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2008
MARCH

Budding Entrepreneurs Pitch Business Concepts at El Sponsored by:

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Accountants & Consultants

*The Power of Ideas*SM

Snow, sleet and rain couldn't deter more than seventy college students who are aspiring entrepreneurs. On February 1, Paul Woelkers, President of Lackawanna Mobile X-ray, kicked off the program with his inspirational story about transitioning from the day to day doldrums of his first job to building a business that now takes x-rays for the Philadelphia Eagles, Flyers, Sixers and Soul.

During the first two days, Jeffrey Babin of Antiphony facilitated an interactive session teaching the fundamentals of taking an idea and turning it into a viable market opportunity. The ideas were broad in scope from a pay by the hour automotive center where people can work on their own cars to an electronic calendar for the home kitchen.

Other featured entrepreneurs included Kristopher Jones and Mike Jones, The Pepperjam Network, as they commented on how they grew the company from a great idea to a firm with more than one hundred employees in Wilkes-Barre. Jill Elizabeth, LizTech Jewelry, talked about how an entrepreneur's business should, "make your bones sing, as it's the only way to get through the tough times" and Marynell Strunk, The Pocono Business Journal, discussed how difficult and

(cont. on Pg. 2)



First place team, University of Scranton
Carlton Preate, Parente Randolph, Kimberly Said, University of Scranton, Kristen Said, University of Scranton, Frank Gilmartin, University of Scranton, Bill Scranton



Second Place team, East Stroudsburg University
Carlton Preate, Parente Randolph, Brad Klein, East Stroudsburg University, Austin Houser, East Stroudsburg University, John Pistis, East Stroudsburg University, Bill Scranton



Third place team, Johnson College
Carlton Preate, Parente Randolph, Nick Sutton, Johnson College, Tim Rickert, Johnson College, Bill Scranton

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CALENDAR

NPTI Board of Directors Meeting
March 13 / 10:00 a.m.
Misericordia University

Wilkes-Barre **POWER!**
Wednesday, March 19
6pm-8pm
River Street Jazz Cafe

Scranton **POWER!**
Thursday, March 27
7pm-9pm
Location TBD

BPC Plans Due
March 31, 2008

GVTA Executive Committee Meeting
April 2 / 12:00 p.m.
Wilkes-Barre

BPC Awards Dinner
May 1, 2008
Woodlands Inn & Resort

GVTA Board of Directors Meeting
May 23 / 12:00 p.m.
Hazleton

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in
Northeast PA

Budding Entrepreneurs (cont.)

rewarding it can be to grow a business. Bill Scranton served as the keynote speaker for the awards portion of the program talking about a global economy, leaving the group with one thought... "always think innovatively even if you simply have twenty minutes while you are waiting at the dentist...use the time to find creative solutions that will eventually lead to entrepreneurial opportunity".

On Saturday, February 16, after working for two weeks, students presented their business concepts to a distinguished panel of judges: Carlon Preate, Parente Randolph; Danielle Flemming, Danielle & Company; James Zarra, Tammac Inc.; and Larry Zale, Intellectual Property Attorney. Taking the top prize was a team of sisters, Kimberly and Kristen Said, from the University of Scranton for their company idea AquaPals. Second place went to itsyourcampus.com presented by Austin Houser and John Pistis from East Stroudsburg University. The third place idea was Electric Construction presented by Mike Fitzpatrick and Nick Sutton from Johnson College, and our two finalists were Voice Activated Remote, Luzerne County Community College and theNextStep.com from the University of Scranton.



Finalist LCCC Carlon Preate, Parente Randolph, Nancy Atkinson, Vince Esser, Kerri Cali, Lori Major, LCCC, Bill Scranton



Finalist, University of Scranton
Carlon Preate, Parente Randolph, Matt Cary, Jeff Blair,
Frank Gilmartin, University of Scranton, Bill Scranton

EthosGen Receives \$39,000 Innovation Grant

EthosGen, an alternative fuel research and production company co-founded by James Abrams and his father, William, in 2006, was the recipient of an Innovation Grant. "The grant helped us secure funding for intellectual property protection and also provided capital equipment for research and development," James Abrams said.

