

# THE DAILY RECORD'S **innovator** OF THE YEAR

**Alexander  
Blass has  
revolutionized  
charitable  
giving**

See profile on page 3

Alexander Blass  
*RealityCharity.com*

A supplement to

THE DAILY RECORD

2007





Alexander Graham Bell knew that  
no one innovates alone. **Every**  
**innovation**  
"involves the  
**cooperation of many**  
**minds."**

Congratulations to the  
Innovator of the Year team.

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The Daily Record's 2007

# INNOVATORS OF THE YEAR



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# JUDGING PROCESS

**T**he Daily Record initiated the Innovator of the Year program five years ago to seek out and recognize Maryland organizations and individuals who have demonstrated the spirit of innovation by creating products, services or programs that benefit their businesses, industries or communities.

Nominations for the award were solicited from the public and judged by a panel of business and community leaders. The judging criteria were as follows:

**Originality:** Is the idea truly creative and unique? Is it a "wow"?

**Power:** What is the impact of the innovation on the business, industry and community? Does it solve a problem?

**Challenge:** How difficult was the idea to implement? Were there major obstacles? What resources had to be committed?

**Value:** Can the results of the innovation be measured in terms of new revenue, cost savings or other intangible ways, such as health, quality of life, etc.?

The 24 winners, including the "Top Innovator of the Year," were honored at an awards dinner held Oct. 10 at the American Visionary Arts Museum.

## 2007 Innovator of the Year Judges

**Torin Ellis**  
*President*  
Second Motive

**Judy Green**  
*Owner and CEO*  
Green & Associates

**Steve Kozak**  
*Executive Director*  
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Technology Council

**Ed Waldman**  
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- Daily Record's Innovator of the Year
- Maryland's Top 100 Women
- Baltimore County Hall of Fame Dinner
- Baltimore County Teacher of the Year
- Ed Block Courage Awards
- GBC 50th Anniversary
- GBC Lunch with the Orioles
- Big Brothers/Big Sisters Gala
- AIRS Oscar Night



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# TOP WINNER

## Alexander Blass, RealityCharity.com

**E**ducated by Wharton and Oxford, venture capitalist turned entrepreneur Alexander Blass grew up in a family that knew the importance of giving and helping others in need. Because he grew up in a religious neighborhood in Pikesville, people who had come from overseas would often go door to door for donations to feed their family. His parents never turned anyone away, sometimes inviting them in for dinner and always giving them money.

During a backpacking trip through nearly 40 countries, Blass had a chance to see some of the world's most impoverished areas. And after a trip to Auschwitz in 2004 to pay respect to his ancestors, Blass knew that life was truly a gift and decided to use his background in technology and finance to "pay it forward."

RealityCharity.com wants to revolutionize charitable giving by making "doing good" more socially rewarding. Lauded as the "eBay of Giving" since its public launch in April 2007, RealityCharity.com is the world's first direct-giving Web site and philanthropy community.

RealityCharity cuts out the middleman between donor and recipient in a fashion similar to eBay and a concept not unlike FaceBook. The Web site has a centralized fund-raising platform to help individuals in need by providing a voice to those who may not have one. For example, individuals who have been left destitute by Hurricane Katrina no longer have to wait for huge charita-



ble organizations to find them.

For organizations, RealityCharity's platform helps them dramatically lower their fund-raising costs and engage more donors by leveraging their base of supporters. Other donors prefer to give this way because they can see their gift going directly to someone in need. Though its platform is patent-pending, the Web site has a partnership with Equifax for real-time identity verification of fund-raisers, and a partnership with PayPal to perform instant deposits of donations received.

RealityCharity.com not only provides easy tools for people to pitch in financially and provide momentum for a fund-raiser but it also allows

**Lauded as the "eBay of Giving," RealityCharity.com is the world's first direct-giving Web site and philanthropy community.**

users to post words of encouragement and support on a virtual Donor Wall. This can enhance the social network of the individual in need and can create what Blass calls a "viral giving" effect, reaching more people more quickly and, ideally, raising more money.

Blass believes that everyone has a story worth hearing and respecting, and RealityCharity.com is providing the megaphones.

— Elizabeth Stocklin



# WINNER

## Bob Ward Companies

**T**he Zero Energy Home? It's not quite here, but Bob Ward Companies' Maximum Efficiency Greenland model (MEG) is a groundbreaking new home built in conjunction with the Department of Energy's Zero Energy Home program, the National Association of Homebuilders Research Center and the Maryland Energy Administration.

"The goal of the MEG house was to determine if it was possible for a production homebuilder to transition from ENERGY STAR construction practices to building homes with over 50 percent energy savings above a typical home in the region," says Linda Veach, president of Bob Ward Companies. "We thought it was and set out to test that hypothesis in 2005.

"This prototype home showcases advanced energy-



STEPHANIE MILLER

related, the numbers crunched and the cost of implementing these new home features were compared to the monthly energy savings, the technologies paid off: MEG is expected to use less than half the energy of a standard code-compliant home.

Combining state-of-the-art, energy-efficient construction techniques with renewable energy systems, such as solar power, the MEG

energy efficiency, insulating and air sealing details that reduce air leakage, and solar water heating systems combined with a tank-less water heater that offers an unlimited supply of hot water.

"MEG and its construction are also helping to provide vital information and education about how to build homes that are ultra-energy efficient," says Veach. "In fact, builders from all over the region are visiting and touring this home so that they may incorporate the building methods and materials into their own houses.

"Homebuyers are also becoming acquainted with the latest innovations and exciting possibilities for more efficiency and comfort."

— Mary Medland



STEPHANIE MILLER

efficient building technologies that will lower utility bills and increase the home's value and quality."

After the data were calcu-

lated, the numbers crunched and the cost of implementing these new home features were compared to the monthly energy savings, the technologies paid off: MEG is expected to use less than half the energy of a standard code-compliant home. Combining state-of-the-art, energy-efficient construction techniques with renewable energy systems, such as solar power, the MEG home is unlike any other to date in production building. A few additional features include framing techniques that reduce construction costs and improve

# WINNER

## Dr. Ken Brady, Johns Hopkins Children's Center



MAXIMILIAN FRANZ

**K**en Brady, M.D., an assistant professor of critical care and pediatrics at the Johns Hopkins Children's Center, led the researchers who designed a novel brain-flow monitor that tracks potentially fatal fluctuations in blood pressure/oxygen in brain-injured children. The new system, which used software developed at Cambridge University's Addenbrooke's Hospital in England and which adapts this software for use with devices in the Intensive Care Unit, has shown promising results in baby pigs and 10 children with brain trauma.

Currently in the testing phase, the monitor would allow doctors to spot and prevent changes in the brain's ability to cope with spikes and drops in blood pressure that can cause life-threatening strokes and bleeding in the

brain. To this end, the monitor would help doctors prevent brain death and permanent brain damage.

"Although monitors have long been able to track blood pressure and blood flow to the brain, this system can for the first time precisely determine the 'breakpoint' at which the brain begins to lose its ability to cope with changes in blood pressure," says Brady. "The implications of this novel approach to monitoring injured brains are clear: prevention of permanent brain damage and death in the most vulnerable patients.

"This technique is continuous, non-invasive and simple to apply. Other methods to measure this function of the brain are either invasive, require a specialized technician or can only be done as isolated, discontinuous measurements."



