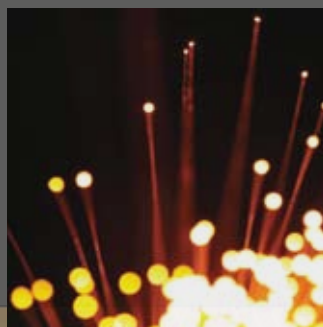


ANNUAL  
REPORT  
2009



BRINGING ENERGY TO ECONOMIC DEVELOPMENT



BEN FRANKLIN TECHNOLOGY PARTNERS OF NORTHEASTERN PENNSYLVANIA

CONTENTS

1	A Message From the CEO	14	Wall Street West
12	Program Overview	16	Statewide Activities
14	Results	17	Ben Franklin Venture Idol
15	Year's Highlights	18	i xchange/Innovation Award Winners
18	Solutions Network	21	Investments
19	Centers of Excellence	29	Financial Information
17	Keystone Innovation Zones	30	Boards and Staff





## A MESSAGE FROM THE CEO

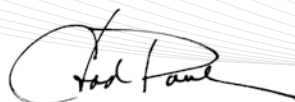
PENNSYLVANIA RECENTLY CREATED AN ALTERNATIVE ENERGY DEVELOPMENT PROGRAM (AEDP) to save energy costs, reduce dependence on foreign fuels, expand clean energy production, and create energy-related jobs in the Commonwealth. Under the AEDP, the four Ben Franklins statewide have been provided with a total of \$40 million over five years to initiate activities that encourage the development and growth of energy-related companies in Pennsylvania. The AEDP will help bring energy to economic development across the state.

Similarly, now more than ever before, companies must bring “energy” to the marketplace. They have to do something that no one else does and constantly employ innovation in order to continue to succeed. Firms that have the courage to try new things and to identify creative solutions will achieve sustainable competitive advantage.

## BRINGING ENERGY TO ECONOMIC DEVELOPMENT IN NORTHEASTERN PENNSYLVANIA

Inspiration can't be purchased. You can't will it to come forth; in fact, focusing on it often makes it even more elusive. But when the vision strikes, you must be ready to act upon it. Because inspiration without energy and hard work to drive it is nothing more than a lost idea.

At Ben Franklin, we help companies to act swiftly and appropriately when their inspiration is marketable. They come to us with ideas. We supply them with the tools they need to seize the opportunity and achieve their goals. We provide financial investments. We introduce clients to proven business and technical experts, to resources at area colleges and universities, and to sources of follow-on funding. When we bring these elements together on behalf of our clients, there is no limit to what their creative energies can achieve. We energize innovation.



R. Chadwick Paul, Jr.  
*President and Chief Executive Officer*



The Ben Franklin Technology Partners of Northeastern Pennsylvania is a nonprofit corporation that is part of a four-center, state-funded economic development initiative. The northeastern center is headquartered on the campus of Lehigh University in Bethlehem. Ben Franklin also operates Ben Franklin TechVentures®, a technology incubator/post-incubator facility on Lehigh's Mountaintop Campus.



## BEN FRANKLIN TECHNOLOGY PARTNERS PROGRAM OVERVIEW

The most successful results in developing the northeastern Pennsylvania technology economy are yielded by embracing change, anticipating new challenges, and improving through innovation. Our work at the Ben Franklin Technology Partners of Northeastern Pennsylvania (BFTP/NEP) is catalyzing and accelerating the progress of our regional technology economy.

Since 1983, the Ben Franklin Technology Partners of Northeastern Pennsylvania has helped this region's technology companies prosper. Our mission is to promote, sustain, and invest in the transformation of northeastern Pennsylvania's economy through innovation and partnering. Our strategy encompasses three key areas:

1. Developing early-stage, technology-oriented companies
2. Helping established companies creatively apply new technology and business practices to achieve industry leadership
3. Promoting innovative community-wide initiatives that foster a supportive business environment for high-growth companies



LEARN MORE

**Visit Ben Franklin's new website,  
[nep.benfranklin.org](http://nep.benfranklin.org).**

As hundreds of companies have experienced, Ben Franklin delivers hands-on support, guidance, connections to critical resources, and investment funds at companies' most vulnerable times. Ben Franklin Technology Partners helps clients to achieve and sustain market success

and competitive advantage. We are evaluated on the basis of the commercial accomplishments of our clients that are achieved as a result of our assistance.

**CAPITAL** – Ben Franklin makes investments that typically range from \$30,000 to \$150,000 per year for up to three years. We take calculated risks investing in young, unproven companies that cannot secure seed funding through conventional means. We assist early-stage firms as they prepare to raise additional capital and provide an important initial endorsement for a new company. With our help, many successful early-stage clients evolve into the technology-based established manufacturing firms of the future.

We also support established companies by providing investments in innovation and access to our network of university and industry experts and facilities. Work is usually technology development or application-driven and is accomplished with a college or university partner.

**BUSINESS AND TECHNICAL EXPERTISE** – Each company in the Ben Franklin portfolio benefits from the collective experience of seasoned professionals who focus on turning high-potential ideas into high-growth businesses. In-house expertise is complemented by the Ben Franklin Solutions Network of advisors, service providers, and investors, creating a powerful and comprehensive support program for clients.

**COLLEGE AND UNIVERSITY RESOURCES** – We tap into the strength of Pennsylvania’s colleges and universities, whose faculty and students work directly with many of our clients. Ben Franklin provides a crucial link between the Commonwealth’s companies and the wealth of knowledge, facilities, and human resources in the state’s higher education institutions.

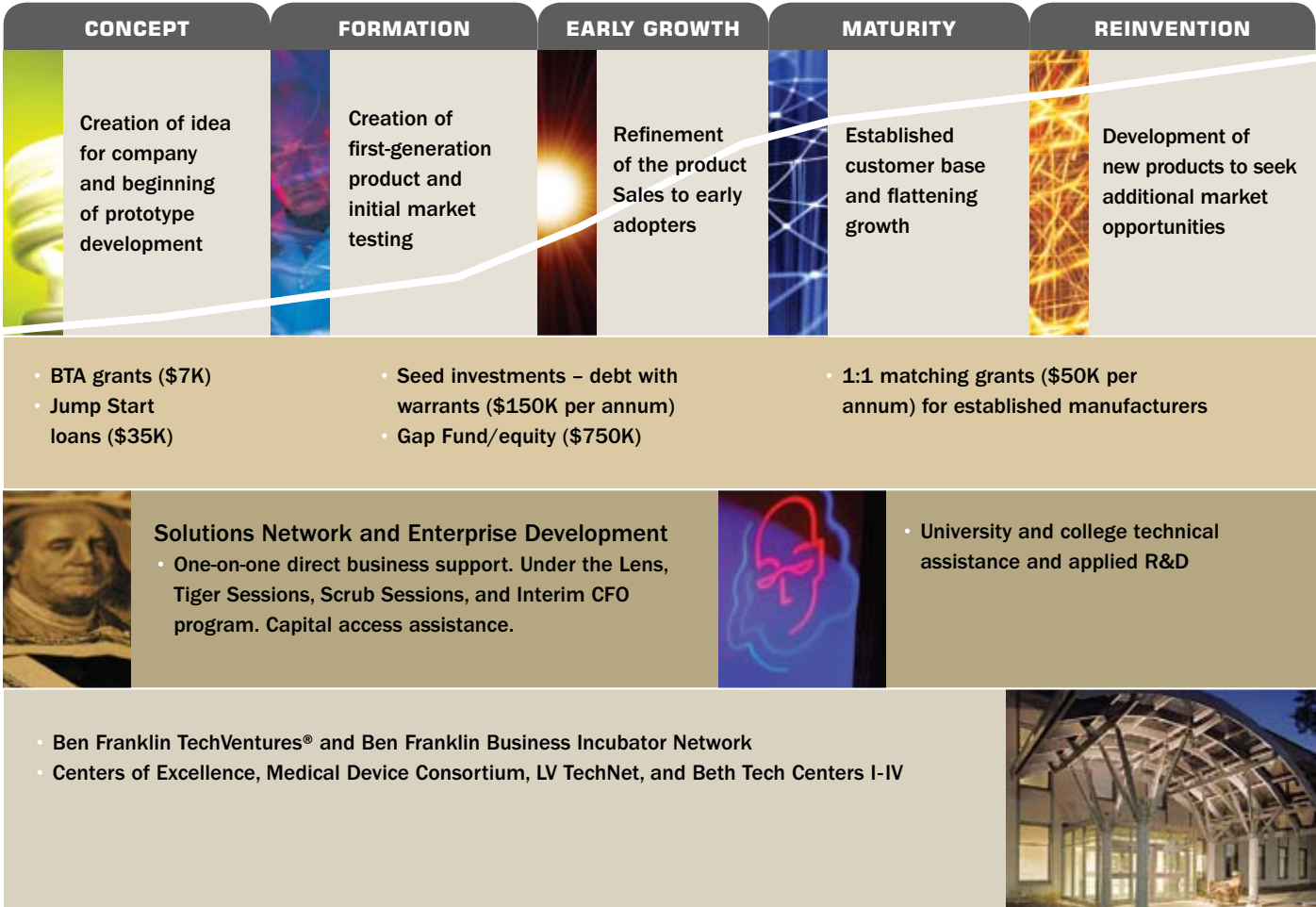
Ben Franklin works with the most promising technology ventures on an enterprise-wide basis to

enhance their entire way of doing business. We seek to diversify the region by investing in a broad range of companies and technologies. High-potential technology sectors in northeastern Pennsylvania include:

- Alternative and Clean Energy
- Information Technology
- Life Sciences
- Nanotechnology and Advanced Materials
- Optoelectronics/photonics/microelectronics

*To qualify for an investment from the Ben Franklin Technology Partners of Northeastern Pennsylvania, companies must be located in or relocate to our 21-county service area, specifically the counties of Berks, Bradford, Carbon, Columbia, Lackawanna, Lehigh, Luzerne, Lycoming, Monroe, Montour, Northampton, Northumberland, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, and Wyoming. Companies must also offer significant potential for job creation and retention and future growth through the development of an innovative technology or an innovative application of technology.*

## FUNDING AND SERVICES THROUGHOUT CLIENT LIFE CYCLES



## RESULTS

### Ben Franklin Technology Partners Statewide



The Pennsylvania Economy League, a nonpartisan research organization, conducted an independent, objective evaluation of the economic impact of the Ben Franklin program from 2002 through 2006. The results demonstrated that the four Ben Franklin Technology Partners (BFTP) have created significant economic impact for the Commonwealth of Pennsylvania.

As a result of Ben Franklin's work with client companies, Pennsylvania received more than **\$517 million in additional state tax revenues**. That represents a **3½-to-1 payback on the Commonwealth's investment** of \$140 million during the same period. The BFTP program boosted Pennsylvania's economy by **\$9.3 billion (increase in gross state product)** in that five-year period.

Further, on average, **BFTP clients employed five more people in each year** following funding than they would have in the absence of the BFTP investment. **Jobs created by Ben Franklin's clients pay 33% more** than the average salary in Pennsylvania.

### Ben Franklin Technology Partners of Northeastern PA

Each year, the Ben Franklin Technology Partners of Northeastern Pennsylvania surveys its client companies on the economic impacts that are accomplished as a direct

result of its investments. These figures are used to evaluate Ben Franklin's effectiveness. BFTP/NEP has achieved the following results:

	2008	CUMULATIVE
New Jobs Created	888	13,931
Existing Jobs Retained	520	20,772
New Companies Started	19	398
New Products and Processes Developed	96	865

**THIS YEAR, BEN FRANKLIN CLIENTS RAISED MORE THAN \$471 MILLION IN ADDITIONAL INVESTMENT FROM ANGEL INVESTORS, VENTURE FIRMS, AND FEDERAL SOURCES.**

## ENERGY SUCCESS STORY

### CICLON Semiconductor Device Corporation, Bethlehem

now Texas Instruments - Lehigh Valley

- Leader in the design, development, and sale of power semiconductor solutions for high-performance information technology applications. The application of CICLON's technology reduces overall power consumption up to 20%, reduces air conditioning requirements, and extends the battery life of portable devices of all kinds.
- Began in the Ben Franklin Business Incubator in 2005 with three employees.
- Received a total of \$160,000 in BFTP/NEP investments over two years.
- Attracted \$24 million of venture capital.
- Now employs more than 50 people with high-paying jobs.
- Acquired by Texas Instruments in February 2009. All local jobs were retained.

