

Discover

The **REAL** West Virginia Foundation



Robert Mueller, Director of the Federal Bureau of Investigation, addresses summit participants.

Summit Explores Issue of Homeland Security

Before September 11, 2001, most Americans had little knowledge about the horrific realities of terrorism.

“Because we’re surrounded by two oceans and because we’re surrounded by friendly neighbors, until 9/11 we never thought of ourselves as being under attack,” Senator Jay Rockefeller said. “But in a world of terrorism, you have to be ready.”

At the invitation of Senator Rockefeller, the Discover the REAL West Virginia Foundation and the West Virginia Department of Military Affairs and Public Safety, more than 300 people came together to discuss the issue of public safety in the post-9/11 era. The West Virginia Homeland Security Summit was held November 9-10, 2003, at the U.S. Fish and Wildlife Service’s National Conservation Training Center in Shepherdstown.

“West Virginia is a rural State, and to

some that may suggest that our needs for improving our homeland security might be slight,” Senator Rockefeller said. “The reality is quite different. Our proximity to Washington, Baltimore, Pittsburgh and other population centers presents special challenges.

“Our geography and industry are as diverse as they are vulnerable to exploitation,” he added. “We have major rivers, dams, railroad lines, chemical companies, power grids and gas transmission lines. All combine to present security issues that must be met head-on.”

Senator Rockefeller emphasized the need for real talk about real problems.

“We know, for example, we haven’t provided nearly enough money from the federal government to help local emergency responders, health officials and education leaders meet equipment, training and personnel needs. Not every fire or police department in

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Trade Mission Shines Spotlight on West Virginia’s Biotechnology Potential

To showcase the State’s biotechnology capabilities, Senator Jay Rockefeller and Governor Bob Wise hosted a three-day event for international industry executives. The West Virginia Biotechnology Trade Mission took place October 19-21, 2003, in Huntington. Sponsors included the Discover the REAL West Virginia Foundation, Marshall University, the Huntington Area Development Council and the West Virginia Development Office.

Simply put, biotechnology is the use of living organisms or their products for commercial purposes. Since the beginning of recorded history, humans have applied biotechnology to help them do everything from baking bread to breeding animals.

That definition of biotechnology has expanded in the last 20 years to incorporate the deliberate production of DNA molecules, making it possible to manufacture drugs and vaccines, develop diagnostic tests, improve criminal investigative methods and more. As a result, the biotechnology industry has exploded. From 1992 to 2001, revenues



(from left to right) Paloma Aldamiz Eschebarria, GAIKER; Javier Escobal, GAIKER; Senator Rockefeller; and Joe Cummins, Amarillo Biosciences.

jumped from \$8 billion to almost \$35 billion.

There are nearly 1,500 biotechnology companies in the United States, currently employing 191,000 people.

However, a 2002 study done by the Center for Business

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WEST VIRGINIA SUMMIT ON



Homeland Security

Homeland Security

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West Virginia agrees with the regional response approach our State has taken in deploying limited resources.”

In addition, he said that avoiding public panic is an important part of any emergency response. “But public education costs money that is especially hard to come by.”

The Summit featured presentations by prominent experts on security, including Lee Hamilton, President and Director of the Woodrow Wilson International Center for Scholars and Vice Chairman of the 9/11 Commission; and Robert Mueller, Director of the Federal Bureau of Investigation.

Training demonstrations were offered by representatives of the West Virginia Department of Military Affairs and Public Safety, the Office of Emergency Services, the West Virginia State Police, the Center for National Response and the Shepherdstown Fire Company.

Emergency responders, hospital administrators, physicians, public health workers, business and manufacturing representatives, members of law

enforcement agencies, local government leaders, educators, military officials and public safety specialists teamed up with federal officials and security experts from the private sector to talk about a variety of issues.

Panel discussion topics included the role of all West Virginians in protecting the State; public infrastructure; school safety; West Virginia’s core industries; health care; technology and communications; children and families; and funding.