MAXIMILIAN FRANZ

As a parent of two daughters, Brady notes that nothing is as important to him as his children. "I cannot imagine how much pain the parents of my patients have to endure to see their children suffering and in peril," says Brady. "This is the driving force in my work."

— Mary Medland

# WINNER

## Steve Butz, Social Solutions Inc.

**G**overnment agencies and funders are always asking nonprofit organizations, “How many did you serve?” and “How often?”, and are increasingly requiring grantees to demonstrate the impact of their services through outcome-based reporting. Steve Butz and his team saw the need and saw the solution — Social Solutions Inc.

Born and raised in Maryland, Butz’s career as counselor, teacher and case manager always focused on improving data collection, outcome achievement and accountability for his students and his programs — skills that were a natural fit when founding Social Solutions.

**In just a few short years Social Solutions grew into a nationwide company that now serves more than 1,200 organizations in all 50 states and Canada.**

Social Solutions provides cost-effective solutions for the human services industry that enable nonprofit organizations to better track, manage and demonstrate the impact of their work and increase their funding. Through its patent-pending



STEPHANIE MILLER

Efforts-to-Outcomes (ETO) Software, Social Solutions enables front-line service workers at nonprofit organizations to clearly measure results of their efforts over time.

With the latest development, ETO Information and Referral+, a single call can enable an individual or family in need to be connected and referred electronically to one or multiple area service providers. The standards-based system leverages an XML taxonomy of service providers and calls it the Human Services Taxonomy — a format for categorizing community-based research such as domestic violence centers, shelters, food pantries and

counseling centers. The taxonomy is maintained by the Alliance of Information and Referral Systems.

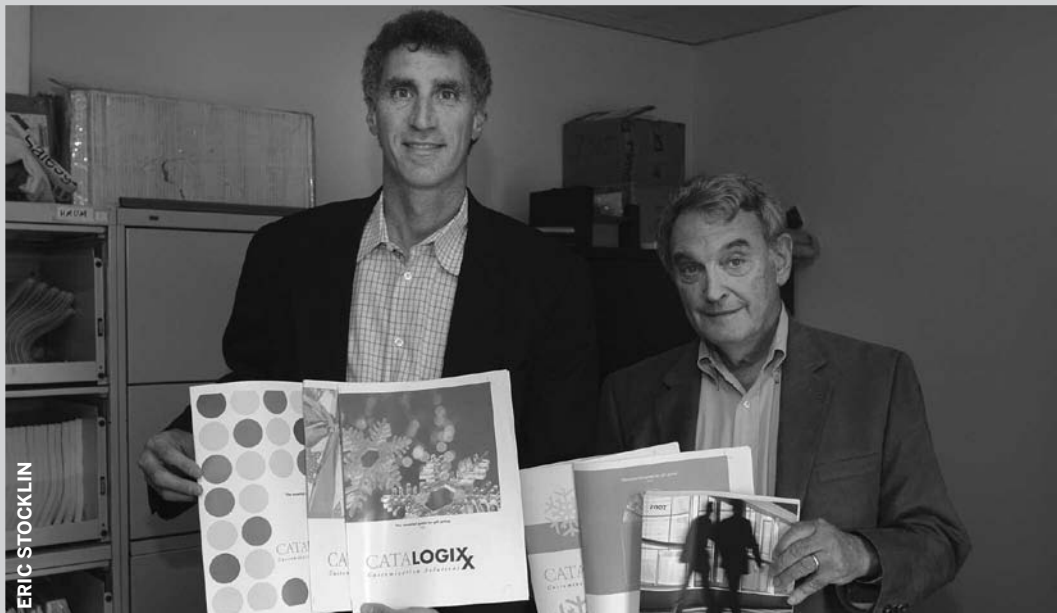
By creating electronic referrals to local service providers, ETO Software increases the likelihood that those in need will receive help in a timely fashion. And by capturing key information, the referrals speed up the intake process and create an automated feedback loop to improve quality and focus. After launching ETO Software, in just a few short years Social Solutions grew into a nationwide company that now serves more than 1,200 organizations in all 50 states and Canada.

— Elizabeth Stocklin



# WINNER

## Catalogixx LLC



Over the past few years, costs of paper, printing and mail have all increased substantially while the number of competitors in the mail-order business has reduced the opportunities for each company to be unique and increase its share of the market. Customized catalogues offer a unique way out of this dilemma as they offer high-volume stores a way to effectively market to very small subsets of their customer base.

“My goal was to develop a way to ensure radically increased response rates for mail-order catalogues and other direct-marketing pieces,” says Sidney L. Bursten, CEO of Catalogixx LLC. “Catalogixx has developed and patented a unique way of multiplying sales and profits for direct marketers, such as mail-order and catalogue-shopping companies.

“This innovation consists of using information already held by the marketer about each customer’s individual prior purchase patterns and personal preferences to create a unique mailing piece for each customer with the correct products presented the right way at the right time to maximize response and sales.”

After leaving IBM in 2002, Bursten and Ron Agronin (current CFO of Catalogixx) began developing a software product capable of using data about each customer to create an individual mail-order catalogue. At the same time, the team began the process of getting its invention — which was named VariCat from the phrase “variable catalogue” — patented.

“In 2005, our original company, VPiColor LLC, joined with Lexigraph Inc., a leading developer of variable-digital-printing software, to form a new company — Catalogixx — to pursue our original mission with enhanced resources, manpower and industry stature,” says Bursten. “The U.S. Patent Office issued the patent for VariCat on July 24, 2007.”

VariCat is the only known system capable of automatically selecting products for a mail-order catalogue individually calculated to be most attractive to the individual recipient, formatting a complete catalogue without human intervention and driving an industrial-strength printing press at full speed.

**“My goal was to develop a way to ensure radically increased response rates for mail-order catalogues and other direct-marketing pieces.”**

*Sidney L. Bursten,  
CEO of Catalogixx LLC*

— Mary Medland

WINNER

**Dr. Suzanne Sysko Clough**  
WellDoc Communications Inc.



STEPHANIE MILLER

**W**hen Dr. Suzanne Sysko Clough left the University of Maryland School of Medicine last year to pursue an entrepreneurial venture, she knew she was taking a significant risk. Her vision for improving patient care for those who had been diagnosed

with diabetes was the main driver for founding WellDoc in 2005. Her passion, dedication and talent attracted successful business and medical professionals to get on board.

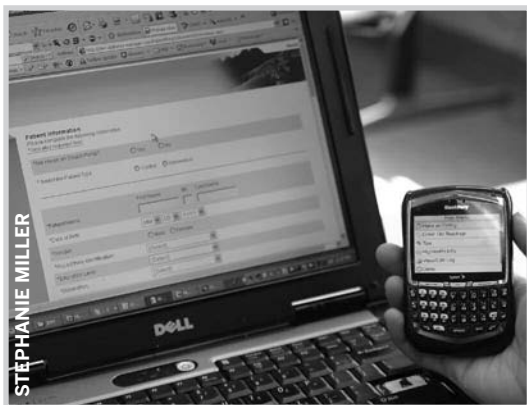
WellDoc Communications Inc. is an endocrinologist-owned and operated company focused on developing and implementing a revolutionary diabetes management platform. With 21 million people in the U.S. with diabetes and only 4,000 practicing diabetologists, there is a shortage of the specialized resources required to effectively manage the disease.