# YEAR'S HIGHLIGHTS

## Alternative Energy Development Program

With an unstable oil supply and dwindling known reserves worldwide, energy independence is an increasingly critical issue. Energy shortages and the environmental issues related to the use of fossil fuels have resulted in an intensified search for:

1. Alternate sources of energy that are renewable and practical
2. Efficient, inexpensive methods to capture carbon dioxide and other pollutants emitted during the combustion of fossil fuels and render them benign
3. Materials and processes to reduce energy consumption

In July 2008, Pennsylvania created a \$650 million Alternative Energy Development Program (AEDP) that incents collaboration to save energy costs, reduce dependence on foreign fuels, expand clean energy production, and create energy-related jobs in the state. Under the AEDP, the four Ben Franklins statewide have been provided with a total of \$40 million over five years to initiate activities that encourage the development and growth of energy-related companies in Pennsylvania. With more than 25 years of extremely successful experience in technology-based economic development, BFTP is well-qualified to participate in AEDP.

Northeastern Pennsylvania is rich in natural resources, including anthracite coal reserves, anthracite culm banks, and the vast Marcellus shale natural gas reserves. There is a diversity of industrial activity related to energy production and storage throughout the region, including:

**ADVANCED ENERGY STORAGE** – Air Products, Allentown, has assumed a leadership role in hydrogen fuel cell commercialization. DuPont, Towanda, is also working in this area. Other companies involved in energy storage are Osram Sylvania, EnerSys, East Penn Manufacturing, Gentex, International Battery, and Protium Energy Technologies.

**RENEWABLE ENERGY** – There are several northeastern Pennsylvania companies working in wind, geothermal, hydro, and solar energy, anchored by Community Energy, Inc. (wind) and Schott AG (solar).

**ALTERNATIVE/CLEAN FUELS** – Air Products, PPL, Metropolitan Edison/First Energy, and UGI Penn Natural Gas are major players in alternative and clean fuel technology.

Northeastern Pennsylvania's colleges and universities also have a role in the AEDP. BFTP/NEP has 33 colleges and universities in its region and provides companies with access to the facilities, faculties, and students of these institutions. The Electrotechnology Applications Center at Northampton Community College, for example, has implemented an energy assessment/conservation program for its clients. Ben Franklin also has links with The Pennsylvania State University and its broad energy expertise. Lehigh University has a full range of energy programs and was the recipient of energy funding from the Ben Franklin Technology Development Authority, which was used to create the Energy Research Seed Grant (ERSG) program. Ben Franklin assisted in the preparation of the initial proposal, and a BFTP staff person served on the selection committee. Of the 20 proposals that were submitted, nine of them received ERSG grants.



## Alternative and Clean Energy Applied Research Fund

The Ben Franklin Technology Partners Alternative and Clean Energy (ACE) Applied Research Fund selected and approved the disbursement of \$55,000 each to four Pennsylvania companies in May 2009. The funding was made possible through a grant from the U.S. Small Business Administration. More than 100 technology-based small businesses in Pennsylvania submitted letters of intent to apply. Ben Franklin client Dynalene, located in Whitehall, was one of the recipients.

These grants support the costs of applied research activities including technical/laboratory work, additional market and competitive technology research, further examination/analysis of

commercialization path options, and implementation of beta tests. In addition, the funds support development of market channel strategies and full-scale commercialization of new products/processes. Ben Franklin is providing Dynalene with business and technical assistance services as the company implements its plans.

“With this funding, we will take first steps toward commercial production of our newly developed fuel cell coolant technology, Dynalene FC,” said Satish Mohapatra, Ph.D., president and CEO of Dynalene Inc., which is partnering with Lehigh University on this project. “We are developing technology to consistently produce key ingredients of our fuel cell coolant.”

## Ben Franklin TechVentures®

In March 2009, BFTP/NEP announced that it will expand Ben Franklin TechVentures®, Ben Franklin’s incubator/post-incubator facility that opened in 2007. The expansion to Ben Franklin TechVentures® will add 47,000 square feet to the existing building, which is located on Lehigh University’s Mountaintop Campus.

The Ben Franklin TechVentures® expansion will include access to wet labs, office/meeting space, and a new parking deck. The addition will be a certified Leadership Energy and Environmental Design (LEED) building and will have a photovoltaic solar array on its rooftop as well as numerous other energy-saving features.

Currently, 25 companies employing 127 people are located in Ben Franklin TechVentures®. The facility expansion will increase capacity to up to 40 companies and allow for a projected 200 new high-tech jobs and 100 retained jobs. Internships for as many as 20 college and university students per year are also expected.

Ben Franklin TechVentures® provides resident companies with the support of an experienced incubator staff, the synergy of working in proximity to other early-stage companies, rental costs lower than market rates, flexible floor planning to accommodate specific needs, and access to the facilities, equipment, faculty, and student resources of Lehigh University. These factors combine to greatly enhance incubator resident companies’ probability of success.

Prior to the renovation of Ben Franklin TechVentures®, Ben Franklin and its regional economic development colleagues frequently had to turn away promising companies due to a shortage of wet lab incubator space in northeastern Pennsylvania. Wet lab space is necessary for emerging companies in many technology-based sectors, from electronics to biotechnology.

In 2007, Ben Franklin relocated the original Ben Franklin Business Incubator from Jordan Hall,







across the street to Ben Franklin TechVentures®. This facility helped address the region's increasing incubator and wet lab space needs by doubling the available wet lab space and more than tripling the office and dry laboratory space available over the original Ben Franklin Business Incubator. The current Ben Franklin TechVentures® has

35,000 square feet of rentable space, including more than 11,000 square feet of dedicated wet lab space. The facility has been a resounding success and is nearly full. The Ben Franklin TechVentures® expansion will help respond to the pressing need for additional space.

**The expansion of Ben Franklin TechVentures® will be a 47,000-square-foot, four-story addition to the Ben Franklin TechVentures® incubator/post-incubator facility.**

## U.S. Commerce Department Invests \$6 Million in Ben Franklin TechVentures®



U.S. Commerce Secretary Gary Locke and White House Chief Technology Officer Aneesh Chopra announced a \$6 million new Recovery Act grant in September 2009 for Ben Franklin to build an expansion of Ben Franklin TechVentures®. The grant from the Commerce Department's Economic

Development Administration will increase Ben Franklin's ability to deliver to early-stage technology companies hands-on business support services, including comprehensive management guidance; connections to angel investors and venture capitalists; and an entrepreneurial culture that fuels innovation. The construction of the facility's addition is projected to create more than 200 jobs and retain another 100 positions in the next two to five years.

"Ben Franklin TechVentures® is an award-winning facility that now stands as a leader in

Pennsylvania's technology infrastructure, providing space and expertise for the businesses of the future," Secretary Locke said. "This project creates jobs and fosters a favorable business environment for high-growth companies."

"Ben Franklin TechVentures®' expansion will bring together technology entrepreneurs, Ben Franklin staff, and Lehigh University faculty and students to their mutual advantage," said Chad Paul, president and chief executive officer of the Ben Franklin Technology Partners of Northeastern Pennsylvania. "This addition will accelerate growth and innovation in our technology economy as more space becomes available in our expanded incubator/post-incubator facility."



## Ben Franklin Business Incubator Network

The concept of business incubators in Pennsylvania originated with the Ben Franklin program. The Ben Franklin Business Incubator was established just months after Ben Franklin in 1983 and was named Incubator of the Year by the National Business Incubation Association (NBIA) in 2001.

Ben Franklin staff apply their more than 25 years of business incubation expertise in support of incubators in a network throughout northeastern Pennsylvania. BFTP/NEP collaborated with other economic development organizations to establish and support a 10-incubator network of facilities. This collaboration is among the largest incubator networks in the nation.

The reduced operating costs of starting a company in a business incubator are typically what initially draw early-stage companies to an incubator facility. But the business development assistance and sharing of best practices among tenants are also key benefits. Ben Franklin staff meet with incubator managers regularly to exchange ideas and

information, work collaboratively, and provide guidelines and training that are in accordance with NBIA standards.

### NEW EAST STROUDSBURG UNIVERSITY BUSINESS ACCELERATOR

The East Stroudsburg University (ESU) Center for Research and Economic Development is overseeing the construction of a new technology facility that will house the ESU Business Accelerator. With a staff person serving on the Center's Board of Advisors and ongoing financial support, Ben Franklin has been a guiding resource since the inception of the original facility. BFTP/NEP continues its support with the construction of the new facility, providing input on its design and financial structure. The incorporation of wet labs into the accelerator is particularly important, since these labs are requisite for biotechnology and chemistry-based early-stage firms and are scarce in the region.

## BEN FRANKLIN BUSINESS INCUBATOR NETWORK

### 1. BEN FRANKLIN TECHVENTURES

116 Research Drive  
Bethlehem, PA 18015  
ph: 610.758.5421  
[www.nep.benfranklin.org](http://www.nep.benfranklin.org)

### 2. THE BLOOMSBURG REGIONAL TECHNOLOGY CENTER

238 Market Street  
Bloomsburg, PA 17815  
ph: 570.784.2522  
[www.bloomsburg.org/Alliance/technology\\_center.html](http://www.bloomsburg.org/Alliance/technology_center.html)

### 3. BRIDGEWORKS ENTERPRISE CENTER

905 Harrison Street  
Allentown, PA 18103  
ph: 610.770.1015  
[www.thebridgeworks.com](http://www.thebridgeworks.com)

### 4. CARBONDALE TECHNOLOGY TRANSFER CENTER

10 Enterprise Drive  
Carbondale, PA 18407  
ph: 570.282.1255  
[www.4cttc.org](http://www.4cttc.org)

### 5. EAST STROUDSBURG UNIVERSITY BUSINESS ACCELERATOR

ESU Center for Research and  
Economic Development  
200 Prospect Street  
E. Stroudsburg, PA 18301-2999  
ph: 570.422.7920  
[www.esu.edu/busaccelerator](http://www.esu.edu/busaccelerator)

### 6. THE ENTERPRISE CENTER

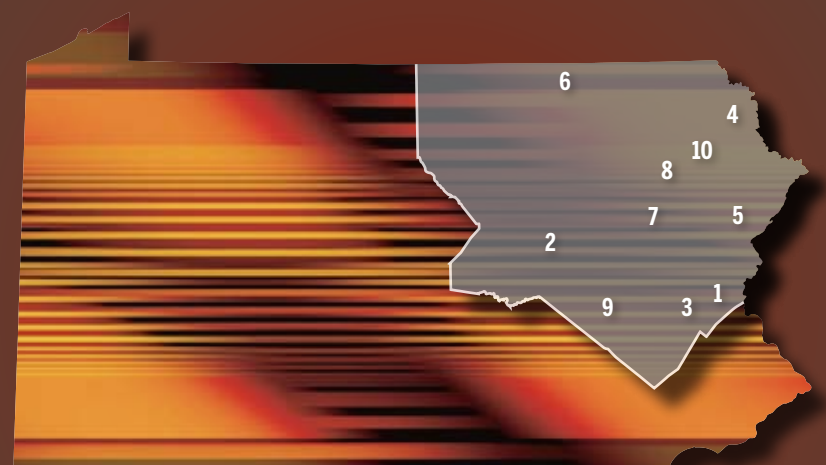
703 South Elmer Avenue  
Sayre, PA 18840-2400  
ph: 570.882.9324

### 7. THE GREATER HAZLETON BUSINESS INNOVATION CENTER

103 Rotary Drive  
West Hazleton, PA 18202  
ph: 570.455.1508  
[www.canbe.biz](http://www.canbe.biz)

### 8. THE INNOVATION CENTER @ WILKES-BARRE

7-13 South Main Street  
Wilkes-Barre, PA 18701  
ph: 570.270.grow  
[www.icwb.biz](http://www.icwb.biz)



### 9. POTTSVILLE/SCHUYLKILL TECHNOLOGY INCUBATOR

1 South Second Street  
Pottsville, PA 17901  
ph: 570.628.3355  
[www.incubator-tech.com](http://www.incubator-tech.com)

### 10. THE SCRANTON ENTERPRISE CENTER

201 Lackawanna Avenue  
Scranton, PA 18503  
ph: 570.342.7711  
[www.scrantonenterprisecenter.com](http://www.scrantonenterprisecenter.com)



## Client News

### CICLON SEMICONDUCTOR ACQUISITION

CICLON Semiconductor Device Corporation produces a range of radio frequency semiconductors and power semiconductor transistor products that deliver outstanding levels of performance. CICLON's technology dramatically increases energy efficiency in power systems, delivering new levels of systems size, cost, and performance. Its highly efficient power chip technology reduces the heat produced by power supplies and redirects that energy to the device the power supply is intended to energize.