Discussion leaders were Senator Rockefeller; Joe Martin, former Secretary of the West Virginia Department of Military Affairs and Public Safety; Jay Cole, Deputy Secretary of the West Virginia Department of Education and the Arts; Karen Price, President of the West Virginia Manufacturers Association; Dr. Catherine Slemm, Director of the Public Health Threat Preparedness Initiative; Dr. Paul L. Hill, Director of West Virginia EPSCOR; and Dr. Irwin Redlener, Associate Dean of the Joseph L. Mailman School of Public Health at Columbia University.

Martin, who now is the Homeland Security Adviser for the State of West Virginia, called the Summit “an

outstanding example of the cooperation that exists in West Virginia” among agencies at various levels.

“I believe it's safe to say that everyone at the Summit witnessed a wide-ranging exchange of ideas that involved federal, State and local first responding agencies. But I believe we also found that we're steadily moving forward and we're miles ahead of where we were on September 11, 2001,” he added.

In his closing remarks, Senator Rockefeller urged participants to maintain that spirit of cooperation.

“It is our job to make sure that whatever piece of homeland security we have responsibility for – whether it’s public utilities, transportation, public health, local government, business, emergency response or law enforcement – that we remain open to new ideas and new strategies.

“Terrorism has forced us to make a choice. We can be afraid, or we can be prepared. There is no mission greater or nobler than protecting the State we call home and the country we love from those who would seek our failure or ruin,” the Senator concluded.



Senator Rockefeller with members of the State Police Special Response Team.



Members of the West Virginia Office of Emergency Services and first responders from the Eastern Panhandle join with Senator Rockefeller.



With Power Sonix, "Hearing is Believing"

Scott Hedges started Power Sonix in his Martinsburg home back in 1997. Now based in downtown Martinsburg, Power Sonix's "voice" can be heard all the way across the Pacific as a supplier of audio-amplifying equipment – an important weapon in the homeland security arsenal.

"Power Sonix has been supplying naval PA [public address] systems for the Taiwanese Sea Police for seven years," said Patrick Grady, Power Sonix's Vice President of Sales and Marketing. "That relationship and our products have stood the test of time in very harsh environments," noted Grady, whose brother, Mike, serves as Power Sonix's Vice President of Engineering.

More recently, Power Sonix has begun to

concentrate on the airborne PA market.

"Our mission is to provide law enforcement and military personnel with the best airborne speech projection possible," Grady said. "We totally re-engineered our airborne products in 2003 to offer lighter, smaller, more powerful and less expensive loudspeakers for budget-strapped law enforcement agencies. We've also taken a big step to set up a relationship with Dallas Avionics, a major North American distributor."

As word spreads about Power Sonix's equipment, the company is pursuing contacts in areas of federal government with need for this type of technology, such as the military and the new Department of Homeland Security.

"We're hoping to 'crack that nut' soon with some live demonstrations for some key decision-makers. Hearing is believing," Grady said.

In addition, the company also hopes to form alliances that not only will expand sales, but also will lead to new products



Power Sonix AeroVoice PA system on board an unmanned airborne vehicle.

and capabilities by integrating loudspeaker technology with cameras, searchlights and other key components on board aircraft and ships.

Since participating in last November's Homeland Security Summit, Power Sonix has been working, with the help of Senator Rockefeller's office, to obtain a grant for an outdoor public address system at Robert C. Byrd High School in Harrison County, as part of the national Project SAFE initiative.

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Company Goes to the 'Extreme'

In 1994, Mike Masterman traded relatively balmy Pocahontas County – where he was serving as fire chief in Cass as well as a research and development engineer with the National Radio Astronomy Observatory in Green Bank – for the frigid climate of Antarctica.

"I did two 'winter-overs' – one as a scientist, one as the station manager," he recalled. "In between, I developed electronics for Carnegie Mellon University and I was the South Pole science coordinator for Antarctic Support Associates working under the National Science Foundation."

While in Denver to hire a crew for another Antarctica winter-over in 1999, Masterman sowed the seeds for what has become Extreme Endeavors and Consulting.

"Lucent Technologies called me up wanting a redesign of a satellite communications chassis," he said. "I took the contract and built it out of my hotel room. Then when wintering over in Antarctica, I decided to start Extreme Endeavors full time."

Masterman returned to West Virginia, setting up shop in Philippi, Barbour County. As its name suggests, Extreme Endeavors designs reliable, robust equipment for the harshest conditions found on Earth.