Clough recognized that patients' diabetes health outcomes have suffered, in part, because medical resources

are overwhelmed. WellDoc transforms the devices that patients carry every day, such as cell phones and blood glucose meters, into a virtual diabetes coach that incorporates testing reminders, physician-prescribed medication regimens and diabetes management treatment algorithms. WellDoc's data analysis creates a virtual endocrinologist for primary care physicians, helping to optimize patients' therapy regimens. Clough and her team have designed WellDoc to promote patient autonomy, simplify data collection and analysis, assist health care providers to be more efficient and effective, and reduce systematic health care costs.

Since its inception, WellDoc has successfully raised more than \$5 million in angel funding and has been awarded the TEDCO MTTF and MIPS grants. Based on the success of WellDoc's initial pilot, Clough and her team are moving forward with a 300-patient trial sponsored by leaders in the telecommunications, medical device and health insurance provider industries. It has been predicted that one in three children in the U.S. after the year 2000 will develop diabetes. With Clough's dedication and leadership, WellDoc is striving to provide a solution to reverse that trend.

— Elizabeth Stocklin



STEPHANIE MILLER

# WINNER

## Lisa Flaxman, musiKares



MAXIMILIAN FRANZ

**M**ost anyone being treated in a hospital will attest that anxiety, fear and pain are part of the regular day ... all too often patients may find themselves staring at the walls as they sit in silence. But Lisa Flaxman has begun a unique program to change that.

"I launched musiKares in April 2006 as a direct result of my experiences as a breast cancer patient over the last four years," says Flaxman, executive director of musiKares. "musiKares' mission is to recycle used CDs by collecting them from the public, which no longer uses them due to MP3 and other digital technology.

"My goal was to relieve the silence and anxiety of hospital waiting rooms in a simple way,

involving little to no cost."

Collected CDs are then donated with new individual CD players and portable players purchased by musiKares (an early childhood music education company that has Flaxman as its CEO) to hospitals and patient centers, which in turn create music libraries that have volunteers to make the music available to adult and pediatric patients to use before, during and after procedures.

Flaxman proposed a pilot program to Nancy Morgan, director of the Georgetown University's Lombardi Comprehensive Cancer Center's Arts & Humanities Program. Morgan agreed to accept and facilitate musiKares at Lombardi, stocking the library, inpatient floors and infusion rooms. With volun-

teers and \$1,000 that Flaxman received for winning the Montgomery County Women Business Owners Sapphire Award, patients on three floors can choose music from an eclectic collection and receive sterile players. To date, more than 2,500 CDs and 35 individual portable CD players have been donated to the Lombardi Cancer Center and to Georgetown Hospital's Child Life.

"We have received numerous testimonials from families of dying patients and from patients who were in despair," says Flaxman, "that musiKares made a tangible difference in the quality of life of both patients and their families."

— Mary Medland



# WINNER

## Millennial Media



“As traditional marketing channels lose their effectiveness, the mobile phone is poised to become the most personal and persistent marketing channel ever created,” says Paul Palmieri, CEO of Millennial Media. “Our Millennial Marketplace pairs a network of premium mobile publishers with engaging advertising by using proprietary ad-serving technology.”

Palmieri estimates that 30 million people access Internet data services on their mobile phone every month in the United States alone. The combination of faster networks, powerful mobile processors and rich, colorful displays have sparked user interest.

**“Our goal was to provide advertisers the unprecedented opportunity to reach consumers when they are on the go.”**

*Paul Palmieri, CEO*

Millennial Media’s innovation breaks down the technical and business barriers that have prevented the growth of advertising on the mobile Web. The company branched out in March 2007 with the launch of two additional technologies: Decktrade.com, a self-service performance-based auction for mobile advertising, and Millennial Motion, a technology for delivering rich media mobile campaigns to build brand engagement.

Put another way, Millennial Media’s technology creates opportunities for advertisers to drive consumer engagement, generate leads, enroll subscribers and “build the buzz.”

After founding Millennial Media in July 2006, Palmieri put together a world-class team and has seen the company grow from four people to 28 in the first year of operation. And he is quick to give credit to his staff, saying, “My most significant accomplishment is building teams of people who have a common purpose and consistently exceed business goals. ... Our goal was to provide advertisers the unprecedented opportunity to reach consumers when they are on the go. We achieved this while offering mobile content publishers the opportunity to build new revenue streams from advertising.”

He adds that Baltimore is a hotbed when it comes to technology jobs, largely because of the quality of talent that lives and works here. “Our goal is to focus that talent in areas that further Baltimore’s reputation as a technology-friendly city,” says Palmieri.

— Mary Medland

# WINNER

## Andy Monfried, Lotame



Less than two years ago, Andy Monfried, founder of Lotame, developed new software — Lotame Crowd Control — that allows publishers to track the online habits of individual users on social networking sites such as MySpace.com and Facebook.com.

Lotame was founded with the vision of building the industry's premier technology driven by performance-guided marketing solutions for social media. "Lotame's mission is to connect every member of the online world by organizing the interactions between people and the Internet," says Monfried. "Social networks are full of users who generate their own content, and our technology can target ads by analyzing the users' actions (verbs) and interests.

"The publisher of a social networking Web site will be able to track its members as they post comments, travel to different online communities

and surf the Web. Using that information, the site can then design ads targeting those members.

"Our data will be stored and shared only in the aggregate and strictly according to privacy policies."

Monfried adds that the software does not track specific users to create advertising for them. Instead, the software tracks and compiles the usage of groups and targets them as a whole — a practice known as behavioral targeting.

For example, the technology will track a MySpace user and notice where that person leaves comments, downloads music, spends

the most time on which sites and what communities the user visits. "Then a publisher can develop aggregate usage numbers to present to potential advertisers who will design ads for the groups," says Monfried. "With Lotame, publishers' CPM can expect to increase anywhere between 10 percent to 40 percent within three months of implementing the Crowd Control technology." (CPM means cost per mille, or thousand, and reflects what it costs to show an ad to 1,000 viewers.)

"In addition, brand advertisers will find new ways to target consumers," Monfried says.

When looking to the future, he expects to expand his business to work within the international social network market.

— Mary Medland



WINNER

Andrew Murdza, Oyster King 1



**A**ndrew Murdza is on a mission. At the age of 72, he works seven days a week to ensure that Maryland’s youth will have a chance to experience the Chesapeake Bay. And he does it with the help of a small staff and a lot of oysters.



Founder of Oyster King 1, Murdza established a company dedicated to the restoration of the native Chesapeake Bay oyster and the cleaning of the Chesapeake’s waterways. He invented and patented

Oyster Hotel, which houses and grows baby seed oysters and keeps them safe and healthy on the top 18 inches of water until they reach maturity.

Inventing an Oyster Hotel isn’t the only unusual aspect of Murdza’s company. Oyster King 1 is an environmental organization that is *for* profit. Unlike nonprofit organizations, Oyster King 1 has a strict budget and a fiscal plan to maintain. It does not rely on government grants, or individual or corporate donations. Rather, its revenue comes solely from providing outstanding service and the only real solution to improving water quality in the Chesapeake — the oyster.

The Oyster Hotel is an attractive, environmentally

friendly cage that is designed to withstand the test of time. Barley grass is used to help filter contaminants and provide other water organisms — whose close proximity helps the oysters — a natural habitat. Special mesh bags are used to protect the oysters from being eaten by other marine life.

