actually has grown out of work we started over eight years ago to assist us with our custom software development assignments for customers. What started as a code generator to provide a head-start on the implementation of a system through a specific set of design patterns has grown into a strategy for an entire system generator (thus the reference to 4GE in the product name – 4GE stands for Fourth Generation Environment and refers to the technical concept of generating whole systems from high level requirements)”.

With KIG funding, SEA has been able to collaborate with mentors from the University of Scranton to investigate areas of importance surrounding key database management strategies and staff at Misericordia University’s Assistive Technology Research Institute to focus on standards of excellence that include

consideration for usability and accessibility for full inclusion. The collaboration has been essential to the project’s progress and potential.

Jack Beidler, University of Scranton Computer Science Department professor notes, “This project embodies the essence of the KIG program - a collaborative effort where everyone wins. The faculty participating in this project have an opportunity to perform leading edge research and see the direct application of their research in a software system that give the firm a competitive advantage. Also, it provides faculty with significant publication opportunities. Of greater importance is the practical experience these faculty receive and the impact it will have on the development of the courses and curriculum.”

(cont. Pg 3)



Jack Beidler, University of Scranton Computer Science Department professor, speaks at the recent ACTION seminar

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### CALENDAR

- GVTA Executive Committee Meeting  
April 2  
Wilkes-Barre Chamber of Commerce
- Presentation Help Session (BPC)  
April 9 / 6pm-9pm  
NEPA Alliance
- NPTI Executive Committee  
April 18 / 10:00am  
SEC
- POWER!**  
Regional Outage  
April 25  
PNC Field RSVP-Only Event
- BPC Awards Ceremony  
May 1  
The Woodlands Inn & Resort
- NPTI Board of Directors Meeting  
May 15 / 10:00am  
Fairchild Semiconductor
- GVTA Board of Directors Meeting  
May 23 / Noon  
Hazleton

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in  
Northeast PA

# AREA AD PRODUCTION COMPANY CATERS TO THE PUBLISHING INDUSTRY

American Outsourcing Solutions LLC (AOS) provides outsourced ad production and eCommerce services for the publishing industry. It is the only ad production facility based in the U.S.

Created by industry veterans with over 50 years combined experience, AOS understands the industry and has responded with a program that saves customers 40% of their production costs while increasing advertising revenues. "Just as important, we are saving and creating new American jobs that are now being outsourced overseas," said Jan McDonald, co-founder, AOS.

Working with Ben Franklin Technology Partners/NEP and the Governor's Action Committee, AOS is building a 100+ person ad production facility in Dallas, PA at the Twin Stacks Center, 1114 Memorial Highway. According to McDonald, the primary use of the Dallas facility is for ad production outsourcing, with the majority of the employees being graphics designers. Additional staffing includes production shift supervisors and senior company managers. While the Dallas location is also the corporate headquarters, the company currently has a sales office in Washington, D.C.

"AOS has been able to build credibility immediately and collapse the normal 18-month sales cycle into just a few short months," McDonald said. Initial customer contracts include the Huntsville Times, a property of Advanced Publishing Inc., the Fredrick News-Post, Sister2Sister Magazine and the Cecil Whig, a property of Chesapeake Publishing Inc.

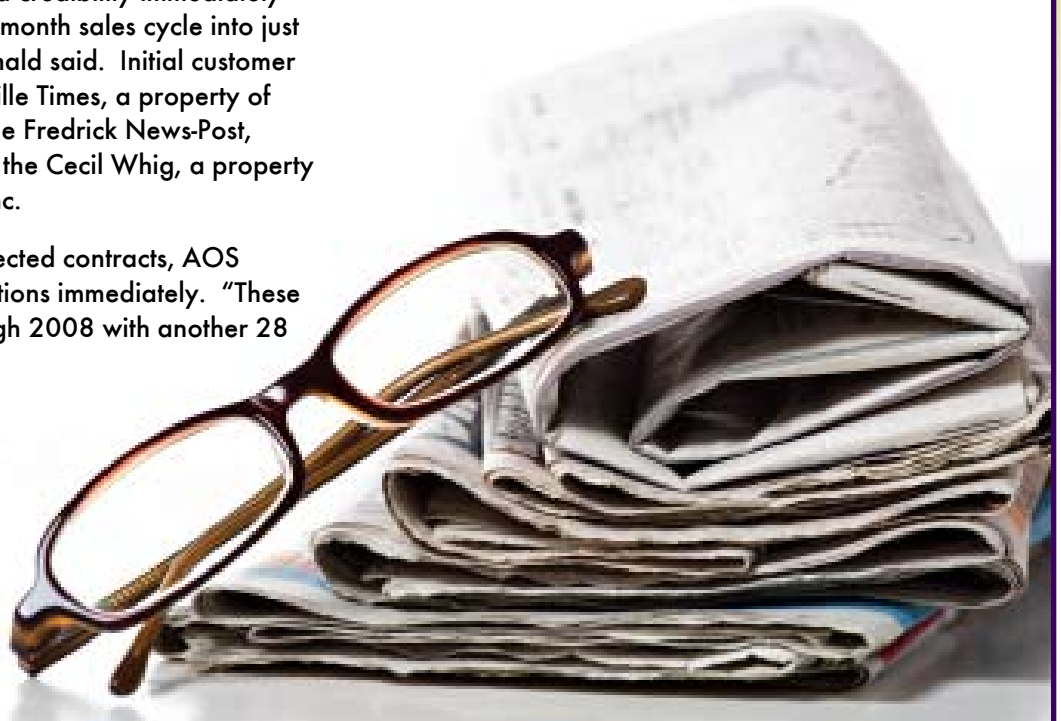
Based on received and expected contracts, AOS expects to add 26 new positions immediately. "These new jobs will carry us through 2008 with another 28