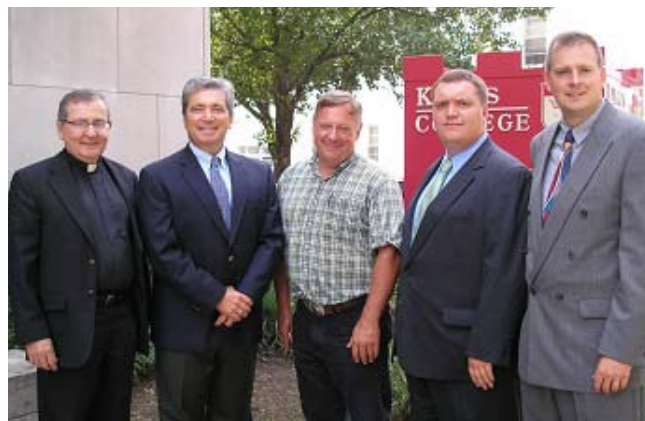
EthosGen collaborated with King's College and the University of Scranton to help secure the grant. King's assisted in developing the business plan and provided interns for market research and business development, as well as the drafting of an extensive Corporate Code of Ethics. The University of Scranton has provided both academic and laboratory resources and was the location of the initial proof-of-concept model. The University is currently engaged in examining the environmental benefits of EthosGen's alternative fuels, as well as overall energy-global warming dynamics.

Abrams is working closely with Father Ryan at King's College as well as retired King's alumnus and business executive Mark Leffler. "Father Ryan and Mark became mentors with enormous experience, guidance and friendship to offer," Abrams said. "Through their leadership the EthosGen Advisory Board was formed, which includes Dr. Michael Hardisky of the University of Scranton; Attorney Steven Roth of Rosenn, Jenkins & Greenwald; and Ken Okrepkie, Vice-President of GVTA. The board represents individuals who are knowledgeable and dedicated to Northeastern Pennsylvania."

According to Abrams, the EthosGen technology portfolio has received patent protection. They have recently completed construction of their quarter acre pilot plant and are scheduled to deliver their first commercial E85 in June 2008.

"Northeastern Pennsylvania has been the perfect place for us to develop our business," Abrams said. "EthosGen sees the rebirth of the energy industry within NEPA."

EthosGen is a KIZ company with offices in King's College's William G. McGowan School of Business in Wilkes-Barre.



Fr. Jack Ryan, King's College, Mark Leffler, King's College,
Dr. Michael Hardisky, University of Scranton, James Abrams, EthosGen,
Ken Okrepkie, NPTI

Thursday March 27, 2008
Partnering For Progress

SAVE THE DATE

Northeastern Pennsylvania Alliance

NEPA

Presents

March 27-28, 2008

Woodlands Inn...Route 315...Plains Twp.

Access
Connections
Technologies
Innovations
Opportunities
Networking

Symposium

Woodlands Inn and Resort
1073 Highway 315
Wilkes Barre, Pennsylvania

www.nepa-alliance.org/ACTIONS.htm

Friday March 28, 2008

*Government Business
Expo*

THE ACTION SYMPOSIUM

is a cooperative effort between the Northeastern Pennsylvania Alliance, Federal Lab Consortium, The Northeastern Pennsylvania Technology Institute, Ben Franklin Technology Partners of NEPA, Economic Development Corporations, Community Development Agencies, Chambers of Commerce, Academia, Private Sector Companies and State Government.

The two day event will highlight the interconnectivity between private sector, government and academia. The program is a fantastic resource opportunity to learn, cultivate new relationships, develop strategies and seek opportunities.

For More Information, contact:

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REGISTER ONLINE AT THE ACTIONS WEBSITE <http://www.nepa-alliance.org/ACTIONS.htm>

BPC HELP SESSIONS

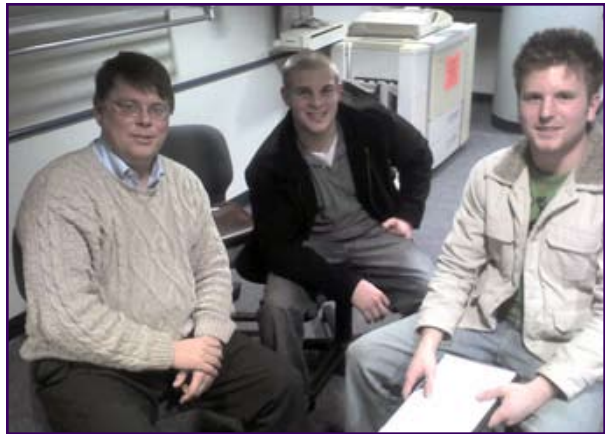
As the 6th Annual Business Plan Competition gets underway, students from area colleges and universities attended help sessions held in Lackawanna and Luzerne counties. Each help session provided students with volunteer professionals from various business functions who were able to answer any questions they had on the steps to developing a successful business plan.

Viewed as a vital component of the competition, as each winning team in previous years had participated in the sessions, students were provided with insight into the competition by members of previous winning teams including; 2007 1st place Shirtificates, represented by Michael Matosky, 2nd place Baldon Computer Solutions, represented by Tom Donchez and Bryan Balch, and 3rd place XL Communities, represented by Julie Dural and Kevin McCallum. Additional Alumni included entrepreneur Alex Brunelle, 1st place winner of the 1st Annual Great Valley Business Plan Competition.