And Oyster King’s oysters are not for commercial harvesting or human consumption — they are strictly there to save the bay.

Murdza believes that every oyster put back into the Chesapeake Bay brings us one step closer to cleaner water. He says, “We just need to keep doing what we’re doing and we’ll be fine.”

— Elizabeth Stocklin



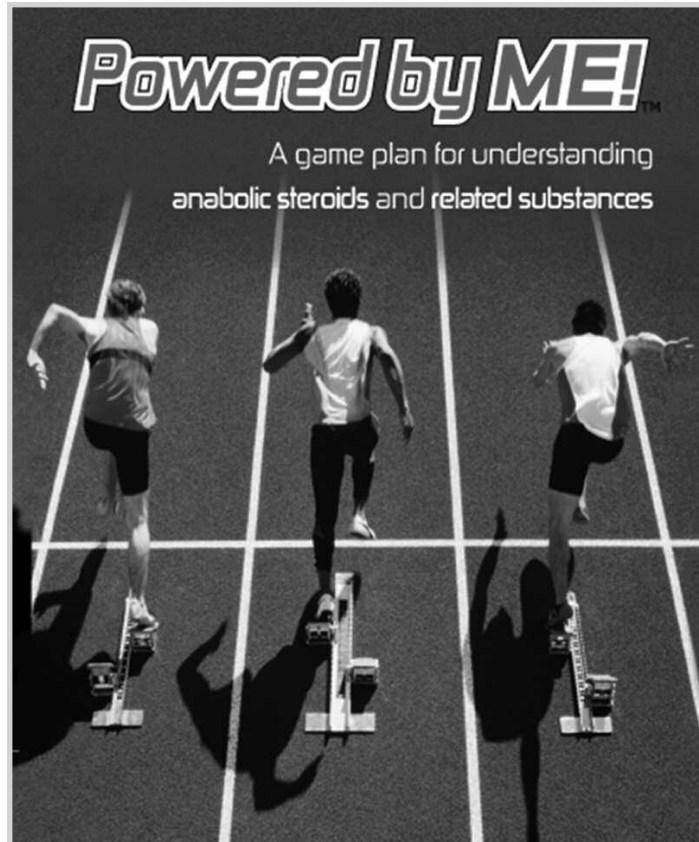
# WINNER

## Powered by ME!, St. Joseph Medical Center

**P**owered by ME! is an educational campaign designed to provide information to parents, teachers, coaches and health care professionals about the side effects of anabolic steroids and performance-enhancing substances (PES) on youth. Its goal is to encourage healthy, safe and fair physical and athletic development. The ongoing work is guided by an expert panel of advisors, including physicians, athletic trainers, and current and former athletes.

In late June of 2007, Powered by ME! was awarded a three-year, \$450,000 grant from Catholic Health Initiatives, the parent company of St. Joseph Medical Center. In addition, the Maryland State Department of Education recently awarded the program a \$27,000 grant under the Drug-Free Schools program.

One of the guiding principles of Powered by ME! is to provide a comprehensive and holistic approach to dealing with the issue of anabolic steroids and PES. It acknowledges the societal pressures for athletes to become bigger, stronger and faster, and it acknowledges that these substances are effective — in the short term. Admitting that these substances often achieve their desired result in the short term establishes credibility with the audience and gives Powered by ME! the ability to educate about the many long-



term consequences of using these substances.

Due to a tremendous focus on outreach, Powered by ME! has emerging partnerships with major health and fitness centers, professional sports teams, county recreation and parks departments, county school systems, youth sports leagues, major local universities, local media companies and parent-teacher organizations.

The complementary medical and community panels structured and governed by Powered by ME! provide broad-based support for all of the organization's efforts, bring-

**One of the guiding principles of Powered by ME! is to provide a comprehensive and holistic approach to dealing with the issue of anabolic steroids and PES.**

ing together medical professionals, educators, coaches, trainers, elected officials and many more. These panels of dedicated volunteers meet several times a year to guide the efforts of Powered by ME! to keep our youth steroid and PES-free.

— Elizabeth Stocklin

## WINNER

### Joshua J. Reiter, ApplicationsOnline LLC



**A**fter nine years of success providing support to Common Application (a single application that allows would-be freshmen to submit one application to multiple private campuses via the Web), ApplicationsOnline LLC lost its contract with the nonprofit. In 2007, Joshua J. Reiter Ed.D., a Johns Hopkins University professor, launched a competing product — the Universal College Application — with the hope of building a better, more inclusive network of colleges and universities.

While most public institutions do not use Common Application, as the consortium only accepts campuses that require personal essays or teacher recommendations, they often do rely on grades and standardized test scores. The Universal College Application uses the same software and interface that ApplicationsOnline created for Common Application, but it now allows public colleges and universities to share in the same consortium as private institutions.

**Its creation of the Universal College Application provides would-be freshmen the ease of applying via one application to a broader mix of public and private institutions.**

Under the guidance of CEO Reiter, ApplicationsOnline has turned a potentially devastating business experience into an opportunity to create a better product for its users. Its creation of the Universal College Application provides would-be freshmen the ease of applying via one application to a broader mix of public and private institutions, including Harvard University, Johns Hopkins, Washington University in St. Louis and others. The product launched in June 2007 with 13 founding college members, and by mid-September had seen that number rise to 38. Consortium members must be accredited institutions that abide by the National Association of College Admission Counseling's Statement of Principles of Good Practice.

Now colleges no longer have to host and maintain their own applications, applicants do not have to pay to mail or overnight their applications, and students save a tremendous amount of time by not having to complete redundant information on multiple forms.

When Reiter looks to the future, he notes, "While we have always enjoyed a multinational applicant base, we are now also reaching out to colleges and universities outside the United States."

— Mary Medland

# WINNER

## Rovion Inc.

Rovion's product, InPerson, removes the "pop-up" ad approach to Internet advertising and replaces it with a person speaking directly to site consumers. The spokesperson appears seamlessly on top of other Web site content and outside of the four walls or traditional video players, bringing messages closer to target audiences.

For example, Rovion took online advertising to another level of portal experience when Charm City Cakes owner Duff Goldman — below a banner touting the Food Network's "Ace of Cakes" program — introduced himself on VH1's Web site.

While InPerson was introduced in 2005, the company made substantial innovations to the product in 2006 and 2007 — innovations that created a more personal experience for consumers and increased practical management tools for customers. Rovion further enhanced its InPerson product by enabling it to have infinite scalability,



STEPHANIE MILLER

a real-time reporting system for customers that provides a wide range of reporting metrics. For example, rather than waiting for weekly or monthly reports, the new system gives clients a current look at the product's effectiveness or appeal to Web viewers.

InPerson also added third-party auditing integration for companies who manage and market online advertising campaigns, such as DoubleClick, Atlas Solutions, and 24/7. Additionally, Rovion created the technology to enable multiple videos to appear

depending on whether the viewer is a first-time or returning visitor, which creates a more personal experience between the consumer and the product that is being promoted.

Rovion's goal has always been to "humanize" the delivery of online content and provide its clients with the ability to control their messages. Its audience is worldwide and its ever-growing client list includes television networks ABC, NBC, CBS, HBO and Showtime, auto manufacturers Toyota, Pontiac, Dodge and GMC, and international powerhouses like Microsoft, Cisco, Sony Pictures and Universal Pictures.