scheduled for 2009 and 35 in 2010," said Jim Kelley, co-founder, AOS. "Because we are the only company in the U.S. not doing ad production in India or the Philippines, the company has gained some notoriety in an industry that needs to protect its image as an American cornerstone."

According to Kelley, it is also an industry threatened with declining ad revenues and therefore desperate for a cost savings solution. "While our position as the only U.S. outsourcing employer will change as competitors figure out how to offer these services, we have an opportunity to become the leader in this industry and our production facility in Dallas PA, become an important employer in the area."

AOS' services require semi and skilled workers with graphics design training an/or publishing experience. AOS provides additional training through special classes taught at a local University and have found that the large number of higher education and trade schools in the area generate an excellent workforce.

Both Principals Jim Kelley and Jan McDonald are well known and respected in the publishing industry. To contact American Outsourcing Solutions LLC. Call 570.793.2000 or visit [www.amoutsource.com](http://www.amoutsource.com).



A great example of the academic value of this collaborative effort is that a faculty member will be spending the summer working with three student interns at SEA developing software resources that will enhance the Hydro4GE production environment. This provides an opportunity for students to see the direct relationships between what they learn in the classroom and the modern approach to software development being employed at SEA.

The project team for Hydro4GE wouldn't be complete without the support from other state economic development partners eBizITPA and NEPIRC, as well as private sector firms Sweda Advertising and BlackOut Design. Jack Reager, President of BlackOut Design is an interactive media consultant to the Hydro4GE project and a Scranton Enterprise Center Incubator tenant "Hydro4GE is an opportunity to leverage many new online outlets to effectively promote the project. We will

be utilizing various social media tools, online developer communities and websites, and a host of online avenues to generate awareness of Hydro4GE to a national audience. When it is all said and done we will have been one of the first projects in the KIZ portfolio to successfully implement a Web 2.0 awareness campaign that will put our audience on our virtual doorstep to learn more about Hydro4GE."

Collaboration. Innovation. Technology Based Economic Development. Solid Cactus. Igourmet.com. Pepperjam. BabyAge.com. The Hydro4GE team hopes they can add their names to the list of other leading new-age tech companies here in NEPA. A SEA-change? How about a Tsunami?

To learn more about Hydro4GE, please visit their blog at <http://blog.hydro4ge.com> and watch for their upcoming website launch at <http://www.hydro4ge.com>.

## METROACTION IS SEEKING THE NEXT YOUNG ENTREPRENEUR

MetroAction and Bank of America announce they are looking for the next successful young entrepreneur in Lackawanna County! Currently, applications are being accepted for eighth Annual Great Valley Young Entrepreneur Award.

Entrepreneurism is vital to our local economy. The award highlights the success of young business owners in Lackawanna County. MetroAction is proud to recognize the young businesses owners that are setting examples for other entrepreneurs in our community.

The award will be presented to a young entrepreneur between the ages of 13 and 30 who is currently enrolled in school or who has successfully completed high school (dorm students are eligible). In addition, the entrepreneur must own a for-profit business in Lackawanna County and have at least three clients.

In addition to recognition at MetroAction's Small Business Awards Luncheon on May 22, 2008, the award winner will receive a \$750 cash prize and a commemorative plaque.

To receive a nomination form, please contact Desiree Ranella at (570) 342-7711 or [dranella@metroaction.org](mailto:dranella@metroaction.org).

The deadline for entries is April 30, 2008 at 4:00 p.m.

MetroAction is a non-profit community development organization that provides small business financing and training. Over the past ten years, MetroAction has provided more than \$2.5 million in small business loans to more than 175 businesses throughout northeastern PA.



# POWER!

Over 50 professionals came out for a night of networking on March 19th as the Wilkes-Barre team hosted an Outage at the River Street Jazz Café. Evan's Roadhouse was host to the Hazleton team's Outage on the 26th. Over 40 area professional were in attendance as Representative Todd Eachus, 116th Legislative District, spoke on the potential of the area with regard to industry and development and answered questions related to several prospective economic development projects for the Greater Hazleton Area. On March 27, Scranton welcomed Dr. Robert D'Alessandri, the President and Dean of the new Commonwealth Medical College, as their Outage's honored guest speaker. More than 90 individuals attended the event, held at The Radisson Lackawanna Station Hotel, to listen as Dr. D'Allessandri spoke about the progress and impact the new Medical College is expected to have on the immediate area and surrounding communities.