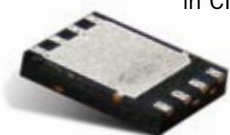
If CICLON technology was adopted in computer systems worldwide, there would be a reduction of more than 8,000 Megawatts of power use annually.

The company was founded in 2004 and launched at the Ben Franklin Business Incubator. Ben Franklin invested \$160,000

in CICLON to conduct thermal, electrical, material, and mechanical analyses of its new, low-cost, high-performance power semi-conductor package.

Just two years later, CICLON graduated to occupy the entire post-incubator space at Ben Franklin's new TechVentures facility. The company raised \$24 million in venture capital investments in addition to Ben Franklin's seed funding. CICLON's products have been designed into products offered by world leaders in electronics. After beginning with three employees in 2004, CICLON now employs more than 50.

In February 2009, CICLON was acquired by Texas Instruments. All CICLON staff joined Texas Instruments, and the new Texas Instruments-Lehigh Valley plans to expand operations and continue to increase employment in Bethlehem.



### INFINERA FACILITY EXPANSION

Infinera is a fast-growing technology company that produces optical networking systems for the Internet and telecom industries. Headquartered in California's Silicon Valley, Infinera designs and assembles complex optical modules at Infinera Allentown that are shipped worldwide. Infinera has



enjoyed rapid growth due to its breakthrough technology in large-scale photonic integration. Employment at the Allentown facility has expanded to 84 high-paying manufacturing and engineering positions.

Because of growing demand and expansion, in 2009, the company relocated to a new facility in Allentown. In May, the company celebrated the grand opening of the facility, at which Infinera Co-founder and Chief Strategy Officer Dave Welch, elected officials, and Ben Franklin CEO Chad Paul spoke.

"Pennsylvania has made and continues to make a very significant contribution to Infinera's success through the highly capable team in Allentown and through the financial and business support we received from the Ben Franklin Technology Partners of Northeastern Pennsylvania," said Welch. "We are delighted to bring this positive economic development success to the Lehigh Valley and to have an opportunity to share our company's accomplishments with the community that has helped make it possible."

## Ben Franklin Wins Bronze in League of American Communications Professionals Contest

Competing among more than 3,500 entries from 20 countries, Ben Franklin received a bronze award in the League of American Communications Professionals (LACP) annual Vision Awards. Ben Franklin received this award for its 2008 annual report, entitled *New ideas. New realities.*

"This year's annual report proves to be remarkable in light of tremendous competition," said Christine Kennedy, LACP managing director. "We classify this entry as being among the best annual reports within its industry this year. We congratulate the team involved with producing this work."





**Puritan Products' Salt Solution Blend Tank mixes various saline solutions including those that present solubility challenges. Its integrated clean-in-place mechanism optimizes the system's versatility for manufacturing a variety of high-purity formulations for the pharmaceutical and biotechnology markets.**

#### **PURITAN PRODUCTS NAMED TO INC. 5000**

Bethlehem-based Puritan Products, Inc. is a manufacturer of high-purity, custom-formulated and specialty chemicals. *Inc.* magazine recently named the company to its third annual Inc. 5000 list of America's fastest-growing private companies.

"We are extremely pleased to learn that our company's three-year sales growth rate of 56 percent has earned us a position on the prominent Inc. 5000 list this year," said Lou DiRenzo, president and general manager of Puritan Products.

Puritan's chemicals are used in research and quality control laboratories, universities, and for manufacturing in the pharmaceutical, biotechnology, microelectronics, and other industrial markets. The company received an investment of \$32,494 from BFTP/NEP to work with Lehigh University to achieve new compliance status from the U.S. Food and Drug Administration. This certification allows the company to expand in the pharmaceutical and biotechnology markets, which are experiencing critical and growing needs for raw materials and custom-blended solutions.

#### **SALADAX COLLABORATION WITH MYRIAD GENETICS**

Saladax Biomedical is pioneering the development of simple blood tests to enable oncologists to adjust and personalize chemotherapy drug dosing by measuring its concentration in the blood of

cancer patients. Individual absorption rates of chemotherapy drugs vary widely, and the optimum level of medication is critical to effectively treat the cancer while minimizing debilitating and potentially life-threatening side effects.

Saladax began in the Ben Franklin Business Incubator, is currently located in Ben Franklin TechVentures®, and has received three Ben Franklin investments along with comprehensive start-up support services in the incubator. The company received a \$250,000 Ben Franklin Gap Fund investment in October 2007 and an additional \$250,000 Gap investment in September 2009. Since joining the Ben Franklin portfolio in 2004, Saladax has been granted eight patents with an additional nine pending, and raised \$20.7 million in follow-on funding, including investments from the Life Sciences Greenhouse, Delaware Crossing, and other angel investors, and venture capitalists Columbia Ventures and Excel Medical Ventures. Saladax has increased employment from the two original founders to 16 people.

In April 2009, Saladax announced a partnership with Myriad Genetics, Inc. (NASDAQ: MYGN), which has developed and launched a molecular diagnostic product, OnDose™. This product utilizes patent rights licensed from Saladax.



**BECAUSE  
NO TWO  
PATIENTS  
ARE ALIKE**

**ENERGY  
SUCCESS  
STORY**

#### **United Corrstack, Reading**

- Manufacturer of fluted paper from recycled products for the cardboard industry.
- Worked with the Electrotechnology Applications Center (ETAC) at Northampton Community College; introduced by BFTP/NEP.
- Received a \$7,500 matching grant for ETAC to work with the company in the design of a cogeneration plant for the burning of organic waste that is currently being landfilled.
- Received a \$12,500 investment from BFTP/NEP for technical work related to a cogeneration facility.
- New facility will provide 100% of the company's electricity needs and allow for plant expansion.

### SOLID CACTUS ACQUISITION

Solid Cactus is the largest developer of e-commerce stores that uses the Yahoo! Store platform, providing a range of products including search engine optimization, affiliate program management, e-commerce store development, print and website design, call-center services, and back-end order management. The company was founded in 2001. Ben Franklin helped Solid Cactus to refine its strategic business plan and invested in new product development for its flagship software platform, FeedPerfect. In 2007 and 2008, Solid Cactus was listed among *Inc.* magazine's 500/5000 fastest-growing private companies in the U.S., and the company's staff grew 40% last year to 140 employees.

Solid Cactus was sold to Web.com in April 2009. The company retained its name, two local offices, and its management team while operating under the Web.com brand.

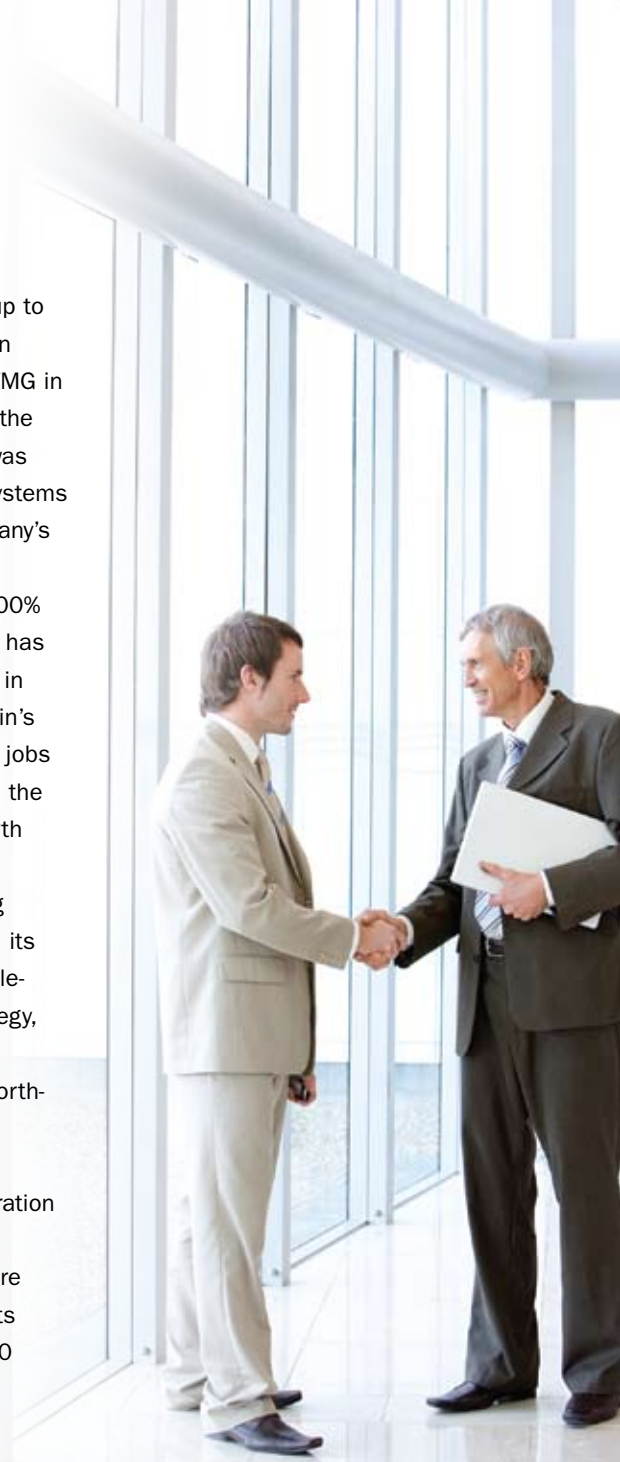
### TMG HEALTH MERGER

TMG Health offers Business Process Outsourcing services to the Medicare, Medicaid, and retiree health plan markets. The company provides operational outsourcing solutions and information systems for health plans, providers, and insurers. The company offers a complete turnkey solution to reduce a health plan's capital investment and operational costs. TMG is a national company with more than 40 health plan clients and client members in all 50 states.

The company has effectively gained market share and emerged from start-up to a major Scranton employer. Ben Franklin invested \$300,000 of seed capital in TMG in 2003 through 2005, a critical stage in the company's growth. BFTP/NEP funding was used to develop proprietary software systems that allowed for expansion of the company's client base.

With explosive revenue growth of 500% over the past three years, TMG Health has generated significant income and jobs in northeastern Pennsylvania. Ben Franklin's work resulted in the creation of 1,200 jobs in the Scranton area. TMG was ranked the 182nd fastest-growing company in North America by *Deloitte's 2007 Technology Fast 500* and the 307th fastest-growing company in the *2007 Inc. 500*. Through its exceptional skill in developing and implementing the company's business strategy, TMG Health has substantially boosted the information technology sector in northeastern Pennsylvania.

In 2008, TMG Health announced its merger with Health Care Service Corporation of Chicago. All Pennsylvania jobs were retained, and 200 additional people were hired. The company plans to increase its workforce with an additional 200 to 300 local jobs in the near future.



## ENERGY SUCCESS STORY

### Pennsylvania Sustainable Technologies, Bethlehem

- Inventor and developer of an integrated process for the production of alternative fuels.
- Pennsylvania Sustainable Technologies (PST) will improve current biofuel production processes by enabling the efficient use of cellulose (inedible biomass) as a feedstock and producing higher-value fuel outputs that overcome the challenges faced with the use of ethanol. The end product is high carbon chain biofuels.
- Received an investment of \$50,000 from BFTP/NEP.
- Received funding from the PA Department of Environmental Protection and a private company.
- Received assistance from BFTP/NEP and Lehigh University to demonstrate the feasibility of a new integrative fuel synthesis process for the production of alternative fuels.

The Ben Franklin Solutions Network is a group of business and technical consultants and other professionals led, screened, and coordinated by Ben Franklin staff. The Solutions Network provides assistance to early-stage client companies, as well as to clients that have achieved commercialization of their products and services. For very early-stage clients, BFTP/NEP evaluates the company's current status and seeks to provide it with a solid foundation in establishing its business. For firms that are ready to commercialize products, the issues and solutions often center on strategy, sales process, and capitalization.