— Elizabeth Stocklin





# WINNER

## Dr. Eduardo Alexis Salcedo

Salmon Medical Innovations



Every year, there are approximately 30 million general anesthetics performed, and according to the Physician Insurers Association of America, tooth injury is the most common reason for suing an anesthesiologist. Dr. Eduardo Salcedo has invented a device called

DentaSafe that aids in the prevention of tooth damage during direct laryngoscopy.

Direct laryngoscopy is a procedure in which an anesthesiologist or nurse anesthetist places a laryngoscope inside the

mouth of the patient in order to facilitate the insertion of a breathing tube. After the patient is put to sleep, the laryngoscope blade is carefully inserted in the mouth. The blade lies very close to the teeth, and in some cases comes in contact with the teeth and could cause damage.

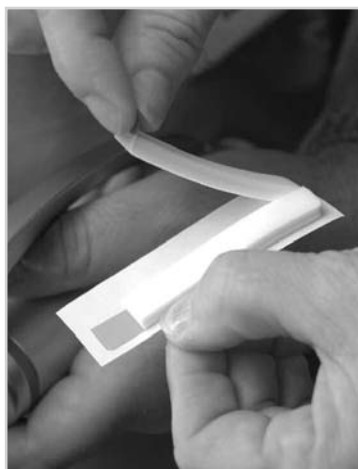
Dr. Salcedo invented DentaSafe to prevent this unfortunate occurrence.

DentaSafe adds one simple step to the laryngoscopy procedure. Once the patient is put to sleep, a DentaSafe strip is removed from its package and simply applied to the flange of the laryngoscope blade. Once DentaSafe has been applied to the flange, the blade can then be inserted into the mouth. DentaSafe will prevent the upper teeth from coming into

direct contact with the steel blade, thereby avoiding damage being inflicted on the patient's teeth. The strip also has a strong adhesive that will not slide or fall off during the procedure and is made of a durable, elastic, latex-free material that cannot, in most cases, be penetrated by the patient's teeth.

Currently, there is only one other device available for prevention of tooth injury during laryngoscopy, and that is a generic tooth guard similar to the one used for sports. But since DentaSafe is applied to the blade directly, it is less cumbersome and will not obstruct the anesthesiologist or nurse anesthetist during the procedure. As of yet, no other device offers this.

— Elizabeth Stocklin



WINNER

## St. Agnes Hospital & Erickson Retirement Communities



For the first time in Maryland history, a hospital and a continuing-care retirement provider have joined resources in a research and development project. St. Agnes Hospital (SAH) and Erickson Retirement Communities (ERC) have formed a strategic partnership resulting in the real-time exchange of patient data between their electronic medical records systems.

The health information exchange system allows residents from Charlestown Retirement Community, a campus developed and managed by Erickson, to be referred to St. Agnes for inpatient services or emergency care, with their medical records shared between the two institutions. The technology facilitates the exchange of information such

as patient demographics, allergies, medications, discharge summaries and clinical summaries. It allows for both viewing as well as importing of standards-based clinical documents between the Meditech clinical information system at St. Agnes and the GE Centricity electronic medical system used by Erickson Health. Caregivers will be fully informed about each patient's medical history in real-time.

The system demonstrates the feasibility of efficient and secure health care data interchange while proving the value of a Regional Health Information Organization (RHIO). The RHIO solution provides a set of software and services that enable secure connectivity between ERC and SAH. The real-time exchange of patient data benefits ERC resi-

dents tremendously when they are treated at St. Agnes.

The partnership between St. Agnes and Erickson is about two business leaders coming together with a shared vision of a better way of doing business. The development of this technology has the potential to revolutionize medical care in Maryland and could be the tip-

**The development of this technology has the potential to revolutionize medical care in Maryland.**

ping point for the statewide adoption of electronic medical information transfer, resulting in an overall system that saves money and improves the quality of medical care for all state residents.

— Elizabeth Stocklin

WINNER

**Maureen Silber, DeWalt Industrial Tool Co.**



Construction sites have always been vulnerable to high-cost theft, with the average break-in costing a contractor between \$10,000 and \$20,000 per incident.

But DeWalt — known for its quality power tools — recently conducted a nationwide survey that demonstrated that construction-site theft is the No. 1 cost and concern for approximately 60 percent of sites. Lost and stolen equipment accounts for approximately \$1 billion in annual construction costs in the United States.

However, Maureen Silber, a product manager with DeWalt Industrial Tool Co., set out to change all that. “The MOBILELOCK GPS Locator with Anti-Theft Alarm uses Global Positioning System (GPS) technology and Microsoft Virtual Earth mapping to locate lost or stolen

assets,” says Silber. “Built-in sensors include vibration, temperature and door-opening trigger alarms.”

An alarm notification alerts the user via phone call, text message or e-mail when the protected piece of equipment has been disturbed or if someone tries to remove the MOBILELOCK unit. Additional products include other power sources for the MOBILELOCK. The device uses a rechargeable battery, and additional accessories allow the battery to be charged from a 12V/24V vehicle battery or alkaline batteries.

“As DeWalt is a power tool company, we often heard when researching other tools, ‘I want a tool that won’t walk off the job,’” says Silber. “Because of our desire to find a solution, jobsite security became a new division for DeWalt.”

Silber readily acknowledges that she has had her share of career challenges. “Transitioning from an engineering background into a marketing role has been a challenge,” she says. “However, knowing that I bring something different to the table has allowed me to draw from past experiences and add a new dynamic to the team.

“Being product manager from the research phase to the product launch has taught me to appreciate taking a very technically complex product, fitting it with the needs of the end user and developing a commercial plan that promotes sell-through on the product.”

— Mary Medland





# WINNER

## Jay Steinmetz, Barcoding Inc.



Imagine a library or bookstore being able to perform a full inventory of everything that is on the shelves in the building in less than 15 minutes. While current inventory control systems might show librarians or retailers that they have a book in stock, if it is out of place or on a different shelf it's pretty much lost. And in order to find it, one would have to go through every book, one by one.

But with Barcoding Inc.'s Active Shelf System, that book can be located instantly.

"We developed an RFID-enabled Active Shelf System that provides constant inventory management for goods that are kept on the shelf," says Barcoding CEO Jay Steinmetz, who introduced the system at the American Library Association's annual meeting in June 2007. "Barcoding's Active Shelf System conducts continu-

ous inventory counts in retail stores, stockrooms, pharmacies, libraries and warehouses.

"A single RFID reader is combined with an array of antennas placed within the shelves to create inventory zones, which can be divided by racks, shelves or segments within each shelf. The zones are continuously monitored by the system so you know the actual status of your retail inventory at all times."

What makes this unique, says Steinmetz, is that the Active Shelf System uses one reader to read multiple locations and that the shelves themselves act as the antenna. Some shelves use a reader for each shelf system, but Barcoding's system uses a multiplexing device to read many shelves at one time.

In spite of his innovation, Steinmetz still faces challenges. "The acceptance of this new



technology for many libraries is slow," he says. "Many libraries have small budgets, so implementing a newer technology that is not universally adopted causes hesitation.

"But the Active Shelf System was very well received at the recent American Library Association meeting in Washington, D.C."