"Give us the worst imaginable place in the world, and we can develop technology that works there," explained Masterman, the company's president. "We are used to equipment installation in the most remote regions of this world. Our engineers are also firefighters and emergency medical



Equipment from Extreme Endeavors--part of the futuristic law enforcement officer exhibit at Soldier Modernization Day on Capitol Hill.

technicians. We understand the needs and requirements of first responders."

Extreme Endeavors has built a federal clientele, contracting with NASA's Jet Propulsions Laboratory to design and install GPS monitoring equipment in the Transantarctic Mountains of Antarctica. In addition, the company has collaborated with the National Institutes of Health on a vital sign monitoring system for firefighters

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Marshall Looks Toward a Future in Biotechnology

Biotechnology, broadly defined as the use of living organisms or their products for commercial purposes, is a relatively new field that has quadrupled in size since 1993. Marshall University in Huntington has launched a major biotechnology effort in three key areas: medicine, the environment and forensic science. Here, Dr. Howard Aulick, Marshall's Vice President for Research, outlines the university's strategy to become a player in this emerging global industry.

What led to Marshall University's decision to make a major push in biotechnology?

AULICK: We chose biotech because of the potential of this industry and the fit with Marshall's resident capabilities. The growth of the biotech industry is truly phenomenal. Every projection suggests it will dwarf the information technology boom. It is an industry that thrives on research and grows out of research universities. So, if we can capture 0.1 percent of the biotech industry, it will have a major impact on regional economic development.

Specifically, Marshall is focusing on medical, environmental and forensic science. Why these areas in particular?

AULICK: Focus was important because the university is not large enough to do everything. The medical school and new cancer center make medical biotech a natural. Environmental biotech was selected for similar reasons. There are great environmental scientists in the College of Science and growing interests in the School of Medicine and the College of Information Technology and Engineering. Another critical component is geographic. Our location on the Ohio River gives us



niche opportunities.

Finally, Marshall's Forensic Science Program and the growing needs for homeland security make forensic biotech another attractive option.

How does the Institute for Development of Entrepreneurial Advances fit in with all of this?

AULICK: IDEA (Institute for Development of Entrepreneurial Advances) is an essential part of our biotech development. While we have excellent scientists, they are not business people. IDEA is designed to surround our science faculty with the necessary business acumen -- intellectual property, technology transfer, business plans, market surveys, etc. -- so that some of the innovation can be directed to the marketplace.

What is the status of the various construction projects that are designed to support the three biotechnology focus areas?

Robert C. Byrd Biotechnology Science Center: We just broke ground on this 144,000-square-foot building -- a \$44 million project. This is the cornerstone for the university's biotech development. It will allow more effective integration of basic and biomedical scientists. Given the complexities of modern science, interdisciplinary teams of investigators are necessary. The Biotechnology Science Center will be where basic innovation takes place.

Biotechnology Development Center: This 23,000-square-foot building will be designed soon. It will be located just west of the Biotechnology Science Center and form the second limb of Marshall's new science complex. The purpose of this building is to provide space and technology for "proof of concept." Researchers in the Biotechnology Science Center will make a discovery that may have some commercial



(from left to right) Dr. Pamela Staton, Associate Professor of Forensic Science, and Dr. Terry W. Fengler, Director of the MU Forensic Science Graduate Program and Chairman of the Microbiology Department at MU Bacterial Source Tracking Lab.



potential. That project will be moved into the Biotechnology Development Center for further development. The Biotechnology Development Center will house IDEA and we will be able to surround the scientific team with the business acumen it needs to determine whether or not the discovery is marketable.

Forensic Science Center: This building is currently undergoing a major expansion. The purpose is to create additional office space to free the existing space for research and service labs. The existing space is a highly secure, fully accredited laboratory. By moving the offices out of this space into the new addition, more of the premier space can be devoted to DNA fingerprinting -- both for identification of the state's incarcerated population as well as a new paternity testing service. Part of the new addition will support a new training program in cyber crime detection.