## BEN FRANKLIN SOLUTIONS NETWORK

### Becoming a Ben Franklin Client

Ben Franklin's Solutions Network consultants specialize in helping start-up company management critically assess their markets, competitive position, differentiation, and requisite seed capital. Ben Franklin enterprise developers initially review a prospective client's business to determine the potential for success and for job creation in the Commonwealth. The company may then be invited to present its business case to the Ben Franklin Portfolio Group for evaluation and qualification as a Ben Franklin client.

Once the company has developed its business plan, the firm applies for Ben Franklin funding. Ben Franklin's in-house team reviews and analyzes the

plan and application, looking for issues to consider and address. Further, BFTP/NEP calls upon a team of business and technical professionals for pro bono input. The portfolio group reviews all of these evaluations, considers the company's attributes against competing proposals, and decides whether to recommend funding to the Ben Franklin Board of Directors. When funding is approved, the company is often required to accomplish pre-set milestones to access a portion of the funds. Each time the client company applies for additional funding, this evaluation process is repeated to assess progress and changes to the company's strategy.

### "Tiger Sessions"

The Ben Franklin Solutions Network includes a host of external experts and mentors who are available to assist companies that have reached a crossroad in the life cycle of their business. In addition to work with individual consultants, Ben Franklin "Tiger Sessions" bring together three to four experts to work directly with



a company on a particular issue, providing what has been described as a "year's worth of mentoring in a few hours." Solutions Network volunteers hear a company presentation of a particular company issue and critique, debate, and provide recommendations to the entrepreneur. The first participant in one of these sessions described the experience as similar to being "in a cage of tigers with nothing but a business plan for protection," and the name "Tiger Session" was born.

### Follow-on Funding

A major obstacle facing early-stage clients is obtaining additional capital beyond the Ben Franklin investment. BFTP's funding provides crucial support to early-stage technology companies but is usually not enough to bring the companies to profitability. The Ben Franklin endorsement and the visibility and

opportunities it creates are often more important than the funding itself. When additional capital must be raised, Ben Franklin prepares the client through a scrubbing session, during which a panel of experts and Ben Franklin staff critique and





fine-tune a company's investor presentation. Ben Franklin then introduces the client to potential investors and provides appropriate professional resources to help with due diligence, negotiations, and legal considerations. Ben Franklin clients bring passion, innovation,

vision, and energy to their start-up companies. BFTP/NEP works with entrepreneurs to focus that energy, helping them develop objective and pragmatic business plans that will let them effectively guide the company, navigate challenges, and raise follow-on capital.

## BEN FRANKLIN CENTERS OF EXCELLENCE

Part of Ben Franklin's mission is to promote an innovative community-wide infrastructure that fosters a supportive business environment for high-growth technology-based companies. Ben Franklin Centers of Excellence inspire and nourish ideas that have commercial potential. In support of the region's technology infrastructure, BFTP/NEP has invested in several Centers of Excellence:

Center for Advanced Materials and Nanotechnology/Lehigh Nanotech Network <i>Lehigh University, Bethlehem</i> .....	<a href="http://www.lehigh.edu/nano/">http://www.lehigh.edu/nano/</a>
Center for Optical Technologies, <i>Lehigh University, Bethlehem</i> .....	<a href="http://www.lehigh.edu/optics">www.lehigh.edu/optics</a>
Coatings and Ink Research Institute (CIRI) <i>Northampton Community College, Bethlehem</i> .....	<a href="http://www.northampton.edu/prof_com/ciri/">http://www.northampton.edu/prof_com/ciri/</a>
Electrotechnology Applications Center (ETAC) <i>Northampton Community College, Bethlehem</i> .....	<a href="http://www.etctr.com">www.etctr.com</a>
Enterprise Systems Center, <i>Lehigh University, Bethlehem</i> .....	<a href="http://www.lehigh.edu/~inesc">www.lehigh.edu/~inesc</a>
Medical Devices Consortium, <i>Greater Reading</i> .....	<a href="http://www.nep.benfranklin.org">www.nep.benfranklin.org</a>
National Training Center for Microelectronics <i>Northampton Community College, Bethlehem</i> .....	<a href="http://www.northampton.edu/Prof_Com/ntc">www.northampton.edu/Prof_Com/ntc</a>
Plastics Manufacturing Center (PMC) <i>Pennsylvania College of Technology, Williamsport</i> .....	<a href="http://www.pct.edu/pmc">www.pct.edu/pmc</a>

Ben Franklin recently helped expand the capabilities of both the PMC and ETAC. With investments from both Ben Franklin of Northeastern Pennsylvania and Ben Franklin of Central and Northern Pennsylvania, the PMC added thermoforming capability. ETAC recently added the Coatings and Ink Research Institute (CIRI), which helps clients in the packaging and printing industries and is located in Southside Bethlehem. Its specialty is helping clients to diagnose the cause of printing problems and to experiment

with new materials and manufacturing processes in CIRI's lab, without the client having to stop production for testing. The Medical Devices Consortium is a group of Greater Reading-based companies that Ben Franklin formed five years ago and which now has more than 40 members. This organization helps build critical technical resources for companies in the medical devices industry to accelerate growth.

## KEYSTONE INNOVATION ZONES

The Keystone Innovation Zone (KIZ) program is a key element of Gov. Ed Rendell's economic stimulus package. KIZs were created to develop "knowledge neighborhoods" by locating entrepreneurs close to colleges and universities. The program encourages the creation of new businesses and helps to keep new graduates in the area.

The KIZs in northeastern Pennsylvania are anchored by seven of the incubators from the Ben Franklin Business Incubator Network. Ben Franklin has been involved in the development

and ongoing support of the six KIZs located in our region:

- LACKAWANNA COUNTY KIZ
- LUZERNE COUNTY KIZ
- POCONO MOUNTAINS KIZ
- GREATER READING KIZ
- SOUTHSIDE BETHLEHEM KIZ
- GREATER SUSQUEHANNA KIZ

## WALL STREET WEST

Wall Street West (WSW) is a regional partnership in northeastern Pennsylvania focused on strategic workforce and economic develop-

ment for industry sectors in need of improved business continuity practices. Ben Franklin serves as the project manager and fiscal agent of WSW.

The WSW initiative stems from an interagency report by the Securities and Exchange Commission (SEC), the Federal Reserve, and the U.S. Department of the Treasury. This indicated

that a 10-county region (Berks, Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Schuylkill and Wayne counties) is uniquely qualified as an optimal location for secure data back-up and back office operations to protect data for firms

based in the New York metropolitan area in the event of a disaster. The goal of Wall Street West is to work with organizations in New York City and the surrounding geographic threat zones to establish supplemental back-up and disaster recovery facilities to safeguard data, fund the education and training of a growing financial services workforce, and expand the competitiveness and potential of these industries.

Participants in WSW include regional economic development agencies, technology investment groups, workforce development organizations, education and research institutions, and private-sector companies, many of which are working together for the first time. With oversight by the Pennsylvania Department of Labor and Industry and BFTP/NEP, WSW is supported by a \$15 million Workforce Innovation in Regional Economic Development (WIRED) grant from the U.S. Department of Labor for education and job training.



## Workforce Development

The \$15 million WIRED grant is being used to create a talent pool of workers throughout the 10-county region, with a focus on business continuity. Initially, the grant centered around workforce development in the financial services and information technology sectors. The initiative recently expanded its scope to also include the healthcare, advanced materials and diversified manufacturing, and logistics and transportation industries.

Since October 2007, WSW has awarded more than \$11 million in funding to more than 50 projects and programs throughout the region. This funding has leveraged more than \$8.5 million



in additional funding; led to the development of new curricula, degrees, and workforce models; and educated more than 114,000 teachers, students, and incumbent workers.

## Economic Development

Over the past three years, Wall Street West has developed strong relationships with companies of all sizes and in a number of industry sectors to discuss the need for business continuity planning and the attributes of northeastern Pennsylvania. While the economic downturn has caused delays in

these projects, two companies, SECCAS, Inc. and DBSi, have located back-up operations in the region, bringing with them a commitment to create and retain more than 100 jobs.

For more information about the Wall Street West initiative, visit [www.wallstreetwest.org](http://www.wallstreetwest.org).

## ENERGY SUCCESS STORY

### DMI Manufacturing, Inc., Stroudsburg

- Developer of patent-protected technology, trademarked as the Energy Bank Unit, which provides a combination of power quality and energy efficiency to reduce electrical power demand in residential and industrial applications.
- Received a total of \$185,000 in investments from BFTP/NEP over two years.
- Received BFTP/NEP funding for a consultant to perform an analysis of market opportunities.
- Worked with a strategist who helped develop the company's commercialization plan; introduced by BFTP/NEP.
- Utilized BFTP/NEP's CFO assessment program to provide financial leadership.
- Received BFTP/NEP assistance in identifying a CEO.
- Completed manufacturing process improvement, selected enterprise resource planning system with assistance from Lehigh University's Enterprise Systems Center, and obtained an independent certification of electrical energy savings.
- Introduced to a major international aerospace manufacturer for a possible supplier relationship.



## BEN FRANKLIN STATEWIDE ACTIVITIES

The Ben Franklin Technology Partners of Northeastern Pennsylvania is part of a four-center statewide network with regional headquarters positioned strategically throughout the Commonwealth in the Lehigh Valley, Philadelphia, Pittsburgh, and State College. The Ben Franklin centers collectively support and execute

Pennsylvania's technology agenda, build on regional strengths, capitalize on new opportunities, and address the specific needs of diverse communities. Ben Franklin Technology Partners catalyzes economic growth by providing access to capital, business expertise, and a network of resources to foster innovation, growth, and success.



### During 2009, the statewide Ben Franklin network:

- Continued to lead in the statewide Innovation Partnership (IPart) initiative, which has improved PA's Small Business Innovation Research (SBIR) funding competitiveness by providing 73 free technical proposal reviews and more than \$117,000 in financial assistance to 55 companies, resulting in federal awards to companies totaling more than \$2.3 million in SBIR/STTR funding.
- Collaborated with PA's Department of Community and Economic Development on the development of materials related to the new Alternative Energy Development Program.
- Served as the liaison and coordinator of Ben Franklin federal appropriations, including:
  - Completing the \$865,000 defense/homeland security-related translational research project.
  - Identifying four companies to receive funding through the \$250,000 statewide alternative/clean energy-related translational research project.
  - Working with the U.S. Department of Energy to implement the \$951,500 statewide alternative/clean energy-related translational research project.
- Partnered with the iBridge<sup>SM</sup> Network to sponsor seven Pennsylvania research universities to contribute their research to the iBridge Network. Collaborated with 64 universities supplying more than 4,500 innovations on the iBridge Network website. The new website fosters the commercialization of university-based innovations by encouraging more open and efficient access to research.
- Continued support of the statewide Workforce Leadership Grant initiative.
- Commissioned the Pennsylvania Economy League impact report of Ben Franklin statewide, which showed that Pennsylvania received a 3½-to-1 tax revenue payback on the Commonwealth's investment in 2002 through 2006.
- Supported targeted technology events, including BIO '09, the Mid-Atlantic Venture Conference, the State Science and Technology Institute Annual Conference, DCED's Collaboration Conference, and the Pennsylvania Economic Development Association conference.
- Participated as active members in the National Association of Seed and Venture Funds and the National Venture Capital Association.
- Developed and produced five issues of KEYnotes, the statewide Ben Franklin electronic newsletter.



## BEN FRANKLIN VENTURE IDOL

It was similar to the popular television show *American Idol*, except with entrepreneurs instead of vocalists. Three early-stage technology company entrepreneurs seeking funding presented short pitches to investors and more than 250 audience members at the daylong Ben Franklin Venture Idol – Scranton event, the theme of which was funding “winning” entrepreneurship. The votes were tallied, and on November 6, 2009, Apeliotus Vision Science was named the winning Ben Franklin Venture Idol. Apeliotus has developed a simple diagnostic for the early detection of age-related macular degeneration, the leading cause of adult blindness in developed countries. RantNetwork, Inc. and Chaperone Technologies, Inc. also competed and received cash investments.

This event illustrates a significant way in which early-stage entrepreneurs seek and obtain seed capital. The day began with a “speed dating” session. Twenty pre-selected companies delivered multiple rounds of two-minute “elevator pitches” to individual institutional venture capital and angel investors. These quick presentations provided just enough time for the company CEOs to pique the interest of investors.

The public program started with a luncheon keynote by Jack Tighe, president/CEO of TMG Health. TMG Health, a Ben Franklin client, offers Business Process Outsourcing services to the Medicare, Medicaid, and retiree health plan markets. It is one of the Scranton region’s top entrepreneurial success stories.