In addition to insight from alumni, students were also able to discuss details related to finance and tax, legal matters and human resources. Those volunteers who participated in the Lackawanna County help session, held at PNC Bank, included Tom Burke (Parente Randolph), Dave Chuff (Chuff & Kosierowski PC), Laura Allman Muia (Guard Insurance), Tom Donchez and Bryan Balch (Baldon Computer Solutions), and Julie Dural and Kevin McCallum (XL Communities). Participating members of the Great Valley Business Plan Competition Organizing Committee included Jeff Ghergo (PNC Bank), Suzanne Dennemeyer (Strategy Consultant), Kenneth Okrepkie (NPTI) and Therese Maxfield (GVTA).

Volunteers of the Luzerne County help session, held at Blue Cross of NEPA, included Mary Jane Hunter (Parente Randolph), Karl Munshower (Parente Randolph), Larry Zale (Zale Patent Law Office), Alex Brunelle (entrepreneur), and Michael Matosky (Shirtificates). Members of the Great Valley Business Plan Competition Organizing Committee included Jeff Ghergo (PNC Bank), Karen Ostroskie (NEPA Alliance) and Kenneth Okrepkie (NPTI).

Each team is expected to submit their completed business plan by March 31, 2008.



IMPORTANT DATES:

Business Plans Due:
March 31, 2008

Presentation Help Session:
April 9, 2008

Finalists Selected:
April 14, 2008

Finalists Presentations:
April 22, 2008

Awards Celebration:
May 1, 2008

If you are interested in making a contribution to the 6th Annual Great Valley Business Plan Competition please contact Ken Okrepkie at kokrepkie@greatvalleyalliance.com or 570-408-9810.

POWER!

Hazleton

Hazleton professionals braved the elements and came out for a night of networking at The Lodge at Eagle Rock on Friday, February 29th. Eagle Rock representative, Donna Green, spoke to the group on the many amenities they offer and invited the group to take advantage of the wintry weather by offering discounted snow tubing for all who attended.



Scranton

The historic Scranton Cultural Center was host to nearly 60 area professionals on Thursday, February 28th. Held in the 2nd floor library, members enjoyed an evening of networking, live music and guest speakers who have all "Rediscovered Scranton"; Judith Youshock of Rediscover Scranton, Jennifer Clark of the US District Attorney's Office and Gary Celli of SRA International.



Thank you to
February's Proud
Sponsors of **POWER!**

Electric City / Diamond City / Michael Straub Photography / 105 the River
Instructor's Network / myNEPA.info / Rediscover Scranton
Scranton Cultural Center / The Lodge at Eagle Rock

Supporting the Entrepreneurial Spirit in NEPA



Carlon E. Preate
Principal In Charge,
Northeast Region
Parente Randolph

A member of the Parente Randolph team since 1975, Carlon is new to the GVTA board of directors. He, along with his entire Firm, believes strongly in the mission of both GVTA and NPTI and the organizations' strong support of entrepreneurship in the region. Parente's Chairman and CEO, Robert J. Ciaruffoli, was instrumental in helping to start the GVTA, and Parente Randolph remained involved throughout the years. The Firm was a main sponsor

the recent Entrepreneurship Institute, which provides young people with the fundamental tools they will need to start a business, hopefully right here in Northeastern Pennsylvania.

"At Parente Randolph our tagline is the 'Power of Ideas'. Every entrepreneur starts out with an idea, they're risk takers and they wear a lot of different hats," Carlon said.

"This all closely aligns with the Firm's Beliefs, Principles and Values. It also ties in closely with GVTA programs such as the Angel Network and Entrepreneurship Institute."

Carlon was born and raised right here in NEPA. He attended Scranton Prep and earned a Bachelor of Science degree in Business Administration from the University of Scranton, before going on to earn his Masters Degree in Business Administration from New York University Graduate Business School. He worked in New York City for a national accounting firm before moving back to the area to live and work.

"This region is truly a great place to live, work and raise a family," Carlon said. "Working in New York was exciting, but I get much more self satisfaction from working with and acting as a consultant for companies right here in NEPA."

Carlon feels that the work that the GVTA is doing is very important to the region and he would like to encourage more people to get involved. "The region has an exciting future because of organizations like the GVTA. We have so many tremendous assets right here."

BOARD OF DIRECTORS

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Retired - Verizon
Richard Beasley (Co-chair)
PPL
Kristopher B. Jones (secretary)
The Pepperjam Network
Deborah Kolsovsky (treasurer)
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Kristine Augustine
Scranton Chamber of Commerce
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John Blake
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Cultural Center of Luzerne County
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Robert Courtright
Courtright & Associates
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Dryfoos Capital
Gerald Ephault
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Diversified Information Technologies
Joseph Valenti
DJV Enterprises
Mark Volk
Lackawanna College
Donald Webster
Software Engineering Associates
Carl Witkowski
Guard Insurance Group
James Zarra
Tammac Holding Corporation

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

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