Edwards Comprehensive Cancer Center: The \$18 million structure is currently under construction on the campus of Cabell Huntington Hospital. A joint project between Marshall University School of Medicine, Cabell Huntington Hospital and the Edwards Foundation Inc., this new facility will offer state-of-the-art medical care (diagnostics, therapies and outreach) and research. Work here will focus on reproductive cancers, melanoma, nutrition and cancer, and cancer genomics and proteomics.

KineticPark: The basic infrastructure to this 17-acre park is now in place and our
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Working to Create More Jobs in West Virginia: Governor's Workforce Investment Division

More than two years ago, the Governor's Workforce Investment Division became part of the West Virginia Development Office.

"Because workforce development is an integral part of all economic development, it was a smart and logical move, and one that is admired by other states who would like to -- and are trying to -- do the same," said Dr. Julie Norman, the division's deputy director.

The Governor's Workforce Investment Division administers both federal and State training programs for West Virginia. The office manages federal Workforce Investment Act funds for seven Workforce Investment Boards throughout the State, as well as four other customized training programs for business. It works closely with the 19 mandated partners required under the WIA.

In addition, the Governor's Workforce Investment Division collaborates with economic development agencies, community and technical colleges, community-based organizations and many other training providers and agencies involved in workforce development.

"By serving as the hub for all workforce development activity throughout the State, in conjunction with the State Workforce Investment Council appointed by the Governor, we hope to create a truly integrated system, recently branded 'WORKFORCE West Virginia,' which serves both job seekers -- adults, youth and dislocated workers -- and employers in the most efficient manner," Norman said.

She outlined several programs that can help both West Virginia employers and employees.

The Governor's Guaranteed Work Force Program is a state-funded initiative for new and expanding businesses that create at least 10 net new jobs within a 12-month period. It can cover the expense of training new or existing employees on a cost-reimbursement basis. Customized training and on-the-job training through local Workforce Investment Boards are two other programs that a business may qualify for, depending on the eligibility of employees being trained.

The Competitive Improvement Program

is geared toward small- to medium-sized manufacturers who have been in West Virginia for at least one year. It requires a dollar-for-dollar match from the company. For smaller companies that have been in the State for at least one year, there is the Small Business Work Force Program. It targets companies with 50 or fewer employees and annual revenues of less than \$2.5 million.

The Workforce Development Initiative is a competitive grant program for community and technical colleges looking for funding to develop or expand programs and services that are needed by business. This program also requires a private-sector match to ensure the project is valued by the business community.

"We still have work to do to change mindsets that we're only about helping people find jobs or we're only about social programs for disadvantaged populations. Those days are long gone. Our focus is much broader now and is driven by the needs of employers."

*Dr. Julie Norman
Governor's Workforce
Investment Division*

"In our effort to have a comprehensive, integrated system in West Virginia, all of these training programs can be accessed through our one-stop WORKFORCE West Virginia career centers or by contacting the Governor's Workforce Investment Division directly," Norman said.

"In addition to specific programs, the WORKFORCE West Virginia system can assist employers with recruitment, employment screening, employee education, on-site assistance for business downsizing and laid-off workers, online

electronic services, labor market information, wage and salary data, outplacement assistance, identifying funding sources, and statistical projections."

However, she pointed out that marketing of the WORKFORCE West Virginia system is still in the infancy stage.

"We still have work to do to change mindsets that we're only about helping people find jobs or we're only about social programs for disadvantaged populations," she said. "Those days are long gone. Our focus is much broader now and is driven by the needs of employers."

She considers the creation of the Interagency Collaborative Team to be another true measure of success for the Governor's Workforce Investment Division. Formed over the last year, the ICT includes high-level administrators from nine state agencies who are involved in some capacity with workforce development.

"From streamlining assessment processes to developing a common planning approach, the ICT is making progress on how to work together on improving the overall workforce development system," she said.

Research shows that workforce development is the number-one deciding factor for any business location or expansion decision, Norman emphasized.

"By having an integrated system with streamlined delivery of service, employers are assured of getting a quality, trained workforce that meets their needs both now and in the future. Providing the skills for job seekers and existing workers that employers need to grow and remain competitive will foster economic growth for the State. And our network of local and regional officials, State agencies, civic and business leaders and other partners is committed to positioning West Virginia on the road to a brighter future."