— Mary Medland

WINNER

Shelonda Stokes, greiBO Media



**“greiBO Media wanted to create a movement — an internal desire within kids and their families to be healthy both physically and emotionally.”**

*Shelonda Stokes, President & CEO*

**W**hen it comes to obesity in this country, the numbers are quickly getting out of control.

“With concerns for the health of our own children, we decided to get involved,” says Shelonda Stokes, president and CEO of greiBO Media. “The result of our creativity and passion to give back to the community was developing ‘Letz Kick It.’”

This comprehensive campaign aims to prevent childhood obesity, as well as promote overall health. A fitness robot (animated/mascot), KiR7, along with Bart Scott of the Baltimore Ravens, leads the

campaign by combining the excitement of having fun with simple daily fitness activities and low-cost healthy eating tips. Through a fitness DVD, a weekly television show, interactive Web site, school challenges, one-minute vignettes and a radio program, “Letz Kick It” promises to engage families with fun exercises, healthy eating tips and a realistic roadmap for living a healthier life.

“greiBO Media wanted to create a movement — an internal desire within kids and their families to be healthy both physically and emotionally,” says Stokes. “We’ve designed a roadmap with several ways to reach the same goal.

“It is not one-size-fits-all strategy or even a single event to change behavior in one day. Instead it’s a series of simple daily, weekly and monthly

activities intended to make kids and their families more active and to make smarter food choices resulting in overall health.”

Part of the program realizes that in today’s society with both parents working, it can be time-consuming to eat healthy and get exercise, not to mention the high costs associated with consuming healthy food alternatives. Yet “Letz Kick It” is also about empowering youth to make better choices.

“greiBO Media is on a mission to make a difference in the lives of today’s youth,” says Stokes. “And we are partnering with organizations committed to preventing childhood obesity so that there is a unified message through Maryland to increase resource sharing.”

— Mary Medland

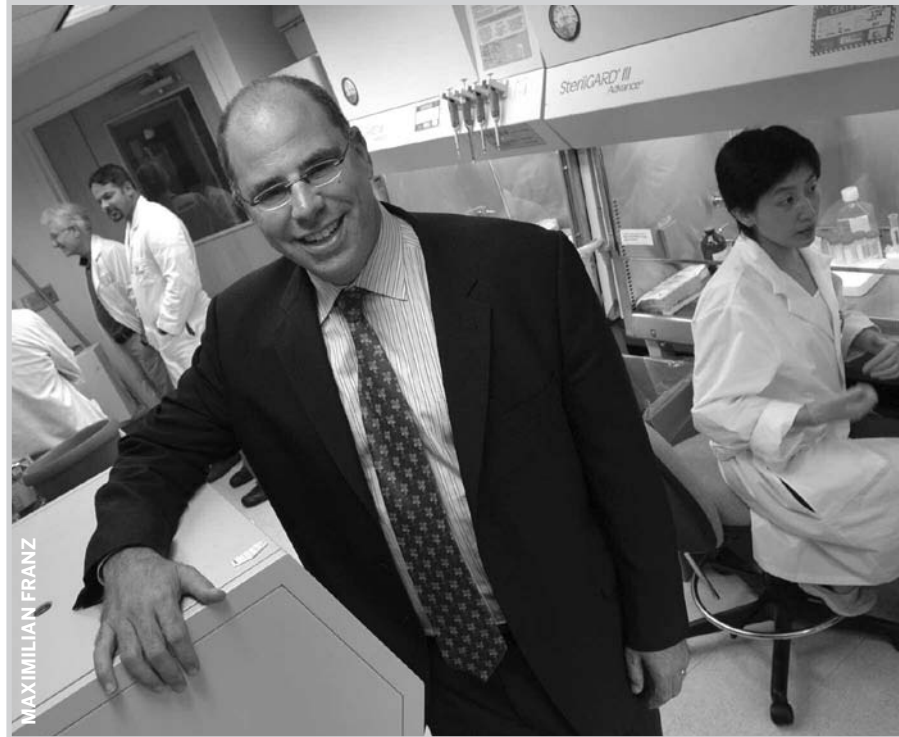
# WINNER

## Dr. Scott Strome University of Maryland School of Medicine

Improvement in survival for those diagnosed with advanced head and neck cancer has not occurred dramatically within the past 30 years. As a head and neck cancer surgeon, Dr. Scott Strome found it difficult to face his patients with the knowledge that significant strides had not been made to boost their survival and quality of life. But that could now change.

Strome has developed a Trojan peptide vaccine for the treatment of patients with HPV-16 and MAGE-A3 associated with malignancies. These Trojan peptide vaccines are novel agents that, if proven effective, will broaden the medical arsenal of the head and neck cancer team and potentially improve survival rates. The peptide vaccines could also prevent disease recurrence in patients with head and neck cancer, as well as other HPV-16 and MAGE-A3 related malignancies.

The development and



implementation of this clinical trial began about four years ago when, after intense effort, Strome and his team received funding from the National Institutes of Health. They then had the drug manufactured and received an Investigational New Drug (IND) application from the FDA. The development of the drug was truly translational — taking an idea and bringing it all the way to clinical trials independent of industrial support.

As a clinician scientist, Strome built a team including basic scientists, regulatory personnel, clinical trialists, drug design specialists and his patients to develop his innovation, bring his vision to life and restore hope for his patients.

To date, 31 patients have been screened for the trial, three have been treated with a 300ug dose of the MAGE-A3 vaccine on study and one has been treated with the 300ug dose of the HPV-16 vaccine as a single subject exemption. Two of the three patients treated with the MAGE-A3 Trojan peptide have developed enhanced recall responses.

— By Elizabeth Stocklin





WINNER

TeleBright Corporation



MAXIMILIAN FRANZ

TeleBright, a Rockville-based minority-owned business, has been developing software solutions since 1988. Led by CEO Chet Thaker, TeleBright's recent innovations in wireless solutions give clients a single platform to manage their wireless service — a platform that “talks back” with timely alerts when anomalies are detected. These innovations, PlanGuard and ManageRight Wireless, help



MAXIMILIAN FRANZ

businesses gain control over escalating costs and improper use of business equipment.

PlanGuard is an automated usage-monitoring system for mobile devices, designed to

help businesses lower their wireless cost-per-minute ratios, prevent exorbitant overage charges, reduce personal calls and save 20 percent to 40 percent on monthly bills. It works by providing users with instantaneous overage text message alerts, monitoring users who significantly underutilize their monthly minutes, and providing usage-level reports to better match users to cost-saving calling plans.

ManageRight Wireless streamlines operational workflow by taking a fully integrated approach to wireless service, including plan and device comparisons, procurements, asset inventory, policy enforcement, invoice processing, expense allocations and instant usage alerts.

Thaker and his team believe that proactive notifications of impending cost penalties sent to users and their

managers help them take corrective actions while it can make a difference, and that disciplined wireless life-cycle cost management requires that many elements work together. Having it all in a single database on the Web can be very helpful in aggressive cost management — particularly in controlling fraud, waste and abuse. And for a monthly investment of about five dollars a phone, business owners and operators can have TeleBright's complete wireless life-cycle management service.

TeleBright is now looking into addressing the consumer market, targeting parents who are getting surprises in their wireless bills from their kids' text messages and folks who are constantly running over their plan allowances.

