

## Employees Becoming Employers

From Boise State TECenter Director,  
John Glerum

Ever wonder how the Treasure Valley's economy surpassed 20 billion dollars or about \$33,000 per person per year?

The answer is business:

- Creation
- Acceleration
- Attraction
- Retention

The TECenter's focus is on the first two: Business Creation and Acceleration. In the simplest form, our job #1 is to help people transition from employees (or former employees) to employers. For almost ten years now we have been learning and improving our craft.

Our approach is a top down process of helping you work through your:

- Vision
- Business Model
- Disciplines
- Structure
- Systems and Procedures

The goal is continuous improvement.

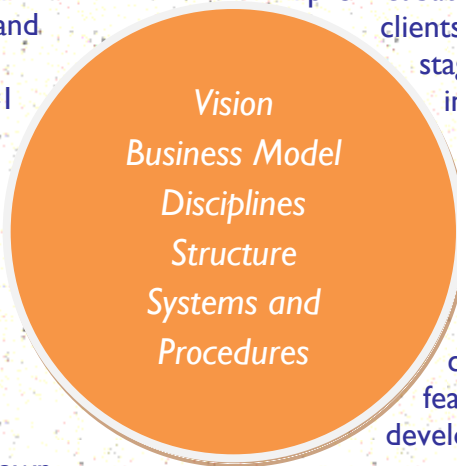
So if you are an Entrepreneur with an idea or an established business that wants to accelerate your growth, we can help you.



Entering the 2nd quarter of 2010 the TECenter has: 11 resident clients, 9 non-resident clients, 3 tenants and 5+ pre-incubation clients. Fourteen clients are in the growth stage, generating increasing revenue and two clients have recently introduced products and services into the market place. Four clients are in the feasibility and development stages.

At the moment, 80 percent of our space is being utilized. We have one light industrial bay open along with six individual office spaces available. Come see us to discuss how we may be able to help you.

Collectively, our TECenter clients represent 146 full-time, part time and contracted self-employed people. Current TECenter client ventures are projecting almost 18 million dollars in annualized revenues and have over 15 million dollars of invested capital.



In This Issue:

- [Employees Becoming Employers](#)
- [Welcome: Extravagonzo, Acquire & SmartMouse](#)
- [Who's Who](#)
- [Extravagonzo on Woot!](#)
- [Dental R.A.T Wins Leverage](#)
- [Bi-Biomics at TechLaunch](#)
- [Student Teams](#)
- [Network & Phone Update](#)
- [MS Office for Mac](#)
- [Events, Resources & Deals](#)
- [Newsletter Archives](#)



Find us on  
**Facebook**

BSU TECenter  
5465 E. Terra Linda Way  
Nampa, ID 83687  
Phone 208.562.3636  
Fax 208.562.3650

[www.BSUTECenter.com](http://www.BSUTECenter.com)



## Welcome to the TECenter



We are excited to welcome three new companies to the TECenter.



### Extravagonzo Gourmet Foods

[Extravagonzofoods.com](http://Extravagonzofoods.com)

Extravagonzo brand Infused Olive Oils are second to none - full flavored with a pleasant finish. These flavors go well in all cooking applications. Recent media attention surrounding the health benefits of Extra Virgin Olive Oil, Garlic and Grape Seed Oil emphasizes the need for personal experimentation to find pleasant ways of adding these items to the diet. Extravagonzo brand Infused Olive Oils now offer people a means of including these healthy, enjoyable additions in the diet through an incredibly gratifying sensory experience!. [See Wine.Woot! Story pg.3](#)

NONRESIDENT TECENTER CLIENT

Tom Stevens 208-639-2926  
garlic@extravagonzofoods.com

### Acquire Communications

[www.connect2acquire.com](http://www.connect2acquire.com)

Acquire is one of the fastest growing digital phone companies in the United States! We measure our success by providing you with the best service, lowest monthly cost, first-class features and unmatched customer service. We strive to become the industry standard in digital communications. So what are you waiting for?



RESIDENT TECENTER CLIENT

Jeff Storey, Brian Storey & Brandy Martin  
1-866-212-8414



## SMART MOUSE

By Auto Electronica Inc.

### Smart Mouse

With the Smart Mouse and MouseTop Computing technology users can share a common mouse between multiple computers for increased productivity, networking and data transfer. Carry your data and software to any computer with the plug and play Smart Mouse™. Finally truly mobile computing!