The second annual WORKFORCE West Virginia Conference is scheduled for July 13-16 at Mountaineer Race Track & Gaming Resort in Chester, Hancock County. To register or request more information, call (877) 967-5498 (toll-free) or visit www.workforcewv.org

Fourth in a Series of Regional Profiles

Advantage Valley: A Spirit of Cooperation Enhances Region's Assets

Advantage Valley serves nine counties in the Charleston-Huntington metropolitan area. This regional nonprofit organization's collaborative approach to economic development is one of its greatest strengths, Managing Director Gayle Vest says.

"Together, Advantage Valley represents over half a million people -- that's more attractive to companies than Charleston or Huntington's individual populations," she said. "Together, it's the 71st largest place in the United States. Individually, neither is in the top 100. It makes West Virginia more visible."

Based in Teays Valley, Putnam County, with board members hailing from all over the region, Advantage Valley works closely with organizations such as the Business and Industrial Development Corporation in Charleston, the Huntington Area Development Corporation, the Putnam County Development Authority and the Wayne County Development Authority.

Advantage Valley's selling points include its location. Forty-four percent of the industrial market and 37 percent of the consumer market are within a day's drive. Metropolitan areas situated 550 miles or less from Advantage Valley include New York City, Chicago, Detroit, Pittsburgh, Charlotte, Cincinnati and Washington, D.C.

Interstates 64, 77 and 79 all are within easy reach, as are two airports (Yeager in Charleston and Tri-State in Huntington) with flights to a number of key hub cities.

Norfolk Southern and CSX provide rail service, while Huntington boasts the nation's largest inland port.

A labor force comprised of employees with a strong work ethic and intense company loyalty also bolster Advantage Valley's appeal, Vest said. So too does the area's commitment to higher education through Marshall University, the University of Charleston, West Virginia University Institute of Technology and the newly-minted West Virginia State University (formerly West Virginia State College). West Virginia Junior College, Huntington Junior College of Business and Marshall Community and Technical College further enhance the opportunities for workforce training.

In addition, Vest said a "short ladder to the top" -- access to the state's movers and shakers -- provides Advantage Valley with a unique selling point.

"We're comfortable that if any company we work with, a federal issue comes up, we could call Senator Rockefeller's office and we would get an answer within a day. The same thing with Governor Wise. If we need him to make a decision, we can call him.

"West Virginia is small enough that you don't have to go through 10 layers to get to the man with the answers, and that's a very big advantage, especially for smaller companies."

In terms of Advantage Valley success stories, Vest pointed to legislation passed a few years ago that allows companies to work together jointly on a single development project. Kanawha, Putnam, Cabell, Wayne and Mason counties each have put in \$15,000 of seed money to purchase property and develop it.

Advantage Valley still is looking for a suitable site.

Another Advantage Valley program, the Entrepreneurial League System, is patterned after Major League Baseball in that players at various levels of talent are organized together in teams.

"The system assumes that entrepreneurs are like players," Vest explained. "They're at different levels -- not necessarily how long they're with a company, but in terms of skills they have. Players who want to move to a higher league can with ELS assistance."

And recently, Advantage Valley hired a European company to generate job opportunities in the region.

"It's a business development firm in Europe that sends us leads of European companies interested in U.S. business pursuits," Vest said. "Several companies, including HADCO, BIDCO, the Putnam County Development Authority and Wayne County Development Authority, chipped in to hire them because none could afford it on their own."

Bill Goode, president of BIDCO, praised the European marketing strategy. "Here's a program that I'd love to do ourselves, but we just can't afford it," he said. "Through the collaboration and facilitation by Advantage Valley, we were able to develop a program we're all interested in.

"Our feeling is as much as we'd love to have [these European companies] in the BIDCO territory, if we can't get them here, we'd like to have them next door. We think Advantage Valley has some special selling points that might be attractive to those prospects."

A spirit of cooperation like that, Vest noted, gives Advantage Valley a real advantage in terms of luring new business to the area.

"Getting Huntington and Charleston people to agree they have a common interest and can work together so they can accomplish things they couldn't individually is an attitude change. It's happening step by step."



Interstate 64 (Charleston) is a selling point of Advantage Valley.