— Elizabeth Stocklin

# WINNER

## Maurice Tosé, TeleCommunication Systems Inc.



STEPHANIE MILLER

**M**aurice Tosé, chairman, president and CEO of TeleCommunication Systems Inc. (TCS), knows that safety always comes first. TCS' enhanced 911 solutions enable VoIP (voice over Internet protocol) providers to supply the same level of emergency services as wireless and traditional landline providers.

Its technology allows VoIP device users to make emergency phone calls from wherever they are physically located, connecting them with the appropriate Public Safety Answering Point (PSAP) to respond to the caller's request for help. The caller's precise latitude and longitude coordinates are sent to the visual screen at the call-takers' terminals, thereby allowing public safety personnel to deploy the appropriate emergency services personnel to the correct location of the caller. In many instances, the ability of call-takers to dispatch the appropriate emergency assistance to the correct location in a timely manner is crucial to saving lives. This year, TCS' technology has routed and delivered callers' location information for nearly 203,000 VoIP E9-1-1 calls across the United States.

While Tosé and TCS are committed to helping wireless carriers meet both their obligations for wireless E9-1-1 and the accessibility guidelines under Section 255 of the Telecommunications Act, they are also committed to meeting the FCC's 2005 mandate requiring VoIP service providers to supply E9-1-1 service to their suppliers.

In October of 2006, TCS tested all of Maryland's 24 primary PSAPs — the recipients of all incoming emergency wireless, landline and VoIP 9-1-1 calls — for their VoIP E9-1-1 emergency call capability.

TCS assisted PSAPs throughout the state by successfully deploying VoIP E9-1-1 call routing with delivery service, and Maryland passed with flying colors. Today, TCS provides E9-1-1 service to more than 100 million subscribers in the United States for more than 35 wireless carriers, resulting in over 85,000 life-saving calls daily.



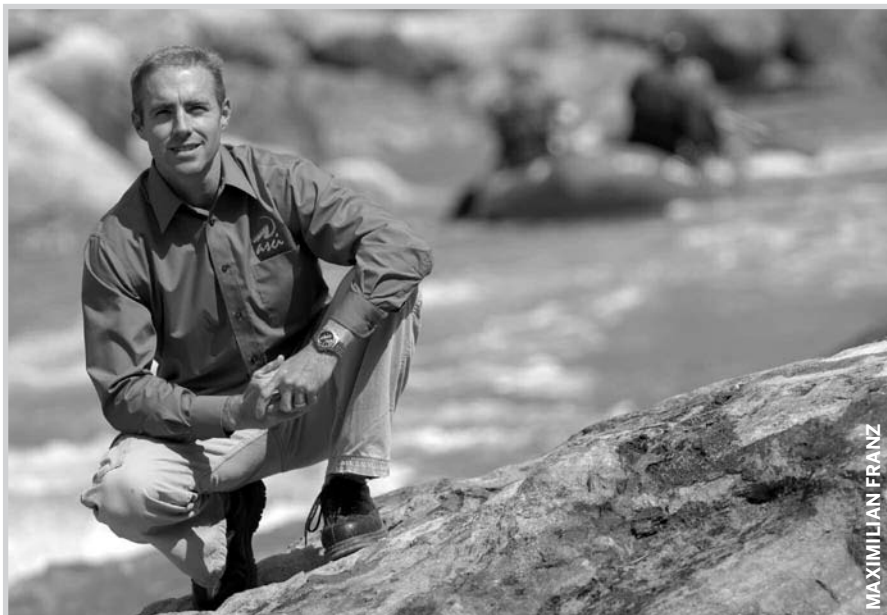
STEPHANIE MILLER

— Elizabeth Stocklin

# WINNER

## Brian Trusty

### Adventure Sports Center International



In 1993, Brian Trusty formed SierraQuest Corp. and quickly gained a wide range of experience as a recreation and resource management professional. Since he also had experience managing six nature park facilities for the Lower Colorado River Authority in Austin, Texas, it made perfect sense that Adventure Sports Center International (ASCI), a nonprofit organization chartered in Maryland for community and economic development, tapped him in 2005 to oversee completion of a man-made, recirculating whitewater course in Garrett County.

“When I arrived, the second and final contract had completed the bid process and had resulted in the low bid totaling \$9 million over the capital monies raised for the project,” says Trusty, ASCI’s executive director. “At that time, I became responsible for the re-

engineering aspects of a whitewater course with unprecedented design qualities to achieve \$4 million in cost avoidance (coupled with an additional \$5 million raised for capital development) when annual inflation in the construction industry was reaching 11 percent to 13 percent.”

When the course opened on

June 28, 2007, it was the most technologically advanced whitewater facility in the world. Not an easy feat considering that constructing a facility on a mountaintop involves tremendous subterranean excavation and finishing — and it ultimately has to be water-tight.

Nonetheless, Trusty and his team were successful, and today visitors can enjoy a course that is fully adjustable from Class II to Class IV whitewater and is 1,700 feet long with 24 feet of vertical drop throughout its length; a boat conveyor at the end that transports participants in their boat back to the beginning for a seamless experience; a station that pumps up to 250,000 gallons per minute into the start pool; and a 600-person outdoor amphitheater.

When he’s not in the office, Frostburg-based Trusty can be found outdoors rock-climbing or spending time accommodating his 4-year-old son’s infatuation with cars and trains.

— Mary Medland





# WINNER

## Uzi Vishkin, University of Maryland, Department of Electrical and Computer Engineering

**P**rofessor Uzi Vishkin, currently working for the University of Maryland Institute for Advanced Computer Studies, the Department of Electrical and Computer Engineering, and the Department of Computer Science, identified the importance of parallel programmability in 1979. And unlike his colleagues, who proceeded directly to building parallel computers, Vishkin spent the next 15 years inventing parallel algorithms.

Simply put, Vishkin has created a prototype of the next generation of personal computers — a prototype capable of computing speeds 100 times faster than current desktops.

The technology is based on parallel processing on a single chip that allows the computer to perform many

tasks simultaneously, while allowing the processors to work in conjunction with one another. Parallel processing is also a way to provide faster completion time of an application by performing many different tasks concurrently. Basically, this technology makes programming practical and simple for software developers.

While there has been considerable experience with parallel processing over the last four decades, all parallel processors today have had limited success, namely because it was not easy enough to program them. The original theory was developed within an abstract mathematical model, but practitioners have deemed its implementation impractical. Vishkin and his team have combined this older theory with new software and user real-



STEPHANIE MILLER

ities, addressing both the needs for fast parallel processing and ease of programming.

A faster computer doesn't just mean ease and speed. Vishkin says that this technology can enhance drug discovery efforts, help national security and enhance virtual reality. And, if and when serial computing runs out of steam due to physical limitations, parallel computing would be the natural avenue for growth in computer performance.