NONRESIDENT TECENTER CLIENT

Bob Cox 208-342-2285  
dailrobertcox@hotmail.com

## TECenter Companies in Action

**wine.woot!**

**sold out!**



### Extravagonzo Sells Out

Extravagonzo Specialty Culinary Infused Oils Four - Pack feature on Woot.wine.com completely sold out in just over one hour.

Buyer Matt Caputo of Tony Caputo's Market and Deli in Utah (winner of the NASFT Outstanding Market and Deli of the Year Award in 2009) says that our Garlic Infused Olive Oil is the Best Olive oil that exists on the planet today.

[Read Woot! Blog on Extravagonzo](#)

### Dental RAT Wins March Madness Leverage Tournament

Becky Logue and the Dental R.A.T. team challenged tough competition to claim first place in the March Madness Leverage Tournament March 26.

The Dental R.A.T. received a \$300 TECenter credit and the 2moto team took second with a TECenter credit of \$150. Leverage is a board game developed to teach small business owners how to achieve massive profit growth in their businesses.

### Bi-Biomics Presents at TechLaunch 7.0

Kevin O'Brien the president of Bi-Biomics, a life science research and development company, presented at the TechLaunch 7.0 along with seven other entrepreneurial ventures from all regions of Idaho May 20.

Bi-Biomics is committed to fighting cancer and bringing new information forward in the fight. Their UltraLight Histology solution offers greatly improved readability of pathology slides for diagnosis and research interest. The UltraLight products protect and preserve patient



biopsies to make diagnosis easier and faster than ever before.

TechLaunch is an annual event that provides training and education to companies seeking financing. Companies have the chance to practice and hone their pitch in front of potential investors. A grand prize of \$10,000 is awarded to the winner, with other prizes available as well.

For information about TechLaunch, contact your regional [TechConnect Office](#).

## TECenter Who's Who

[More Details](#)

### Resident Companies:

- [2moto](#)
- [Acquire Communications](#)
- [Aero LEDs](#)
- [Bi-Biomics](#)
- [Boise Technology Inc.](#)
- [Catchlight Engineering](#)
- [Dental RAT](#)
- [The Network Operations Co.](#)
- [NSN Solutions, Velma & Snapshot Photo](#)
- [Ready Financial](#)
- [Verd'Light](#)

### Nonresident:

- [Auction Frogs](#)
- [Cymbrio](#)
- [Clearwater Country](#)
- [eTripTrader](#)
- [Extravagonzo Gourmet Foods](#)
- [Northwest Clinical Trials](#)
- [Recall InfoLink](#)
- [SmartMouse](#)
- [SMARTeam](#)

### Tenants:

- [My State USA](#)
- [Idaho TechConnect](#)
- [Idaho SBDC](#)



## Entrepreneurial Students Team with TECenter Companies

After a semester of working closely with eight local emerging businesses, 24 students from the College of Business and Economics (COBE) wrapped up the spring 2010 semester last week by presenting their findings and recommendations to client companies.

The student-client team projects are a large part of the Managing an Emerging Business course, one of the more recent additions to COBE's growing list of entrepreneurial courses. The class is taught by John Glerum of the Boise State TECenter, the technology business incubator and accelerator located in Nampa.

Each team of two or three students selected a company to work with at the beginning of the semester. Two of the client businesses this semester, Built-in Bike Light and Latitude Zero, are ventures founded by students within the class. The six other companies — AeroLEDs, eTripTrader, Extravagonzo Gourmet



Roger Hancock, founder of Recall InfoLink, reviews the findings of his team of entrepreneurial management students, Rachel Garner, Brittany Reed and Matthew Koehler May 4.



Tom LaJoie and Amra Metcalf of eTripTrader exchange thanks after their team of entrepreneurial management students, Mark Ouma, Jolene Medina and Austin Aird, completed their final presentation May 4.

Foods, Recall InfoLink, Snapshot Postcard and Verdelight — are TECenter clients.

Throughout the semester, the students learned about tools and strategies for emerging businesses that they could apply to their real-world projects. The students were encouraged to apply knowledge gained from their other business courses to provide meaningful feedback to their client company.

“Our student team provided great value to eTripTrader by helping kick-start our marketing for our new SkedFlex product,” said Tom LaJoie of eTripTrader. “SWOT analysis, industry comparison, marketing strategy, expected ROI ... the team did a great job of teeing it up for us.”

The next Entrepreneurial Management class is slated for spring 2011. For more information on the TECenter's emerging companies, visit [www.bsutecenter.com](http://www.bsutecenter.com).



eTripTrader®



# Network and Phone Changes for TECenter Companies

## NETWORK & PHONES

The TECenter and all clients and tenants are no longer on Boise State network.