Capitalizing on the Chemical Industry

Several years ago, Dow Chemical retirees Dr. George Keller and Mike Agee, along with Tom Potter of Jackson Kelly PLLC and Rudy Henley of McCabe-Henley-Durbin, started talking about how to make the most of the knowledge and expertise the Kanawha Valley offers in the chemical industry. The four eventually expanded their group to include representatives of academic, public and private institutions interested in increasing the amount of research activity in the area.

The Mid-Atlantic Technology, Research and Innovative Center, or MATRIC, is the result.



Headquartered at the South Charleston Technology Park (formerly the Union Carbide/Dow Technical Center), the nonprofit corporation is designed to move research ideas to commercialization in chemistry, polymer science, medicine, chemical and mechanical engineering, statistical analysis and related fields. Initially, MATRIC's efforts are focusing on chemical analytical services, research in chemical and polymer products, biotechnology, biomedical products, forensics, technology transfer/commercialization, and statistical method services.

"This new venture of MATRIC is now well under way and in the view of many may be the most important new business initiative ever attempted by the Business and Industrial Development Corporation," said Potter, who serves as chairman of MATRIC's board of directors. "Building on the unique pool of local scientific and intellectual talent and the world-class facilities at the South Charleston Technology Park, MATRIC could be the catalyst which in the long term will change our basic economy."



Huntington Biotechnology trade mission participants at Marshall University.

Biotechnology

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and Economic Research at Marshall University revealed that West Virginia had just 38 biotechnology companies providing 447 jobs.

That is not to say the State lacks the resources to foster this growing and dynamic industry. Marshall University, for example, has launched a major biotechnology effort focusing on medical, environmental and forensic science.

"The applications of biotechnology touch nearly every facet of our lives – from food to medication to manufacturing and security," Senator Rockefeller said. "Metals, minerals, textiles, paper, chemicals, energy and DNA are all areas where biotechnology is being experimented with and applied. Its possibilities are only limited by our imagination."

Nine representatives from Texas, Virginia, Ohio, Spain and Taiwan – including GAIKER, Tech For All Inc., Amarillo Biosciences Inc., Diagnostic Hybrids Inc., San-Sun Agri-Mass Co., and TECRO – participated in the trade mission. They were given an in-depth look at the State's business, investment and research potential.

Members of the group heard presentations on Advantage Valley, Marshall University's biotechnology agenda, tax incentives, venture capital opportunities and workforce development services. In addition,

they toured Alcon Manufacturing in Huntington and the Dow Technical Center in South Charleston.

Joseph M. Cummins, president and Chief Executive Officer of a Texas-based biotechnology operation, told the Associated Press that West Virginia is looking better and better as a place to relocate. His company, Amarillo Biosciences, Inc., is working to develop an oral version of the anti-viral drug Interferon, which treats complications of AIDS and some forms of cancer. It currently can be administered by injection only.

In the AP report, which was published in The Charleston Gazette on Oct. 22, Cummins touted West Virginia's low cost-of-living, "motivated workforce" and proximity to Washington, D.C., and other facilities his company is working with, such as the Cleveland Clinic.

Senator Rockefeller elaborated on the factors the State has going for it in attracting the biotechnology community. "West Virginia has highly-skilled workers, specialized facilities, state-of-the-art equipment, access to early-stage capital and strong academic research institutions," he said.

"All of the ingredients are coming together to make West Virginia an important part of an exciting, mushrooming industry, and one that holds the promise of curing diseases, making our nation more secure and cleaning up the environment."

Power Sonix

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“If we can only find the funds to implement the Guardian system, students and staff at Byrd will be safer and West Virginia will be showcasing the technology of one of its own to school administrators from around the world who will be coming to tour the facility,” Grady said.

In addition, the Summit brought about two potentially valuable contacts for Power Sonix.

“We met members of West Virginia’s Emergency Response Office and are working toward equipping the State’s mobile emergency response vehicles with PA systems,” Grady said. “We were also able to meet various members of the State’s police force at the Summit and

explored with them the applications of our system for law enforcement.”

For many reasons, Grady said the Mountain State is a great place for a company like Power Sonix to do business.

