



Will the Treasure Valley Spring Back?

From the **BSU TECenter Director, John Glerum**

Dear BSU TECenter Friends,

For the last six months I have been involved with the **Idaho Statesman's – Vision for the Valley – Strong Economy Initiative.**

The shared vision is simply:

“To be the most innovative, durable, and prosperous economic region in the West.”

Our Treasure Valley includes: five counties, approximately 600,000 residents, 280,000 jobs, over 20,000 businesses and a 20 billion dollar economy. The last two years have taken their toll on both the Treasure Valley's economy and all of us. When we compare ourselves to neighboring metropolitan area economies, i.e., Salt Lake, Portland, Seattle, Denver and Phoenix, we have also lost some ground as well. The root causes for our economic losses have been well documented and publicized. Some are the result of the national economy and some are related to our local economic situation.

The clear positive we have today is that the strengths that drove our valley's growth over the last five decades still remain in our valley's DNA and the opportunities in a vastly interconnected world are even greater than before. As you look around, you can see many emerging “new economy” niche businesses with sound business models and disciplines gaining significant traction. In the business development trade, these businesses are called gazelles. A

gazelle has to grow at least 20% a year for four years, from a base of at least \$100,000 in revenues -- in effect, at least doubling in size over that four-year period. To all our valley gazelles, congratulations and keep up the good work. To all of those considering joining the cause --- get started.



The BSU TECenter gazelle's and gazelle's “to be” exited the 4th quarter 09 with: 11 resident clients, 6 non-resident clients, 3 tenants and 5+ pre-incubation clients. Eleven clients are in the accelerating growth stage generating rapidly

increasing revenue along with 3 clients that have recently introduced products and services into the market place. Two client ventures are working in the development stage readying their products and services for the marketplace and one client is in the feasibility stage of commercialization

Currently, 75 percent of our space is being utilized. We have two light industrial bays open along with six individual office spaces.

Collectively, our TECenter clients represent 136 full-time, part time and contracted self-employed people. TECenter client ventures are currently driving 10 million dollars in annualized revenues and have almost 15 million dollars of invested capital. These results are on top of a growing list of TECenter graduates throughout our valley today.

Oh and back to the question: **Will the Treasure Valley Spring Back? Absolutely.**

Will the Treasure Valley Spring Back?

Absolutely.



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Welcome to the TECenter

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



RESIDENT TECENTER CLIENT

Ben Price 208 854 7904
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NSN Solutions, Inc.

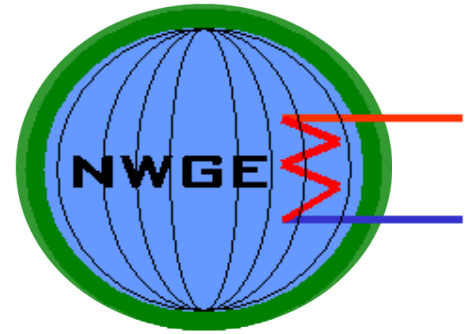
www.nsnsolutions.com
www.velma.com
www.snapshotpostcard.com

NSN's primary offering is "Velma", a virtual marketing assistant for mortgage and sales professionals. Velma, found at www.velma.com, is a marketing automation solution that includes an online CRM with email and direct mail campaigns that can be customized on the fly. The latest Velma offering is a corporate service that includes private labeling and provides centralized brand and compliance control for marketing management.

NSN also offers the iPhone application "SnapShot Postcard" (www.snapshotpostcard.com). SnapShot sends custom picture postcards from your iPhone. Snap a picture, type a message, pick a contact, and presto, your contact will get a real printed postcard in their snail mail in a few days

ThanXaMillion!

ThanXaMillion! is a business application designed to help small businesses get on-demand, real-time feedback from customers who are on site. Such feedback is immediate and results can be viewed anytime, anywhere. Having immediate access to and tracking customer feedback enables decision makers to improve the quality of their services, which, in turn, will impact their bottom line.



NORTHWEST GEO-ENERGY LLC
RESIDENT TECENTER CLIENT

NorthWest Geo Energy LLC is dedicated to identifying and studying opportunities in harnessing geothermal resources in Idaho and assist in the development of low cost small scale equipment that generates electricity from low temperature geothermal resources .