**“Ben Franklin Venture Idol – Scranton provided an ideal opportunity for technology-based early-stage firms and venture capitalists to meet with each other in a concentrated and highly productive venue. Both the Speed Dating and Venture Idol sessions allowed me to learn very quickly about many companies in which we may have an interest. I commend Ben Franklin and its economic development partners for organizing and presenting this terrific networking opportunity.”**

—DAN MCKINNEY, Co-founder and Managing Partner, NextStage Capital, Audubon, PA



(l to r) Austin Burke, president of the Greater Scranton Chamber of Commerce/SLIBCO; R. Chadwick Paul, Jr., president and CEO of the Ben Franklin Technology Partners of Northeastern Pennsylvania; Kenneth Volet, CEO, RantNetwork, Inc.; John Edwards, CEO, Apeliotus Vision Science; and Kenneth Kovan, president and CEO, Chaperone Technologies, Inc. at Ben Franklin Venture Idol – Scranton.

Ben Franklin Venture Idol concluded with a networking reception. The event was hosted by the Pennsylvania Department of Community and Economic Development, the Scranton Lackawanna Industrial Building Company (SLIBCO), Ben Franklin Technology Partners, the Pennsylvania Angel Network, and the Northeastern Pennsylvania (NEPA) Venture Partnership.

## I XCHANGE/INNOVATION AWARD WINNERS



ON TUESDAY, MAY 12, 2009, the Ben Franklin Technology Partners of Northeastern Pennsylvania hosted its annual i xchange at the Zoellner Arts Center on the campus of Lehigh University. More than 600 technology entrepreneurs, business people, venture capitalists, economic developers, political leaders, and regional influencers from Ben Franklin's 21-county service area attended. The i xchange combined the presentation of Ben Franklin's 15th annual Innovation Awards and executive networking sessions with a keynote address by Jeff DeGraff.

DeGraff is known as the "innovation guru" at Fortune 500 companies, having created a broad array of widely used tools and methodologies for implementing innovation. DeGraff is a professor at the University of Michigan's Ross School of Business. He is also the managing partner of Competing Values Company, a consulting firm that assists leaders in facilitating change, and the executive director of the Innovatrium Institute for Technology.

The event included the presentation of Ben Franklin's Northeastern Pennsylvania Innovation Awards. Awards were presented in eight categories to companies, organizations, or individuals who have achieved business success through Ben Franklin, have helped others to achieve success, or who have improved their business through innovation.

**The 2009 Northeastern Pennsylvania Innovation Awards winners are:**

### ENTREPRENEURIAL ACHIEVEMENT

The individuals who best exemplify the quintessential entrepreneurial spirit: a combination of ingenuity, hard work, and innovation that has resulted in the creation of a successful and growing business venture.

**Scott Sanfilippo and Joseph Palko, Co-founders**  
*Solid Cactus, Inc., Shavertown*

Solid Cactus is the largest developer of e-commerce stores using the Yahoo! Store platform. It is a total solutions e-commerce company, providing a range of products including search engine optimization, affiliate program management, e-commerce store development, print and website design, call center services, and back-end order management. Company principals leveraged their Internet expertise to start Solid Cactus in 2001 after growing and selling one of the first e-commerce stores, which they launched in 1994. Ben Franklin helped Solid Cactus to refine its strategic business plan and invested in new product development for its flagship software product, FeedPerfect. In 2007 and 2008, Solid Cactus was listed among the *Inc.* magazine 500/5000 fastest-growing private companies in the U.S. and it was named one of the "Best Places to Work in Pennsylvania" in 2006, 2007, and 2008. Solid Cactus' staff grew 40% last year to 140 employees, and the company was successfully sold to Web.com.

### ACADEMIC PARTNER

An individual affiliated with an institute of higher learning that has contributed his time and expertise to supporting the Ben Franklin program. This person's contribution has clearly surpassed "normal" expectations for involvement with and support of the Ben Franklin Technology Partners.

**Dale F. Falcinelli, Professor of Practice**  
*Lehigh University, Bethlehem*

A long-standing and eminently qualified resource to Ben Franklin clients and consultant to hundreds of firms for more than three decades, Dale Falcinelli is a key source of strategic-level guidance and direction to early-stage companies. His skills are a rare combination of marketing expertise and financial acumen in approaching solutions from an enterprise-wide perspective. Falcinelli has served on more than 20 corporate boards, often assuming leadership roles, including chairman. He pioneered an innovative model in entrepreneurship education through VENTURESeries, a highly popular track in Lehigh's MBA program that builds on every aspect of new venture creation. For this loyal Lehigh alumnus, VENTURESeries represents his legacy. Falcinelli holds the position of professor of practice, a title that recognizes his vast experience and mastery of entrepreneurship. He was twice named the Swartley Visiting Professor of Entrepreneurship and won the Lehigh MBA Teaching Excellence Award three times. Falcinelli brings an unsurpassed passion and enthusiasm to his work that is energizing, motivating, and infectious to his clients and students.



### INCUBATOR GRADUATE

The company that has best demonstrated successful Ben Franklin business incubation. The business has been operated skillfully and confidently, meeting all challenges from the development of the product concept, execution of the business and technical plan, successful start-up and operation, to graduation from the incubator.

**Right Reason Technologies, East Stroudsburg**  
*Thomas C. Schmitt, Co-founder*

Right Reason Technologies is an eLearning provider that offers comprehensive software solutions, Web-based training courses, and a variety of content and software services. The company's product line includes two proprietary learning management systems. CyberExtension™ is targeted to secondary education and blends the advantages of distance education and conventional classrooms to educate non-traditional learners while containing costs. RightTrack™ provides organizations with the ability to deliver and track Web-based training among employees. Right Reason Technologies is a 2008 graduate of the East Stroudsburg University (ESU) Accelerator and will be an anchor tenant in ESU's expanded incubator, both of which are in the Pocono Mountains Keystone Innovation Zone. The company was awarded a Wall Street West grant for its "Bridging the Gap" initiative, developed in partnership with ESU. The company has grown to 15 employees, and revenue increased more than 25% in 2008.

### PRODUCT INNOVATION

The company that best demonstrates the commercialization of a unique, innovative product that creatively and effectively meets a market need.

**Saladax Biomedical Inc., Bethlehem**  
*Salvatore J. Salamone, Ph.D., CEO and CSO*  
*and Adrienne Choma, Esq., President and COO*

Saladax Biomedical is pioneering the development of simple blood tests to enable oncologists to adjust and personalize chemotherapy drug dosing by measuring its concentration in the blood of cancer patients. Individual absorption rates of chemotherapy drugs vary widely, and the optimum level of medication is critical to effectively treat the cancer while minimizing debilitating and potentially life-threatening side effects. Saladax began in the Ben Franklin Business Incubator, is currently located in Ben Franklin TechVentures®, and has received three Ben Franklin investments in addition to comprehensive start-up support services in the incubator. Since joining the Ben Franklin portfolio in 2004, Saladax has received eight patents with an additional nine pending, and raised \$20.7 million in follow-on funding, including investments from the Life Sciences Greenhouse, Delaware Crossing, and other angel investors and venture capitalists Columbia Ventures and Excel Medical Ventures. Saladax has increased employment from the two original founders to 16 people.



### INNOVATIVE APPLICATION OF TECHNOLOGY

The company that best demonstrates a "break the mold" approach to integrating new or existing technology into a manufacturing environment.

**Diversified Information Technologies, Scranton**  
*Scott Byers, Esq., President and CEO*

Diversified Information Technologies provides automated information management solutions to clients in the insurance, financial services, healthcare, and government sectors to perfect their business processes and secure compliance. Diversified began as a records storage company 26 years ago as a lower-cost alternative to companies in New York City. In 1987, Diversified recognized an opportunity to prepare to meet changing market needs and worked with Ben Franklin and Wilkes University to re-engineer its service offerings. Diversified developed a communication center for electronic vaulting, a technologically sophisticated application that utilizes satellite transfer communications and Internet capabilities. Today, Diversified's core competencies in data capture, processing, and preservation result in reduced cost, shorter cycle time, and risk mitigation for clients' critical information management needs. Diversified now employs 375 Pennsylvanians and credits 264 of those jobs to its work with Ben Franklin.

### MANUFACTURING ACHIEVEMENT

The company that best exemplifies achievement in the manufacturing arena, showing a proven track record of success and an unbending commitment to achieving and maintaining excellence in manufacturing.

**United Corrstack, LLC, Reading**  
*David F. Stauffer, General Manager*

At a time when recycling, renewable fuel, and energy independence are at the forefront of national consciousness, United Corrstack (UCI) is a model of green efforts. The company produces recycled corrugated fluting paper, which is a component of cardboard boxes, and is in the process of developing its own power plant that burns organic waste. UCI worked with Ben Franklin and Northampton Community College's Electrotechnology Applications Center (ETAC), first to evaluate options to allow higher throughput at the facility and later to assess boiler fuel alternatives for UCI. Because of rising energy costs, UCI is creating its own

cogeneration plant, generated by materials such as wood and agricultural waste, to provide steam and electricity. UCI currently employs 80 and, through the energy plant, has created 25 new positions. UCI's work with Ben Franklin and ETAC helped the company to significantly improve its competitive position and will increase employment and reduce landfill waste in the region.

#### ENTREPRENEURIAL ADVOCATE

Individuals from the community who have contributed their leadership, time, and expertise to helping entrepreneurs and the Ben Franklin Technology Partners accomplish their goals. These people demonstrate a sincere and selfless desire to see the region thrive and back up their commitment with appropriate action.

**Yvette and William Palmer, Principals**  
*CFO & Stuff, LLC, Emmaus*

Yvette Palmer has worked with Ben Franklin clients for more than a decade, providing pro bono reviews and critiques to a number of business plans and feedback to companies on the financial and operational aspects of starting and operating a business. Bill Palmer, Yvette's husband and business partner, complements her expertise with deep operational and management experience as former president of two manufacturing enterprises. These diversified skill sets allow CFO & Stuff to understand clients from a multi-faceted perspective, providing companies with comprehensive and coordinated input. CFO & Stuff has worked with Ben Franklin clients including Acurlite, American Holtzkraft, Blazing Technologies, Effort Foundry, Fragrance Manufacturing, the Halide Group,

and Spectrum Diving, among others. The Palmers help early-stage clients with pro forma budgets, including pricing and costing assistance, provide cash management and operational budgeting assistance to manufacturers, and share expertise on financial management and analysis and financing options with all clients.

#### SPECIAL ACHIEVEMENT

An individual whose strong vision, dedication, and commitment to the program have helped to bring about a better business environment for Ben Franklin clients.

**Ellen T. Horan, President and CEO**  
*Greater Reading Chamber of Commerce and Industry*

Ellen Horan has been a valued partner with Ben Franklin since 1995, to the tremendous benefit of the business community in Greater Reading. Years ago, Horan worked with Ben Franklin and the Berks Business-Education Coalition to develop a dislocated worker training program to address the local need for manufacturing workers. On an ongoing basis, she links Ben Franklin with prospective clients and is a source of referrals for the Ben Franklin-led Medical Devices Consortium. In 2005, Horan was named president of the combined Berks Chamber of Commerce and Manufacturers' Association of Berks County because of her comprehensive understanding of and ability to advance both the manufacturing and business communities in the region. Horan was selected as a Fellow in the Ford Foundation Regional Sustainable Development Program in 2008 and was named a Girl Scouts of America Woman of Distinction in March 2009. In January of 2009, the Greater Reading Chamber that she leads was awarded the highest rating possible, five-star accreditation, by the U.S. Chamber of Commerce.





## INVESTMENTS

IN ORDER TO ACCOMPLISH ITS BROADER MISSION, the Ben Franklin Technology Partners of Northeastern Pennsylvania focuses a substantial portion of its resources on project investments. Companies and projects are diverse, allowing Ben Franklin to reduce risk and broaden the benefits to the regional economy. These projects were competitively selected as having the greatest potential for creating or retaining quality jobs, building an industrial sector, introducing novel products or processes, and/or filling a promising market niche.

### Alcon Research, Ltd.

*Sinking Springs, Berks County*

*College Partner: Northampton Community College*

Improve Alcon's vacuum furnace heat treatment system to reduce costs and improve quality. Alcon manufactures ophthalmic surgical products such as scalpels, sutures, and needles to exacting specifications.