“West Virginia seems to be more aggressive when it comes to promoting home-grown companies and talent. There is a growing list of government, quasi-government and private organizations trying to assist West Virginia businesses in various capacities. Complexes like the Alan B. Mollohan High Tech Park in Fairmont, where the West Virginia High Tech Consortium is located, are great resources.



Guardian is a land-based system with a radius of 1.25 miles.

“Of course, it’s also great to have a couple of Senators like Byrd and Rockefeller, who work extra hard to bring opportunities and exposure back to the State.”

Extreme Endeavors

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and has worked with Special Forces on medical monitoring equipment.

Last November, Extreme Endeavors participated in the West Virginia Summit on Homeland Security. During the presentation by FBI Director Robert Mueller, Masterman heard a familiar scenario.

“He referenced doing a computer investigation when the South Pole station computers were broken into. I was the station manager when that incident occurred. I got to meet [Mueller] and speak with him concerning the event. He was a bit surprised, talking about

computer investigation in Antarctica and the guy who was responsible for the South Pole at the time was in the audience.”

The Summit marked the beginning of a partnership between Extreme Endeavors and the West Virginia State Police Bomb Disposal Unit on a project involving the National Institute of Justice.

“The key to a successful start-up venture like Extreme Endeavors is maintaining a low overhead, and West Virginia is a great place for that,” Masterman said. “It also provides a good lifestyle.”



Walt Fischel with the Clarksburg Fire Department puts gear on to test Extreme Endeavors’ equipment in a burning building.

WVVC Kick-off Celebration

Senator Rockefeller will host an event on Tuesday, May 25th in Charleston to celebrate the formation of the West Virginia Venture Connection Inc. (WVVC). The evening will showcase the mission of the WVVC, which is to expand access to capital and education for West Virginia companies and entrepreneurs. In addition, it will provide an

opportunity for entrepreneurs, venture capitalists, bankers, angel investors and service providers to network. If you would like to receive an invitation to the event, please contact Sara Dearing at (304) 345-0700.

In October 2003, the WVVC was awarded a \$75,000 grant by the Benedum Foundation to help launch the State’s first capital network. Senator

Rockefeller officially announced the formation of the WVVC at the West Virginia Forum on Technology & Innovation in 2002. The organization was created to increase venture capital activity and stimulate job growth in the State through the education of entrepreneurs, capital providers and service providers, and to provide networking activities for its members.

Company Sets Example for Others Thinking About West Virginia Locations

Alcon Manufacturing Ltd. of Huntington helps people with cataracts make the most of their sight.

The company produces Intraocular Lenses (IOLs), implants for the eyes that replace the natural lenses after cataract surgery.

Alcon's decision to locate in Cabell County, West Virginia, can be traced back to Huntington ophthalmologist Dr. James Cook, who started California Intraocular Lens Company (CILCO) in the mid-1970s. In 1981, CILCO was bought by Rorer Pharmaceutical Company. With Cooper Companies' purchase of CILCO in 1986, the Huntington operation became CooperVision CILCO.

Alcon entered the picture in 1989 when it acquired Cooper Company Surgical Business, which included CooperVision CILCO. In 1993, Alcon consolidated all of its Intraocular Lens manufacturing facilities in Huntington.

Headquartered in the United States in Fort Worth, Texas, Alcon also operates sites in Houston; Irvine, Calif.; Sinking Springs, Penn.; and Orlando, Fla. The company boasts consumer products, surgical and pharmaceutical divisions.

Today, Alcon's Huntington site is the world's leading manufacturer of Intraocular Lenses. Crafted of a patented material developed specifically for the eye, ACRYSOF® lenses are among the most frequently implanted lenses in the world,



Biotechnology trade mission participants at Alcon Manufacturing in Huntington.

largely because of the long-term clinical results they offer.

All currently available artificial lenses filter ultraviolet light, but the ACRYSOF® Natural filters both UV and blue light. The ACRYSOF® Natural lens is transparent yellow, the color necessary to filter blue light. The patented yellow tint does not alter the natural colors of what patients see or the quality of their vision.

The ACRYSOF® Natural is designed to conform to the natural shape of the lens capsule. This helps it stay stable and centered in the eye.

A recent addition to the ACRYSOF® line is the RESTOR, which will become available internationally this year. It is the first lens ever to deliver near, intermediate and far vision simultaneously.