NONRESIDENT TECENTER CLIENT

Brushup is the newest innovation in disposable toothbrushes. This compact easy-to-grip brush goes where you go. It comes with a fresh squeeze of toothpaste built into the handle and best of all requires no water. Brush, toss and go!
— fully biodegradable —



RESIDENT TECENTER CLIENT

Stephen Murphy 208-371-7651
stephmur@gmail.com

Welcome to the TECenter

Meridian Cascade RESIDENT TECENTER CLIENT Bill Willis 208-908-1469
wlvresearch@q.com

Meridian Cascade is in the business of developing and providing business applications to help businesses be more efficient and effective. Meet4Results™ is currently under development and is designed to help groups better facilitate and collaborate on their ideas, feedback, or decisions within a virtual meeting. As groups experience these engaging virtual meetings, they will be pleased and confident with the higher level of quality their meetings will produce.

TECenter Companies in Action

tnoc.us
THE NETWORK
OPERATIONS COMPANY

RESIDENT TECENTER CLIENT since 2009

Hotels account for more than 65% of The Network Operations Company's (TNOC) revenue base and as 2009 wore on, hotel were looking everywhere they could to cut expenses.

Not wanting to become a casualty of spending cuts, TNOC decided to look for a way to turn a crisis into an opportunity. Contract rates for supporting guest Internet use are typically based on the number of rooms in a hotel and range from \$1 to \$4 per room per month. With occupancy low, TNOC is now basing support rates on the number of guest devices that connect to the network - a figure that tracks directly with the occupancy of the hotel.

This new pricing model not only makes the hoteliers happy, it solves three problems that TNOC had been wrestling with:

1. Hotels with a short 'Average Length of Stay' had more guests per room per month and it's the number of guests that drives the number of support calls.
2. Guests are traveling with more WiFi devices than in the past - including Xboxes, iPhones and even TiVos, increasing the number and complexity of support calls.
3. Cost-per-Room rates had not been increased since 2006 and no one wanted to hear about increases.

Looking forward, TNOC expects to not only better align itself with its customers' revenue, but also take advantage of increases in occupancy (expected to rise in 2010 and 2011) and a lower hurdle for sales into new properties.

Matthew Wheeler, President
The Network Operations Company
866.2.UNWIRE (866.286.9473)

Who's who at the TECenter

Find out more about the TECenter companies. [More Details](#)

Resident Companies:

- [2moto](#)
- [Aero LEDs](#)
- [Bi-Biomics](#)
- [Boise Technology Inc.](#)
- [Dental RAT](#)
- [The Network Operations Co.](#)
- [Northwest Geo-Energy](#)
- [NSN Solutions, Velma & Snapshot Photo](#)
- [Ready Financial](#)
- [ThankXaMillion!](#)
- [Verd'Light](#)



Nonresident:

- [Auction Frogs](#)
- [BrushUp](#)
- [Clearwater Country](#)
- [eTripTrader](#)
- [Northwest Clinical Trials](#)
- [Recall InfoLink](#)
- [SMARTeam](#)

Tenants:

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

More TECenter companies in action

auctionfrogs

RESIDENT TECENTER CLIENT since 2008

Kristi Saucerman of Auction Frogs Named IBR Idaho Business Woman of the Year

by Steve Martin
Published: February 2, 2010

The Idaho Business Review has announced its 2010 Idaho Women of the Year honorees. The 50 women will be featured in a glossy magazine publishing in the IBR on March 22, and honored at an awards dinner, beginning with a 6:30 p.m. cocktail reception, on March 18 at the Boise Centre on the Grove in downtown Boise.

Recipients this year come from a variety of professions and walks of life statewide, each embarked on her own exceptional journey to personal and professional accomplishment, simultaneously motivating those around them to strive for success as well.



Two rainbows graced the sky over the TECenter complementing the hard work of TECenter entrepreneurs with a nice view and hopes for a bit o' luck Jan. 12. (Photo courtesy of Paul Davis BTI)

The awards dinner is open to the public. Individual tickets are \$60. Table sponsorships are also available. Reservations can be made by calling Megan Wood at 208-639-3520 or e-mailing her at megan.wood@idahobusinessreview.com. More information about the Idaho Women of the Year program can be found on the Idaho Business Review Web site .



2moto in #1 Motocross Magazine



Racer X is the largest-distribution motocross magazine in the U.S. This article was published on page 180 of the February, 2010 hard copy edition. See page the next page for more details.



Riding motocross on Mammoth Mountain doesn't have to wait until June, thanks to a company called 2Moto. Time to bundle up and get your sno-moto on!

BY DAVID PINGREE
PHOTOS BY LEE KLANCHER
RACER X MAGAZINE

For those who live in southern states, a snow-going dirt bike might not seem very tangible. It probably looks cool to you, but the thought of actually riding on the snow is so farfetched that you don't give it a second thought. That's fine, Jimmy Buffet Jr., you just keep sipping your piña colada, eating broiled shrimp, and making sure you have an even coat of SPF 5 on your skin. For those who reside just a little farther north, pay close attention, because your annual motocross schedule is about to change forever. A company called 2Moto intends to keep you from putting your motocross bike into cold storage for the winter months.