**BFTP Investment: \$22,500      Total Project Budget: \$95,000**

### Appeeling Fruit, Inc.

*Reading, Berks County*

*University Partner: Lehigh University*

Plan and coordinate the relocation, set-up, and testing of equipment and other infrastructure and initiate production at Appeeling's new facility. Appeeling Fruit produces packaged fruit products for food service and retail customers, and bulk apples for bakeries. It is moving to a newly purchased and renovated facility to keep up with increasing product demand.

**BFTP Investment: \$14,000      Total Project Budget: \$78,516**

### Bridgeworks Enterprise Center

*Allentown, Lehigh County*

Support the business development services at the Bridgeworks Enterprise Center, a member of the Ben Franklin Incubator Network, in order to grow early-stage businesses and create new employment opportunities in the Lehigh Valley.

**BFTP Investment: \$30,000      Total Project Budget: \$325,785**

### Cambrian Bio-Technologies, Inc.

*Jim Thorpe, Carbon County*

Develop and launch an e-commerce website for Cambrian Bio-Technologies' health and beauty, agricultural, and animal care products made from Ecklonia kelp. Awareness of the beneficial health and other properties of sea kelp as a natural component in products is growing in America.

**BFTP Investment: \$75,000      Total Project Budget: \$299,825**

### Carbondale Technology Transfer Center

*Carbondale, Lackawanna County*

Support the CTTC, a member of the Ben Franklin Incubator Network, to continue providing business assistance services to its incubator tenants and encourage additional technology start-ups in the Carbondale area. In addition to incubation services to its direct clients, the incubator also supports other local area entrepreneurs and businesses with access to its start-up funds, assistance in obtaining federal, state, and community-based financing, hosting of entrepreneurial training programs, and connections to professional business advisors.

**BFTP Investment: \$30,000      Total Project Budget: \$326,283**

### Clark Technology Systems, Inc.

*Milton, Northumberland County*

*University Partner: Susquehanna University*

Implement Stage One of the Suppliers Excellence Alliance's Roadmap, which involves establishing a process management system for continuous improvement at this fabricator of lubrication equipment for chemical industries and refineries worldwide. This will help Clark compete by producing systems better, faster, and cheaper.

**BFTP Investment: \$50,000      Total Project Budget: \$229,701**

### Cromaglass Corporation

*Williamsport, Lycoming County*

*College Partner: Lycoming College*

Conduct an environmental technology verification test for a new wastewater treatment system. Cromaglass technology is used for nutrient removal in environmentally sensitive areas, such as the Chesapeake Bay Watershed, and worldwide for wastewater recycling and reuse. The company will team with Lycoming College to verify the system's ability to remove pollutants from wastewater. The verification is necessary for Cromaglass to expand its presence in the marketplace.

**BFTP Investment: \$59,945      Total Project Budget: \$201,390**



## Custom Processing Services, Inc.

Reading, Berks County

College Partner: Electrotechnology Applications Center  
at Northampton Community College



Identify and specify a combined heat and power system for a cogeneration plant that will utilize non-polluting waste products that are typically sent to landfills as fuel. Custom Processing will examine system and fuel options for the plant that will provide for the company's electricity needs and possibly generate surplus electricity. Electricity is a significant

cost for Custom Processing, a toll manufacturer that specializes in the micronizing of materials in order to produce ultra-fine particle sizes for use in a wide range of products.

**BFTP Investment: \$25,000      Total Project Budget: \$126,750**

## DMI Manufacturing, Inc.

Stroudsburg, Monroe County

Complete manufacturing process improvements, select an enterprise resource planning system, and obtain an independent certification of electrical energy savings for this manufacturer of electrical power control units that improve efficiency and reduce electrical consumption. Units are used in residential, commercial, and industrial settings.

**BFTP Investment: \$150,000      Total Project Budget: \$300,000**

## Discovery Machine, Inc.

Williamsport, Lycoming County

Complete a commercialization plan for a suite of software tools that allow subject matter experts to capture knowledge easily using graphical and visual methods. This facilitates a company's efforts to replicate the knowledge of its experienced staff and transfer it to other staff.

**BFTP Investment: \$150,000      Total Project Budget: \$386,070**

## East Stroudsburg University Business Accelerator

East Stroudsburg, Monroe County

Support East Stroudsburg University in its operation of the Business Accelerator, a member of the Ben Franklin Incubator Network. This facility provides a focal point for entrepreneurial development in Monroe County. The program and services are playing a key role in attracting and encouraging technology-based start-ups, particularly in the computer security and biotechnology sectors.

**BFTP Investment: \$40,500      Total Project Budget: \$263,620**

## East Stroudsburg University Center for Research and Economic Development

East Stroudsburg, Monroe County

Provide financial support to this KIZ that includes areas close to East Stroudsburg University. KIZs were created to bring early-stage technology companies close to research-based universities, providing tax credits, technology transfer, and support.

**BFTP Investment: \$15,000      Total Project Budget: \$95,000**

## Element ID, Inc.

Bethlehem, Northampton County

Begin commercializing, with a full-scale sales launch, a new type of radio frequency identification (RFID) tag reader for use in high-speed packaging and other applications. Unlike competitors' systems, Element ID's systems provide better read rates; seamless interaction with other automation equipment; intelligent, multi-reader systems designed to work over conveyors; and readers that are not sensitive to interference and can withstand harsh industrial environments.

**BFTP Investment: \$150,000      Total Project Budget: \$410,000**

## The Enterprise Center

Sayre, Bradford County

Support the operation of The Enterprise Center, a member of the Ben Franklin Incubator Network, in rural Bradford County. This is a team initiative of regional economic development organizations.

**BFTP Investment: \$32,000      Total Project Budget: \$225,701**

## eVendor Check

Hawley, Pike County

Assist the company in developing a comprehensive business plan to commercialize its web-based reference system for procurement professionals. eVendor Check's client companies will reduce risks associated with vendor selection by using proprietary web-based tools and a supporting database, rather than the conventional, less effective telephone-based method of vendor investigation. Also build the software platform required by each of the five beta sites.

**BFTP Investment: \$35,000      Total Project Budget: \$92,500**

## GrantAdler

Bethlehem, Northampton County

Launch the Rhapsody product line, defining a new series of implantable medical devices for vascular access. These are targeted to patients in need of chemotherapy drug treatment. GrantAdler plans to add a power injectable port to this product line. The company also intends to develop and market an implantable blood access device for dialysis.

**BFTP Investment: \$150,000      Total Project Budget: \$451,600**

## Greater Hazleton Business Innovation Center – CAN BE

West Hazleton, Luzerne County

Support the operation of the CAN BE Incubator, a member of the Ben Franklin Incubator Network, serving the greater Hazleton area. Supported by CAN DO, this incubator serves the greater Hazleton community, promoting entrepreneurship and serving as a location for early-stage start-up firms.

**BFTP Investment: \$37,500      Total Project Budget: \$117,500**

## Greater Susquehanna KIZ

Milton, Northumberland County

Continue financial support of the Greater Susquehanna Keystone Innovation Zone. KIZs encourage early-stage companies to locate near colleges and universities, thereby facilitating student internships, technology transfer, infrastructure development, significant tax credits, and funding sources for new firms.

**BFTP Investment: \$40,000      Total Project Budget: \$145,500**

## Greater Wilkes-Barre Chamber of Business and Industry

Wilkes-Barre, Luzerne County

Support the operation of the Innovation Center @ Wilkes-Barre, a member of the Ben Franklin Incubator Network, in downtown Wilkes-Barre. Supported by the Greater Wilkes-Barre Chamber of Business and Industry, the technology incubator is home to emerging technology companies including the Pepperjam Network, one of *Inc.* magazine's 500 fastest-growing companies.



**BFTP Investment: \$42,750      Total Project Budget: \$749,940**

## Hill Crest Laminating, LLC

Danville, Montour County

Develop a comprehensive marketing plan and financial strategy to help this contract laminator expand. Hill Crest laminates foam to fabric and other substrates for a variety of clients and applications.

**BFTP Investment: \$35,000      Total Project Budget: \$120,500**

## Hitachi Metals Automotive Components USA, LLC

Blossburg, Tioga County

University Partner: The Pennsylvania State University

Develop a collagen-based core binder system that will displace the current petroleum-based phenolic urethane and resin binders that are used by this manufacturer of ductile iron castings. The expected results are improved profitability, enhanced worker safety, reduced emissions, and decreased energy consumption and costs.

**BFTP Investment: \$36,250      Total Project Budget: \$219,642**

## Icon Legacy Custom Modular Homes LLC

Selinsgrove, Snyder County

Establish an efficient manufacturing facility, develop products, and create customer service procedures for this manufacturer of modular homes.

**BFTP Investment: \$150,000      Total Project Budget: \$600,000**

## Infinity Access

Hazleton, Luzerne County

Complete final design and UL approval of an innovative new fire door controller and motor operator. Infinity Access develops and commercializes proprietary products including controllers, operators, clutch drives, and power supplies for the door and gate markets. These next-generation products meet newly mandated safety requirements and will be manufactured in Hazleton.

**BFTP Investment: \$150,000      Total Project Budget: \$475,000**

## InfraRed Imaging Systems

Bethlehem, Northampton County

Produce and market the Vascular Viewer, a device for health-care workers that lets them better visualize veins and arteries in the human body non-invasively. Vascular Viewer uses infrared light to visualize the location of blood vessels, allowing more accurate blood drawing. This is more cost effective and less painful because it reduces the need to “restick” patients.

**BFTP Investment: \$42,941      Total Project Budget: \$167,941**

## Keystone Automation, Inc.

Duryea, Luzerne County

Implement manufacturing and financial reporting processes for this designer and contract manufacturer of specialized automated equipment. The company has machining and fabrication capabilities as well as innovative design and engineering resources that allow it to respond to clients' needs for unique equipment in various industries.

**BFTP Investment: \$125,000      Total Project Budget: \$250,000**

## Keystone Energy Technology Enterprise Center

Mount Carmel, Northumberland County

Conduct a feasibility study to determine the viability of an alternative energy business incubator in the Mount Carmel area.

**BFTP Investment: \$14,560      Total Project Budget: \$62,720**

## Market Reader Pro

Fogelsville, Lehigh County

Continue to commercialize new proprietary survey and other reporting tools for use in consumer market research. Utilizing the Internet and innovative technology solutions, the company enables clients to enjoy quick or real-time customer-sourced information turnaround for timely and reliable market analysis at a competitive cost. Market Reader Pro's client roster includes numerous Fortune 500 companies.

**BFTP Investment: \$75,000      Total Project Budget: \$290,081**

## Michelman-Cancelliere Iron Works, Inc.

Lehigh Valley, Lehigh County

University Partner: Lehigh University

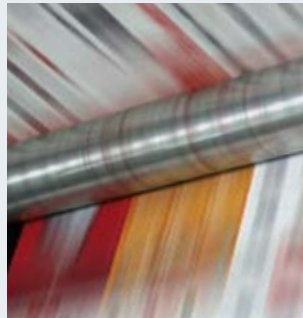
Analyze all manufacturing and support areas at this structural steel fabrication, construction, and engineering firm. The company specializes in the fabrication and machining of structural components for bridges and commercial/industrial building superstructures. Develop a plan to increase productivity, reduce costs, and track operational costs during each job so immediate corrections can keep jobs within or under budget.

**BFTP Investment: \$50,000      Total Project Budget: \$271,176**

## Northampton Community College Coatings and Ink Research Institute

Bethlehem, Northampton County

Support NCC's Coatings and Ink Research Institute (CIRI), a division of NCC's Electrotechnology Applications Center (ETAC). This industry-specific Center of Excellence is a resource to suppliers and manufacturers of inks and coatings, equipment manufacturers, and B-to-B consumers. ETAC/CIRI is developing a consortium of industrial partners, universities, and trade associations to collaborate with and help finance CIRI. CIRI expands and enhances the support of the ink and coatings industries, their suppliers, and their customers, many of which are clustered in northeastern Pennsylvania.



**BFTP Investment: \$75,000      Total Project Budget: \$150,000**

## Northeastern PA Keystone Innovation Zone

Lackawanna and Luzerne counties

Provide financial support to the Lackawanna and Luzerne County KIZs. These KIZs are supported by 14 colleges and universities, including the Commonwealth Medical College. KIZs encourage early-stage companies to locate near colleges and universities, thereby facilitating student internships, technology transfer, infrastructure development, significant tax credits, and funding sources for new firms.