## WILKES-BARRE POWER



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Evan's Roadhouse  
The Radisson Lackawanna Station Hotel

## HAZLETON POWER



## SCRANTON POWER





# Help us Launch a New Business

## at the Great Valley Business Plan Competition Awards Dinner



**Join us**  
**Thursday, May 1, 2008**  
**5:30 p.m. Cocktail Hour**  
**6:30 p.m. Dinner**  
**Woodland's Inn & Resort**

For 6 years, the Great Valley Business Plan Competition has been promoting innovative thinking & entrepreneurship among area college students. Please join us in celebrating the winners of the 6th Annual Competition.

### Northeastern Pennsylvania Technology Institute Member Institutions:

Misericordia University  
 East Stroudsburg University  
 Johnson College  
 Keystone College  
 King's College  
 Lackawanna College  
 Luzerne County Community College

Marywood University  
 Penn State Hazleton  
 Penn State Wilkes-Barre  
 Penn State Worthington-Scranton  
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# Business Plan Competition Awards Dinner Reservation

Please reserve seats for the names listed below

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Please detach and return this form, along with a check payable to the Great Valley Technology Alliance to:

GVTA Business Plan Competition

7 South Main Street, Suite 227

Wilkes-Barre, PA 18701

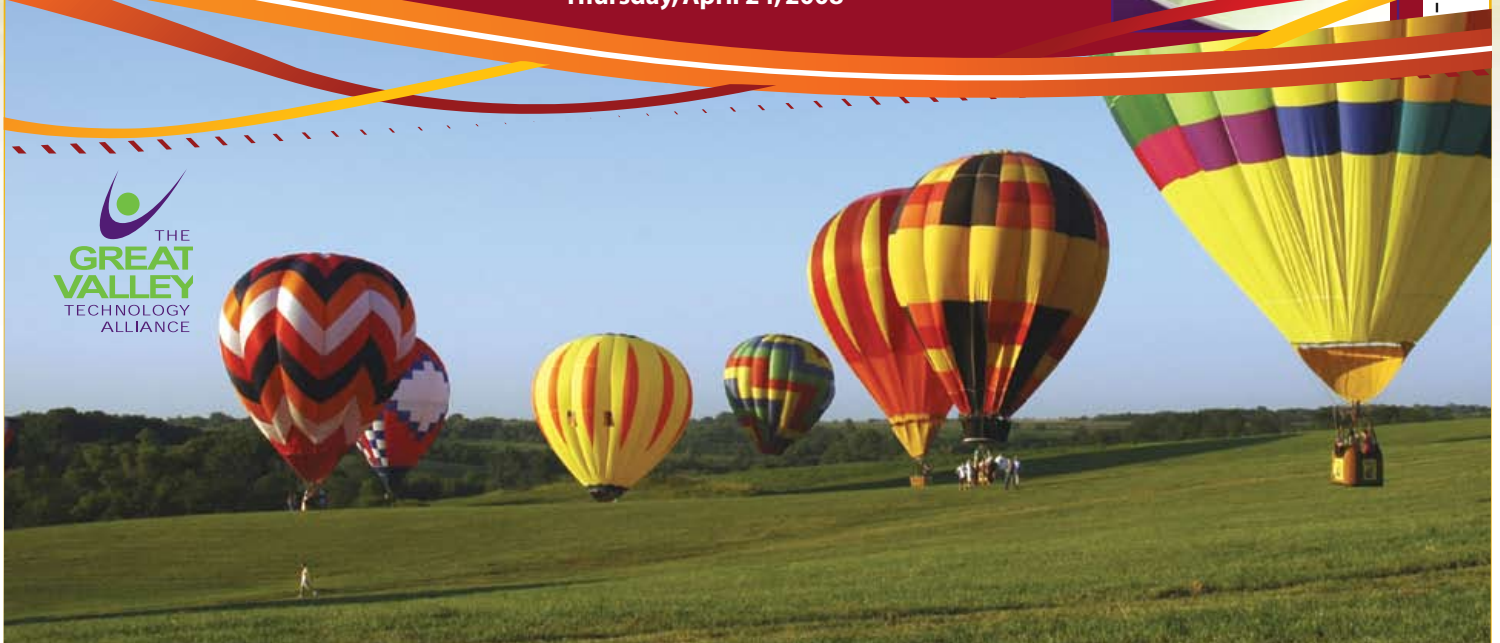
**Deadline for Registration:**

**Thursday, April 24, 2008**

Please include:

\$40/Individual

\$320/Table of 8



# Take a few moments to nominate a young person you know for the: Great Valley Young Entrepreneur Award For Luzerne County

Sponsored by:

**Bank of America**



in partnership with:

Greater Wilkes-Barre Chamber of Business and Industry  
Greater Hazleton Chamber Commerce

***Nominations must be received by April 15, 2008.***

**For a nomination form, please contact:  
Jane Ashton, Director of Workforce Development  
Greater Wilkes-Barre Chamber of Business and Industry  
P. (570) 823-2101 or E. jashton@wilkes-barre.org**

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### Great Valley Technology Alliance: Who we are, and what we do...

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