Read More in February's Racer X Magazine



...EVEN MORE TECenter companies in action!!!

Live and Online Auction Technologies Integrate to Fund Great Causes

Northwest Software Technologies, Inc. and Auction Frogs, Inc. Partner to Combine Event Management Software with an Online Auction Application to Simplify Benefit Auction Event Fundraising

Everett, WA (PRWEB)

February 22, 2010 --

Northwest Software Technologies, Inc.® announced today that it has partnered with Auction Frogs, Inc., a leader in online auctions for charitable organizations, to deliver seamless solutions for managing live auction events together with online silent auctions.

“As multi-vendor technology continues to enhance the benefit auction experience, data management has become fragmented, leaving nonprofit organizations with the daunting task of maintaining multiple data sources,” commented Jack Wilson, Jr., President and CEO of Northwest Software Technologies. “Auction-Tracker is specifically designed to pull these multiple data sources together, incorporating them into a “single” point of entry. Auction-Tracker Live!, our new online benefit auction interface, integrates the Auction Frogs online auction engine to Auction-Tracker, simplifying the end-to-end data management process. We look forward to providing even more value to our clients through this partnership.”

By integrating Northwest Software’s Auction-Tracker® and Auction Frog’s Online Auction engine, nonprofits hosting gala events are able to host both live and online auctions and easily manage all aspects of their benefit auctions from one suite of management tools. This integration enables both traditional live gala events and online auctions to be created from the same information in a single data source. Each event is performed in

their own venue, post-event reconciliation, billing, receipting and constituent relationship management are made easy and analysis, for all aspects of the event more meaningful and easy to understand.

“Our focus has always been to help nonprofits increase revenues through our online auction platform. Our relationship with Northwest Software allows us to expand our core offering to those customers who want expanded fundraising options while enabling users of Auction-Tracker to add online capability,” says

Kristi Saucerman, Auction Frogs CEO. “We are constantly looking for ways to simplify fundraising experiences and raise more money. This partnership provides both through the ability to manage live and online auctions from a single solution.”



RESIDENT-TECENTER CLIENT since 2008

About Northwest Software Technologies®

Northwest Software Technologies, Inc. is the pioneering and leading provider of fundraising event software to the nonprofit sector in North America. More than 2,000 organizations worldwide use Tracker-Series applications to manage fundraising events. Northwest Software offers four unique software applications for fundraising event management. Founded in 1985, Northwest Software is headquartered in Everett, Washington. [nwsoftware.com](http://www.nwsoftware.com) (<http://www.nwsoftware.com/>)

About Auction Frogs

Auction Frogs is a leader in online fundraising for charitable causes providing an unmatched marketing opportunity for businesses, a simplified fundraising experience for organizations, with easy to use and easy to bid features for supporters of the cause. Since its launch in 2007, Auction Frogs has helped hundreds of organizations increase revenue by hosting online silent auctions. [auctionfrogs.org](http://www.auctionfrogs.org/) (<http://www.auctionfrogs.org/>)

[Read more on PR Web](#)



FACILITY CORNER

Windows 7 Upgrades Available

We made a special purchase of some windows 7 professional upgrades. Please let Marissa know if you would like to purchase any upgrades. She will need to know if you need the 32 bit version or the 64 bit version. The cost is \$16 per license. **Contact Marissa for additional information.**

*Please make sure before you order that your computer and current operating system is compatible with Windows 7 Professional.

[Check your compatibility with windows 7](#)



Facility questions? [Contact Marissa Goff](#)



EVENTS

March

TBD - LEVERAGE GAME TOURNAMENT & CHAMPIONSHIP

TBD - Boise State Career Center introduction to TECenter Co.s

April

4/16 2010 Q1 Quarterly Statements DUE

4/19-4/23 Quarterly Review Meetings

Resources & Deals

[TECenter Blog](#)

[7 Essential multimedia tools and their free alternatives](#)

[10 Free Microsoft Programs](#)

[Reserve the TECenter meeting rooms online today!](#)

Want to stop smoking? Contact

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drdiane@nwct.com



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Please email

sarahpokorney@boisestate.edu to add your employees to our mailing list so they can stay up on TECenter News.

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Questions or comments? E-mail us at sarahpokorney@boisestate.edu or call 208.562.3602

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NO ENROLLEMENT

\$21.00 / month Single

\$37.99 / month Couples

+ \$14.99 / + family members

TECenter Discount



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

Andy Slagle 208.908.8554
andy@idahoathleticclub.com

JOIN TODAY !!! 208.908.8554