**BFTP Investment: \$20,000      Total Project Budget: \$245,000**

## R.M. Palmer Company

Reading, Berks County

University Partner: Enterprise Systems Center at Lehigh University

Reduce changeovers and set-up times through enhanced scheduling and other improvements on packaging lines. This will reduce product cost and increase manufacturing efficiency. R.M. Palmer produces seasonal chocolate novelties and confections.



**BFTP Investment: \$17,500      Total Project Budget: \$82,789**

## Penn Truss Systems, LLC

Middleburg, Snyder County

Evaluate new product design and manufacturing capabilities, expand marketing activities, and hire new employees to meet increasing production and operation demands at this manufacturer of roof and floor trusses. This will allow the company to introduce new products in the industry that will provide it with a competitive edge.

**BFTP Investment: \$30,000      Total Project Budget: \$120,000**

## Pennsylvania Angel Network

Pennsylvania

Support the Pennsylvania Angel Network's efforts to coordinate and foster the growth of existing angel investor groups and promote the formation of new angel investor groups. Angel groups are composed of high-net-worth individuals who invest in the growth of emerging companies. Angels can provide important follow-on funding to complement Ben Franklin investments. A successful angel investor initiative helps build Pennsylvania's employment, tax base, and intellectual capital.

**BFTP Investment: \$10,000      Total Project Budget: \$40,000**

## Pennsylvania Sustainable Technologies, LLC

Bethlehem, Northampton County

University Partner: Lehigh University

Demonstrate the feasibility of the company's new integrated fuel synthesis process for the production of alternative fuels. Using inedible biomass and other waste materials as feedstock, the process yields long carbon chain biofuels. Increased oil demand from developing economies and limited supplies in consuming regions continue to drive demand for renewable fuels.

**BFTP Investment: \$50,000      Total Project Budget: \$190,000**

## Pinpoint Strategies, LLC

Bloomsburg, Columbia County

Commercialize the services of this e-recruiting company that uses sophisticated software, video, and animation tools to recruit physicians and healthcare professionals for various healthcare markets. Pinpoint's template-driven, computer-based products enable clients to easily use their employment marketing assets repeatedly, while quickly developing a customized, targeted recruiting campaign. The healthcare recruiting industry is experiencing nationwide shortages. Traditional recruitment solutions do not provide a cost-effective solution to this growing need.

**BFTP Investment: \$50,000      Total Project Budget: \$192,000**



## Pottsville Area Development Corp.

Pottsville, Schuylkill County

Support the operation of the Pottsville/Schuylkill Technology Incubator, a member of the Ben Franklin Incubator Network, to continue providing business assistance services to its incubator tenants and encourage additional technology start-ups.

**BFTP Investment: \$18,000      Total Project Budget: \$170,264**

## Puritan Products, Inc.

Bethlehem, Northampton County

University Partner: Lehigh University

Assist Puritan, which custom formulates chemicals to customer specifications, in attaining “Current Good Manufacturing Practices” compliance status from the U.S. Food and Drug Administration. This will allow the company to expand in the pharmaceutical and biotechnology markets, which require this certification. These industries are experiencing critical and growing needs for raw materials and custom-blended solutions.

**BFTP Investment: \$32,494      Total Project Budget: \$150,154**

## RantNetwork, Inc.

Bloomsburg, Columbia County

Expand the marketing and development initiatives of RantNetwork’s “Communiator” application for language translation in mobile phones. This tool provides both text-to-text and text-to-speech translation support for more than 72 different language pairs. It also offers image text translation, allowing a cell phone camera to capture an image and translate the image to text and/or speech. These applications provide real-time cell phone communication among people speaking different languages and expand users’ abilities to immediately translate photos of text to any language, such as restaurant menus and road signs. Using the company’s technology, for example, an American could have a live conversation with a German, each in their own languages, with no delay for translation.

**BFTP Investment: \$109,995      Total Project Budget: \$343,161**

## The Scranton Enterprise Center

Scranton, Lackawanna County

Support The Scranton Enterprise Center business incubator, a member of the Ben Franklin Incubator Network, which provides facilities for technology start-ups. Administered by the Greater Scranton Chamber of Commerce, this incubator hosts early-stage firms and anchor tenants SRA International and TMG Health. These two companies began in the incubator, and their rapid growth is contributing to the expanding information technology cluster in the region.



**BFTP Investment: \$34,500      Total Project Budget: \$220,800**

## Snake Creek Lasers

Hallstead, Susquehanna County

Increase the value proposition and decrease manufacturing costs for this developer and manufacturer of green lasers. Assess the current production cost drivers, identify opportunities to increase performance of specific laser products, define market requirements, and produce new working prototypes. Snake Creek Lasers produces miniaturized lasers and high-powered cryogenic lasers for both military and commercial applications. The company has a significant patent portfolio and is recognized as the manufacturer of the world’s smallest and highest-power-density, solid-state green laser products.

**BFTP Investment: \$81,050      Total Project Budget: \$165,229**

## Southside Bethlehem Keystone Innovation Zone

Bethlehem, Northampton County

Continue financial support of the Southside Bethlehem Keystone Innovation Zone. KIZs encourage early-stage companies to locate near colleges and universities, thereby facilitating student internships, technology transfer, infrastructure development, significant tax credits, and funding sources for new firms.

**BFTP Investment: \$25,000      Total Project Budget: \$96,875**

## SPINACT, LLC (now cumulusIQ)

Bethlehem, Northampton County

Launch SPINACT’s “Knowledge as a Service™” platform to provide an on-demand marketplace for knowledge and skill acquisition for professionals in all disciplines. SPINACT’s knowledge marketplace contains content libraries of varying styles and formats, including written documents, video and audio, flash media, and interactive modules. The content, created by knowledge producers, is sold to knowledge seekers through subscription to SPINACT content libraries or purchased on an as-needed basis. The company’s first focus is support of the vast SAP ecosystem and will expand into other enterprise applications later.

**BFTP Investment: \$150,000      Total Project Budget: \$410,500**

## Springs Window Fashions

Montgomery, Lycoming County

College Partner: Pennsylvania College of Technology

Reduce manufacturing costs and increase output of Springs Window Fashions’ window blind product line. This effort will focus on improving the efficiency of Springs’ slat machines. Springs Window Fashions manufactures innovative blinds, shades, and drapery hardware.

**BFTP Investment: \$50,000      Total Project Budget: \$113,634**

## Store Eyes, Inc.

Allentown, Lehigh County

Conduct beta testing to demonstrate the performance of a device that digitally captures and electronically reports merchandising conditions at the retail store level. The information gathered by the Store Eyes “Mobile Capture Unit” will provide real-time intelligence regarding retail merchandising compliance monitoring for both the retailer and manufacturer. Information is collected on every store owned by the retailer, rather than being based on the traditional statistical projection, making results far more reliable.

**BFTP Investment: \$150,000      Total Project Budget: \$591,109**

## Surface Chemistry Discoveries, Inc.

Bethlehem, Northampton County

Continue developing a new, breakthrough corrosion inhibitor and water-based coating remover. Surface Chemistry Discoveries develops and commercializes novel, low-cost surface preparation and cleaning chemistries for the semiconductor manufacturing, solar panel manufacturing, and metal finishing industries. The company's products allow manufacturers in these industries to dramatically reduce costs and improve performance.



**BFTP Investment: \$30,000      Total Project Budget: \$120,000**

## Third Eye Diagnostics Inc.

Bethlehem, Northampton County

Conduct prototype development and clinical studies leading to the commercialization of Cerepress™, a non-invasive intracranial pressure (ICP) monitor. The monitor gathers pressure measurements externally from the eye of patients with a head injury or who have suffered a stroke. Existing standard-of-care devices that monitor ICP are invasive and require drilling a hole through the patient's skull to measure pressure, which can expose patients to significant complications, and poses a significant and preventable cost to the U.S. healthcare system.

**BFTP Investment: \$30,000      Total Project Budget: \$95,000**

## Viddler Inc.

Bethlehem, Northampton County

Continue commercializing Viddler's on-line video distribution and sharing platform through which businesses and individuals upload, tag, and share their videos worldwide through the Internet. Viddler offers the only platform that allows in-line text or video commenting. This has been proven to increase the number and duration of a video's viewership. The product has been designed to appeal to businesses, serious video bloggers, video professionals, and video enthusiasts.

**BFTP Investment: \$150,000      Total Project Budget: \$416,000**

## Ward Manufacturing

Blossburg, Tioga County

University Partner: The Pennsylvania State University

Reduce plant operating costs for this manufacturer of cast iron pipe and fittings by replacing a portion of the cupola coke used in the foundry operation with less expensive collagen-bound anthracite fines. Also decrease costs by reducing the consumption of sand, clay, and coal in the foundry by implementing a new hydroacoustic cavitation reclamation system that can recover much of the waste products.

**BFTP Investment: \$25,000      Total Project Budget: \$148,296**

## Williamsport/Lycoming KIZ

Williamsport, Lycoming County

Continue financial support of the Williamsport/Lycoming Keystone Innovation Zone. KIZs encourage early-stage companies to locate near colleges and universities, thereby facilitating student internships, technology transfer, infrastructure development, significant tax credits, and funding sources for new firms.

**BFTP Investment: \$20,000      Total Project Budget: \$226,831**

## Wine Gadgets LLC

Allentown, Lehigh County

Complete and implement a strategic plan to market patented systems for preserving wines once the wine bottles are opened. The system inserts argon gas in the opened bottle, stopping oxygen from entering. This allows wine to stay fresh for more than two weeks, meaning restaurant owners can greatly increase their wine-by-the-glass offerings and home consumers can enjoy a bottle of wine over several days. Wine Gadgets' systems are significantly less expensive and more portable than competitors' systems and offer a technologically superior approach to preserving the wine.

**BFTP Investment: \$24,900      Total Project Budget: \$56,215**

## XiGo Nanotools

Bethlehem, Northampton County

Complete beta testing of a newly patented, shoebox-size device called the Acorn Area™ that rapidly measures the surface area of nanoparticles. Nanoparticles are minute; they typically have diameters that are 1/1,000th the diameter of a human hair. Measuring nanoparticle properties is significant in many industrial applications, including energy, electronics, ceramics, and pharmaceuticals. Nanoparticle properties are key predictors of material performance, and currently there are no other efficient methods to measure nanoparticle surface area.

**BFTP Investment: \$150,000  
Total Project Budget: \$338,000**





### **American Polarizers, Inc.**

*Reading, Berks County*

Analyze delamination on glass substrates for this manufacturer of polarized and non-polarized optical products for the aircraft, electronics, photographic animated display, and scientific industries.

### **Aslan Industries**

*Montoursville, Lycoming County*

Prepare accounting statements and forecasts for this manufacturer of modular quick-connect electrical systems.

### **Cambrian Bio-Technologies, Inc.**

*Jim Thorpe, Carbon County*

Conduct a CFO Assessment of existing accounting systems and financial projections for this manufacturer of agricultural nutrients, health and beauty, and pet products based on use of Ecklonia kelp extract as the principal ingredient.

### **Custom Processing Services, Inc.**

*Reading, Berks County*

Upgrade and enhance the website of this provider of air-jet milling, micronizing, blending, and testing of powdered materials on a contract/toll basis.

### **Diversified Information Technologies, Inc.**

*Scranton, Luzerne County*

Develop a business plan for this provider of electronic document management, document imaging conversion services, and computer-integrated records management.

### **Dynalene, Inc.**

*Whitehall, Lehigh County*

Conduct customer requirements planning for this manufacturer of low-temperature heat transfer fluids.

### **East Penn Biofuels, Inc.**

*Kutztown, Berks County*

Develop a business plan for this producer of biodiesel fuel.

### **East Stroudsburg University Center for Research and Economic Development**

*East Stroudsburg, Monroe County*

Develop an operational pro-forma financial plan for the East Stroudsburg University Accelerator.

### **Element ID, Inc.**

*Bethlehem, Northampton County*

Perform Federal Communications Commission Testing and Certification Review for this developer of systems for reading and interpreting information from radio frequency identification tags.

### **Enhanced Performance Materials, LLC**

*Bethlehem, Northampton County*

Develop a business plan for this designer and producer that utilizes proprietary techniques to create high-performance catalysts.

### **EthosGen**

*Dallas, Luzerne County*

Develop a business plan for this designer and manufacturer of ethanol production facilities.

### **Fragrance Manufacturing, Inc.**

*Allentown, Lehigh County*

Develop a compensation plan for this contract manufacturer serving the industrial fragrance, skin care, hair care, and personal care markets.