We have transitioned to our own connection with Time Warner. This means we have more immediate control of the network and phones to better meet the needs of our client companies. With our new -found network independence we no longer have the Boise State IT team support.



Not to worry... Stan Smith and the OIT team have taken great care of us over the years and are seeing us safely through our transition.

We are currently interviewing phone and network support providers. Within the next couple of weeks we will make our decision. We will keep you informed as we select a provider and find the best way to execute phone and network work orders with our new provider. We appreciate your patience while we work through these changes.

## PRINTING

There have been a few changes made to the network printers. If you want to use these printers please use the following IP address:



**HP Color LaserJet 3550 use 173.226.195.122**

**HP Color LaserJet CMI312 use 173.226.195.123**

Thanks to everyone for using your own paper and logging color copies in the work room log. It helps us to keep the printers stocked and operational for all to enjoy.

**10+ COLOR COPIES \$.05 EACH | B&W COPIES FREE**

## FIREWALL

We are no longer protected by the Boise State firewall and strongly suggest that each company purchase one.



A firewall is a security system that acts as a protective boundary between your computer and the outside world. It helps make your computer invisible to online attackers and some malicious software such as viruses, worms, and Trojan horses.

Here are some great and fairly inexpensive firewall options that we will help you install from Matt Wheeler of The Network Operations Co.:

*Having a firewall installed and turned on is the most effective and important first step you can take to help protect your computer.*

This is the 'best' piece of hardware for a small company, and works well for \$149:

<http://www.zonealarm.com/security/en-us/zonealarm-secure-wireless-router.htm>

it does things like blocking Bit Torrent and disallowing Facebook, etc. (if you choose). We've used several - they are the 'little brother' to the more expensive Checkpoint firewalls that we use a lot of.

There are others out there, and the best bang-for-the-buck in low-end firewalls are generally from Netgear (a little better than Linksys) like this: <http://netgear.com/Products/VPNandSSL/WiredVPNFirewallRouters/FVS318.aspx> or this: <http://netgear.com/Products/RoutersandGateways/WiredRouters/RP614.aspx> for \$110 and \$50 respectively. Less money, less protection and the cheaper it is the more likely it needs to be restarted a few times a year.

# FACILITY CORNER



## Mac Users: Microsoft Office Now Available

Microsoft Office 2008 is now available for all TECenter companies. Please check your system's compatibility before upgrades.

## Windows 7 Upgrades Available

Windows 7 professional upgrades are now available for all TECenter companies. Please check your system's compatibility before upgrade.



More information [Contact Marissa Goff](#)



# EVENTS

## June

**FRI 6/11** - ThinkShop Lunch: Boise State Career Center Intro.

## July

**FRI 7/16** 2010 Q2 Quarterly Statements DUE

**MON 7/19-FRI 4/23** Quarterly Review Meetings

## Resources & Deals

[TECenter Facebook Page](#)

[Prezi - Astonishing presentations live and on the web](#)

[Innovation Daily - The Daily pulse of Global Innovation!](#)

### BRAD SUGARS FREE RESOURECES:

[21 FREE eBooks - Boost Business Profits](#)

[21 Ways to Increase the Power and Profit of your Advertising](#)

[ActionCOACH FREE Business Tools](#)



# Find us on Facebook

Please email

[sarahpokorney@boisestate.edu](mailto:sarahpokorney@boisestate.edu) to add your employees to our mailing list so they can stay up on TECenter news.

BSU TECenter  
5465 E. Terra Linda Way  
Nampa, ID 83687

Phone 208.562.3636  
Fax 208.562.3650

[www.BSUTECenter.com](http://www.BSUTECenter.com)

The Critical Few Review is a quarterly newsletter produced by the Boise State TECenter © 2010. To remove your name from our mailing list, please reply with "unsubscribe" in the subject line.

Questions or comments? E-mail us at [sarahpokorney@boisestate.edu](mailto:sarahpokorney@boisestate.edu) or call 208.562.3602

[Newsletter Archives](#)

**Member Discount**

## TECenter Discount



**\$29 ENROLLEMENT**

**\$29 / month**

Six current locations and NOW OPEN at the GARRITY EXIT in NAMPA! Available to all TECenter companies, employees and family members. For Enrollment Contact:

**LEVI Bachmann 794.8212**

[Levi@idahoathleticclub.com](mailto:Levi@idahoathleticclub.com)

**JOIN TODAY !!! 794.8212**