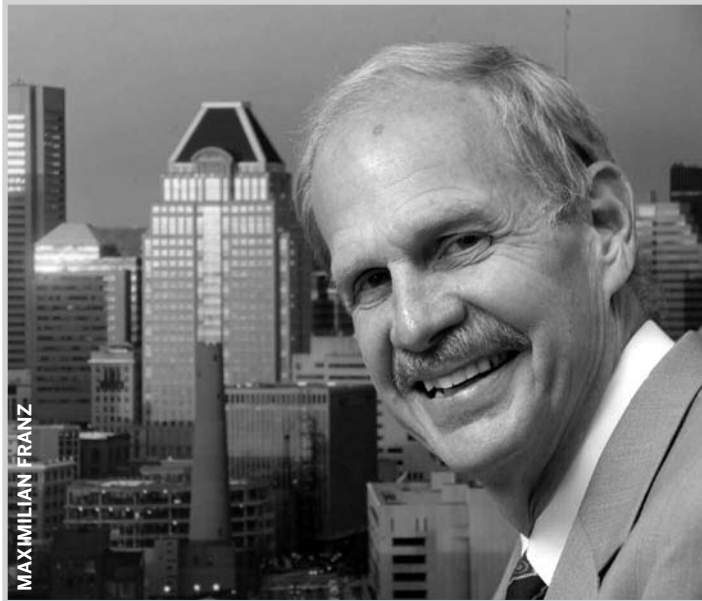
— Elizabeth Stocklin



STEPHANIE MILLER

WINNER

**Thomas Wilcox, Baltimore Community Foundation**



“The inspiration for ‘Invest in Baltimore’ came out of a Baltimore Community Foundation (BCF) board retreat in 2001,” says Thomas E. Wilcox, BCF president and CEO. “The trustees indicated that they wanted BCF to be more than a philanthropic broker; they wanted us to be a change-maker.”

At the same retreat, two points of view emerged about how to help Baltimore move forward. One coalesced around the mission and vision of what was then known as the Greater Baltimore Alliance, with the central idea being that economic development was the driver that could turn the city and region around. Others felt that addressing the needs of those suffering the most — from poverty, drug addiction and lack of affordable housing — had to take priority.

“That’s where the central idea of Invest in Baltimore was born, later expressed in the Invest in Baltimore goal or vision: Baltimore boasts a growing economy in which all have the opportunity to thrive,” says Wilcox.

With Wilcox leading and with support from the BCF trustees and staff, community leaders and the Schaefer Center for Public Policy at the University of Baltimore, Invest in Baltimore was introduced to BCF supporters in the summer 2007 issue of the foundation’s newsletter.

Invest in Baltimore is driven by BCF’s conviction that there is necessary interdependence between efforts to break the cycle of poverty and initiatives to restore Baltimore’s role as an economic engine for Maryland. “Invest in Baltimore knits together objectives and strategies within nine program areas, or ‘paths,’” says Wilcox. “The paths range from human services to education, from arts and culture to the environment. Each is supported by a fund, which acts like a philanthropic mutual fund for donors who wish to make charitable investments in a particular area.

“Invest in Baltimore not only provides a strategic framework for the grants we distribute from our discretionary endowment but also offers individual donors an opportunity to invest together in addressing the issues they find most compelling.”

— Mary Medland



TeleCommunication Systems, Inc.  
congratulates  
Maurice B. Tosé  
for receiving  
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# TITLE SPONSOR

## Maryland Department of Business and Economic Development

The Maryland Department of Business and Economic Development's mission is to attract new businesses, stimulate private investment and create jobs, encourage the expansion and retention of existing companies, and provide businesses in Maryland with work force training and financial assistance. The department promotes the state's many economic advantages and markets local products and services at home and abroad to spur economic development, international trade and tourism. Because they are major economic generators, the department supports the arts, film production, sports and other special events.

The department is organized into several key divisions. The Division of Regional Development operates several local offices throughout Maryland that serve as the "feet on the ground" to DBED's partners and businesses across Maryland. They support the expansion and retention of Maryland companies by linking them to state services and providing hands-on technical assistance, information and referral services to help companies increase gross sales, enhance employment stability and

improve worker productivity.

The Division of Business Development attracts new businesses to the state, expands global commerce and positions Maryland as a leader in technology and innovation. Business development teams focus on cultivating target industry sectors including advanced technologies (from aerospace to information technology), biosciences (from vaccines to medical



devices) and traditional industries (financial services, insurance, manufacturing and distribution). The division also includes the International Operations team, which promotes Maryland as a premiere U.S. business location and valued trading partner. The Site Consultants team works with real estate professionals and site consultants around the world to provide site location assistance and support business relocation

or expansion decisions.

The Division of Finance Programs extends financial and training assistance through a variety of programs to businesses of all sizes. Assistance is targeted to strategic industries and growth areas that promote job retention, job creation and capital investment, with emphasis on high-quality positions and family-supporting wages and benefits. The state's innovative investment fund, the Maryland Venture Fund, makes direct equity investments in Maryland's promising technology and biotechnology companies.

The newly created Division of Small Business advocates for and assists Maryland's small and minority businesses through numerous development initiatives and programs, including the Strategic Assistance Consulting Fund and the Maryland Procurement Technical Assistance Program. DBED's Division of Economic Policy, Research and Legislative Affairs conducts business and economic research and monitors tax poli-

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## Comcast



Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 24.2 million cable customers, 12.1 million high-speed Internet customers, and 3.0 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, AZN Television, PBS KIDS Sprout, TV One, Comcast SportsNet and Comcast Interactive Media, which develops and operates

Comcast's Internet business. Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers

NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

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# VISION SPONSORS

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As a founding member of the Leading Edge Alliance, an international organization comprised of more than 100 independently owned accounting and consulting firms,



KAWG&F provides clients with extensive industry expertise and proactive solutions. KAWG&F has recently received public recognition as the first certified public accounting firm

to host an office in Second Life, a virtual world where 7 million residents can conduct business as they do in real life. Visitors to KAWG&F's Second

Life office can interact directly with the firm as well as with the accountants.

As one of the top 10 accounting firms in Maryland and one of the 125 largest accounting firms in the United States, the firm's staff of over 100

employs innovative technology to deliver high-quality service. Additional information is available online at [www.kawgf.com](http://www.kawgf.com).

## Adventure Sports Center International

Adventure Sports Center International is a completely unique adventure habitat featuring state-of-the art facilities and services for people of all skill levels,



adventure sports center international

interests and backgrounds. ASCI is home to the most unique and technologically advanced whitewater facility in the world, as well as the Fork Run Recreation Area - a 550-acre wilderness tract featuring miles of trails and multiple developed rock climbing areas.

ASCI is the world's only mountain-top whitewater facility. Forty million pounds of boulders and natural materials were excavated and reused to craft the 1,700-foot long channel to look, feel and perform just like a real river. ASCI's "wave-shaper" technology is the first of its kind and can dial up Class II to Class IV whitewater in a matter of minutes. The result is the most reliable and versatile whitewater in the world.

ASCI is a nonprofit organization chartered in the state of Maryland with a mission to make adventure sports an accessible experience for

## Johns Hopkins Medicine congratulates

Ken Brady, M.D.,  
*Assistant Professor of  
Critical Care and Pediatrics*

on being named a winner in the 2007  
Daily Record Innovator of the Year awards.



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## Kaiser Permanente

Kaiser Permanente of the Mid-Atlantic States Inc. provides care to more than 500,000 people in Washington, D.C., Maryland and Virginia. We understand that choos-



ing a health plan is one of the most important decisions you can make for the life of your business, organization or yourself. That's why Kaiser Permanente delivers care that focuses as much on prevention as it does on chronic illness. We focus on your total health.

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Based in Rockville, Maryland, Kaiser Permanente is comprised of Kaiser Foundation Health Plan of the Mid-Atlantic States, a nonprofit health care organization, and the Mid-Atlantic Permanente Medical Group, a multi-specialty group practice of approximately 900 physicians who are dedicated to helping members live well, get well and thrive.

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