### **Global Gourmet LLC**

*Paxinos, Northumberland County*

Develop a business plan for this co-packer of high-end gourmet foods and desserts.

### **GrantAdler**

*Bethlehem, Northampton County*

Conduct product launch research for this designer and producer of blood vessel access products.

### **hField Technologies, Inc.**

*Bethlehem, Northampton County*

Conduct product development for this designer and manufacturer of high-gain, wireless network adapters for personal computers.

### **Infinity Access**

*Hazleton, Luzerne County*

Develop a business plan for this provider of drive devices and power supply systems for fire doors, overhead doors, and gates.

### **InfraRed Imaging Systems**

*Bethlehem, Northampton County*

Develop a light source for this producer of imaging equipment that uses near-infrared light. The equipment is utilized by healthcare providers to better visualize the location of veins and arteries in patients.



## International Battery

*Allentown, Lehigh County*

Develop information systems management tools for this manufacturer of Lithium Ion and Iron Phosphate batteries for military, commercial, and vehicle applications.

## L'Experience

*Bloomsburg, Columbia County*

Conduct a strategy session for this social networking website for older users.

## McGregor Industries Inc.

*Dunmore, Lackawanna County*

Test the composition of stair treads for this manufacturer of metal stairs, metal gratings, metal floor plates, spiral stairs, detention equipment, and sculptures.

## Oobgolf

*Lewisburg, Union County*

Conduct a strategy session for this social networking website for golfers.

## PsPrint LLC

*Bethlehem, Northampton County*

Develop an alternative ultraviolet coating for this printer and mail service that uses an Internet/web interface for mail permits.

## Pugliese Pharmaceutical Services

*Shartlesville, Berks County*

Develop and launch a website for this contract manufacturer of pharmaceutical products and medical devices.

## Puritan Products, Inc.

*Bethlehem, Northampton County*

Develop a Food and Drug Administration-compliant quality system for this custom blender of chemicals.

## rVibe

*Bethlehem, Northampton County*

Develop marketing and sales strategies for this web-based social network for licensed digital music that is purchased in a peer-to-peer format.

## Site 2

*Scranton, Lackawanna County*

Develop a business plan for this disaster recovery and business continuity company.

## Spectrum Diving Equipment, Inc.

*Shamokin, Northumberland County*

Conduct mold revisions and testing for this manufacturer of automatic and manual “wreck” reels for use by scuba, wreck, cave, and technical divers.

## SPINACT, LLC (now cumulusIQ)

*Bethlehem, Northampton County*

Develop a financial model and business plan for this on-line marketplace platform for the sale and purchase of custom and unique training content.

## Step By Step Learning

*Whitehall, Lehigh County*

Develop a structural plan strategy for this producer of web-based interactive reading programs.

## Strouse Industrial, LLC

*Williamsport, Lycoming County*

Develop a business plan for this producer of carbide insert tooling that is utilized in woodworking machines.

## Suburban Water Testing Laboratories, Inc.

*Temple, Berks County*

Conduct planning for a new facility for this water analysis company serving industries and municipalities.

## Tower Products

*Easton, Northampton County*

Qualify UV/EB ink batches and the fountain solution for this producer of pressroom chemistry for the print industry.

## Tray-Pak Corporation

*Reading, Berks County*

Gather and analyze data for facility planning and layout at this producer of custom-thermoformed packaging.

## Valley Extrusions

*Allentown, Lehigh County*

With the help of Lehigh University's Enterprise Systems Center, explore the optimum configuration for a legacy enterprise resource planning system that enhances Valley Extrusions' product, price, and service. Valley Extrusions produces precision custom plastic extrusions, offering a wide range of in-line and off-line services and flexibility to produce items on both short and long runs.

## XiGo Nanotools

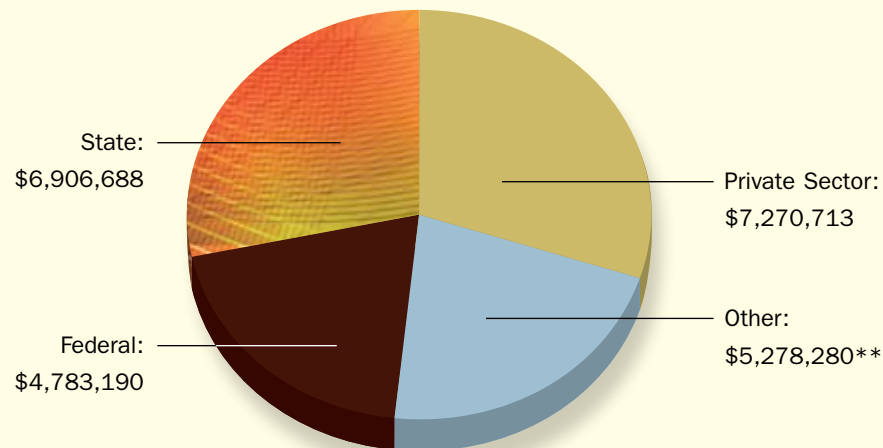
*Bethlehem, Northampton County*

Provide marketing assistance to this producer of a shoebox-size device that rapidly measures the surface area and size distribution of samples of nano-sized particles.

## FINANCIAL INFORMATION

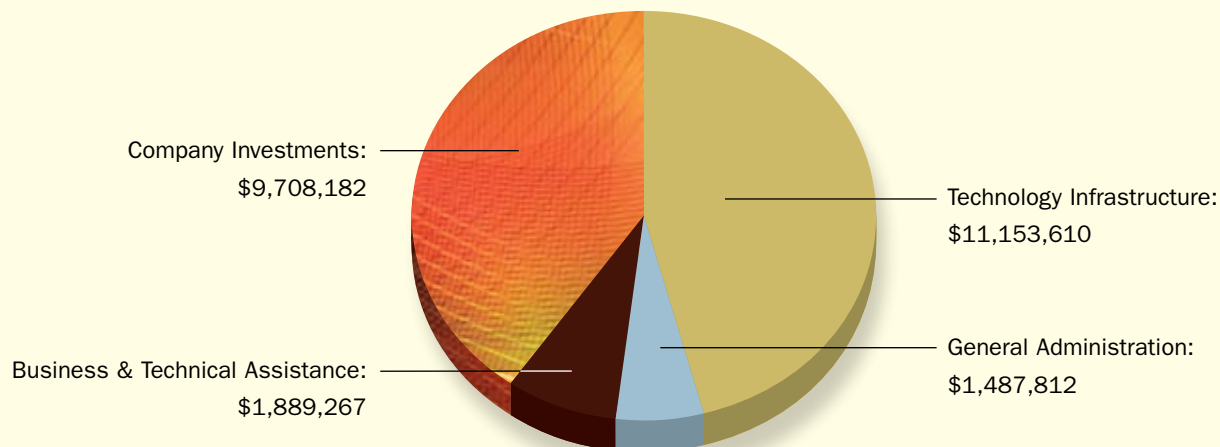
### 2009 SOURCES OF FUNDS\*

Total Sources: \$24,238,871



### 2009 USES OF FUNDS\*

Total Uses: \$24,238,871



### 1983-2009 FINANCIAL INFORMATION\*

Investment of State Funds: .....	\$164,410,049
Private Sector Match: .....	\$407,036,289
Other Match: .....	\$119,299,902
Total Investment: .....	\$690,746,240

\* Financial data is audited through 2008; fiscal year 2009 is estimated.

\*\* Composed of university funds, nonprofit foundations, and other

Since its inception in 1983, for every \$1 of state investment, the Ben Franklin Technology Partners of Northeastern Pennsylvania has generated an estimated \$3.20 in additional matching funds and an additional \$3.50 of state tax revenue.



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*Accounts Payable Assistant*

**Robert S. Thomson**  
*Regional Manager*  
*Lehigh Valley*



#### HEADQUARTERS

125 Goodman Drive, Bethlehem, PA 18015-3715  
610.758.5200 800.445.9515 info@nep.benfranklin.org

#### REGIONAL OFFICES

##### GREATER READING/BERKS AND SCHUYLKILL

Connie Faylor, Regional Manager  
Greater Reading Chamber of Commerce and Industry  
Suite 101, 601 Penn Street, Reading, PA 19601-3509  
610.376.6766 cfaylor@nep.benfranklin.org

##### LEHIGH VALLEY

Bob Thomson, Regional Manager  
125 Goodman Drive, Bethlehem, PA 18015-3715  
610.758.5262 rthomson@nep.benfranklin.org

##### POCONO/NORTHEAST

Gerald Ephault, Regional Manager  
Phoenix Plaza  
22 E. Union Street, Wilkes-Barre, PA 18701-2721  
570.819.4002 gephault@nep.benfranklin.org

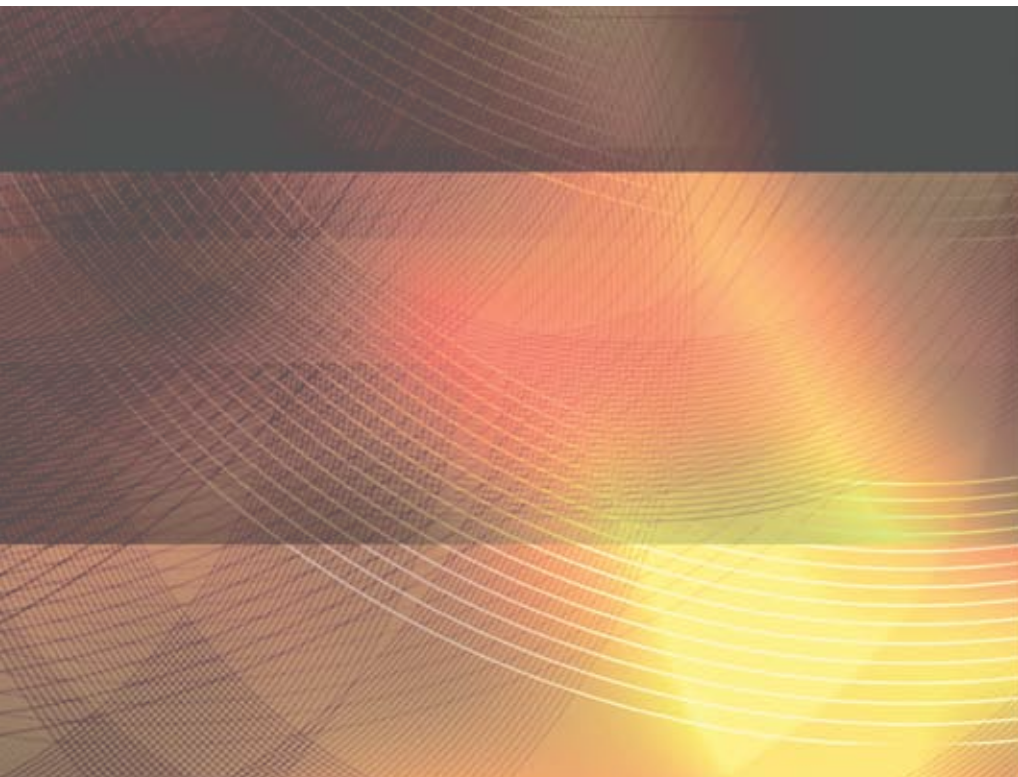
##### UPPER SUSQUEHANNA

Larry Seibert, Regional Manager  
115 Farley Circle, Suite 106, Lewisburg, PA 17837  
570.522.9222 lseibert@nep.benfranklin.org

##### BEN FRANKLIN TECHVENTURES

Wayne Barz, Manager, Entrepreneurial Services  
116 Research Drive, Bethlehem, PA 18015-4731  
610.758.5421 wbarz@nep.benfranklin.org

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Published by the Ben Franklin Technology Partners of Northeastern Pennsylvania © 2010

Director, Marketing: Laura S. Eppler Design: Gipson Studio LLC, Orefield, PA Printer: Christmas City Printing, Bethlehem, PA

*The Ben Franklin Technology Partners is an initiative of the Pennsylvania Department of Community and Economic Development and is funded by the Ben Franklin Technology Development Authority.*





Lehigh University  
125 Goodman Drive  
Bethlehem, PA 18015-3715

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Ben Franklin CEO Chad Paul welcomed more than 600 guests to the Ben Franklin i xchange in May 2009. Eight awards were presented, and “innovation guru” Jeff DeGraff delivered the keynote address on innovation as essential to economic recovery.