More than four million of these lenses are produced annually at Alcon's Huntington plant by a work force of 550 with three shifts, five days a week.

Alan Modliszweski, Vice President and General Manager of IOL Operations for Alcon, said "the pride and work ethic of the workforce" are the chief assets of the company's Huntington operation.

"West Virginians will do anything for their company if they're treated with dignity, respect and tender loving care," he said.

Alcon invests in its workforce through a partnership with nearby Marshall University. The company provides tuition reimbursement for college credit, onsite undergraduate and graduate courses, internships and practical support for faculty.

As part of the Nestle family of companies, Alcon has achieved a level of employee satisfaction that has earned the company a ranking in Fortune magazine's top 100 employers for the past three years.

In addition, Alcon serves as a mentor to other companies that are considering a move to the Huntington area, specifically those involved in medical device or drug development. Last October, for example, the company hosted a tour for participants in the biotechnology trade mission. Modliszweski said the tour showed "potential companies the benefits of West Virginia and imparted the rudiments of our successful culture."



Biotechnology trade mission participants tour Alcon's labs.

West Virginia Lands International Conference in 2005

West Virginia has been chosen to host RECCON 05, an international conference on recycling targeted toward government officials, private industry, research institutions and academic organizations.

The invitation came as a result of the State's strong representation at RECCON 03, which took place November 10-13, 2003, in Bilbao, Spain. The 200-plus delegation included Congressman Alan Mollohan; Terri Giles, Senator Rockefeller's office; Sara Dearing, the Discover the REAL West Virginia Foundation; Jan Dickinson, the West Virginia Development Office; Buddy Graham, Jo Shields and Martha Sayre, the Polymer Alliance Zone; John Weete, the West Virginia University Research Corporation; Keina Smith, Canaan Valley Institute; Brian Griffith and Mike Lindsey, Institute for Software Research; and Jack Carpenter, National Technology Transfer Center at Wheeling Jesuit University.

Ongoing collaboration between the PAZ, WVU and the Spanish company GAIKER, as well as the growing relationship in general between West Virginia and companies in Spain, also played a role in the State's selection as the 2005 host site.



"Senator Rockefeller and Congressman Mollohan are both determined to grow West Virginia's polymer industry as well as to attract international investment," Buddy Graham of PAZ said. "The attendance by so many West Virginians at this conference demonstrates our State's commitment to solidifying our relationship with GAIKER and other companies in the Basque region.

RECCON 05 will mean enormous exposure for the State and its plastics industry."

Jack Carpenter said that last fall's conference has provided his organization and others with an important building block for the future.

"I thought it was a good first step in establishing relationships with companies and organizations in the Basque territory of Spain for the purposes of transferring technologies and techniques -- not only for the recycling of materials, but also for other opportunities beyond recycling," said Carpenter, who is Senior Vice President for Strategic Planning of the NTTC at Wheeling Jesuit University. "That region of Spain and West Virginia seem to have a number of similar characteristics. The transferring of technologies to help companies on both sides of the Atlantic could be possible."

Marshall

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economic developers are busily trying to attract high-tech occupants. It is a real community asset that will someday house a high tech incubator (Velocity Center) for Marshall biotech spinouts.

What can West Virginia do to spur further growth of this industry?

AULICK: Governor Wise just made a major contribution toward high-tech business development by working with the Legislature to secure the Research Challenge Bill. This was historic because it will provide stable funding for university research for economic development.

While West Virginia has a significant education budget, it invests less money per capita in academic research than almost all other states. Given the dependence of the new economy on research, we are hopeful the State will increase development of its

two research universities.

The most critical need at both WVU and Marshall is expansion of its critical mass of research "stars." Many other states offer funds for endowed research positions. This must be something the state considers, if it hopes to keep up with others in the biotech (or high-tech) evolution.

Are there any results from the October biotechnology trade mission you would like to mention?

AULICK: The trade mission had important consequences. First, it enabled Marshall to showcase its infrastructure development and research talents. The feedback from our visitors was all positive, with promises to remain in contact.

Another intangible was the effect it has on faculty. It demonstrated the significance of scientific entrepreneurship and contributed to IDEA's educational goals.

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