

New Technology Jobs for Savannah

As Savannah's Advanced Technology Development Center (ATDC) celebrates the first anniversary of its move into the new Georgia Tech Savannah campus, its two member companies have been joined by a "landing party" from Alpharetta-based Aelera Corp. The Aelera move represents a "homeshoring" initiative that could mean 250 new jobs for **Savannah** and **Fitzgerald**.

Storm Shelter Electronics Corp., which is developing a new breed of power-protection products, recently expanded its management team and refocused its business model to establish manufacturing licenses in the power-protection industry. The change will allow the company to focus on specific segments, such as the small-office - home office (SOHO) market.

Color Maria, which helps retailers launch and manage Web stores, is evolving from a service company to a product-oriented one. Incorporated in 2000, the company initially built custom Web stores for clients, but recently launched its first commercial software product: Commerce V3.



Photos: Nicole Cappello



ATDC's Savannah incubator is located on the Georgia Tech Savannah campus.

Aelera Corp., a provider of technology development services, decided to open facilities in Savannah and Fitzgerald after determining that "offshoring" its information technology operations to India or China would not bring significant savings. The company expects to create up to 250 jobs in Savannah and Fitzgerald—lower-cost alternatives to Atlanta.

www.atdc.org/news_details.asp?NewsID=676

New Federal Funding To Help Georgia Firms

The U.S. Economic Development Administration has awarded \$400,000 to the Economic Development Institute (EDI) to provide services to manufacturers in areas of Georgia hard hit by high unemployment and falling wages (see map).

The funds will support a broad range of projects, including those designed to help companies become more competitive, meet energy or environmental management goals or develop new products and processes. The funds also will enable representatives of firms in the affected counties to attend EDI courses at a reduced cost or free of charge.

With these funds, EDI expects to reach at least 10 percent of manufacturers in eligible counties. The grant money can help fund projects that will be completed by Jan. 31, 2005.

Cities and counties where manufacturers are eligible under the EDA grant.

www.edi.gatech.edu/eda

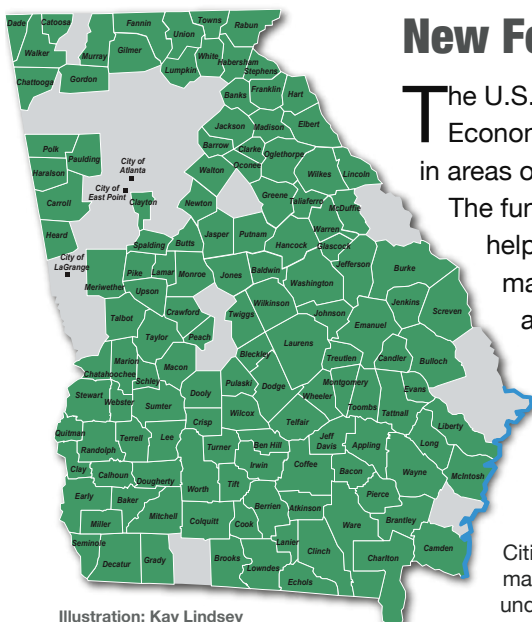


Illustration: Kay Lindsey

Real-Time Medical Testing

Georgia Tech researchers have helped an **Atlanta** medical technology company develop a prototype home-testing device for a rare metabolic disorder that can have serious effects on children.

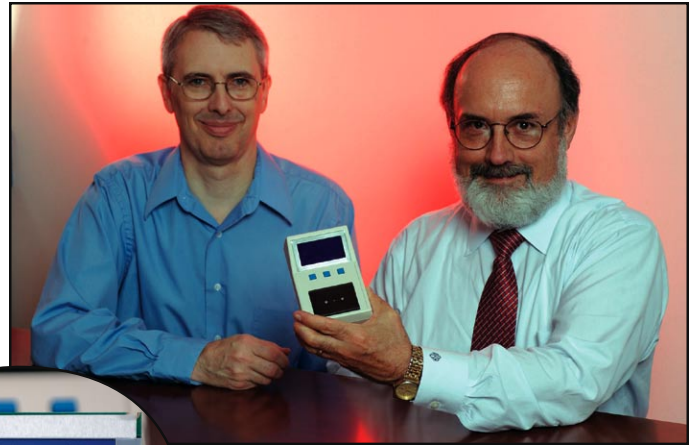
PKU is a genetic disorder in which the body lacks a liver enzyme needed to process the essential amino acid phenylalanine into another amino acid used by the body. Left unconverted, excessive amounts of phenylalanine in the bloodstream are toxic to brain tissue. There is no cure for PKU, but it can be controlled through a strict low-protein diet that requires monitoring of blood levels.

Because the disease is rare, large medical technology companies haven't pursued home-testing solutions, meaning many people with PKU face frequent trips to medical facilities able to do the testing.

The new device, developed by Metgen Inc., with help from researchers in the Georgia Tech Research Institute and the Georgia Tech School of Chemistry and Biochemistry, could therefore make managing the disease easier.

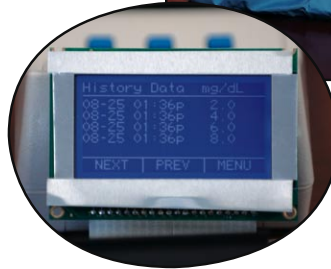
Developed in part with funding from the Georgia Research Alliance (GRA), the device is awaiting FDA approval.

gtresearchnews.gatech.edu/newsrelease/pku.htm



Photos: Nicole Cappello

Tim Strike (left) and Ron Bohlander, both from the Georgia Tech Research Institute (GTRI), display a prototype of the device developed to monitor PKU patients.



ATDC Companies Selected

Companies affiliated with the Advanced Technology Development Center (ATDC) won more than a third of the slots at this year's **Atlanta** CEO High Tech Council Investor Showcase. The event provides an opportunity for early-stage companies to present their business plans to top-tier venture capital firms. The ATDC companies chosen to present were EG Technology, Emcien, Jacket Micro Devices, Qcept Technologies and ScanTech Sciences.

Seaport Security

When it comes to the operation of seaports, security and efficiency challenges are closely linked. That's why these issues top the agenda for the new Maritime Logistics Innovation Center (MLIC) in **Savannah**.

MLIC is the first of Georgia's Innovation Centers, an initiative launched by Gov. Sonny Perdue in 2003 to spark economic development in mid-sized cities throughout the

state. Located at Georgia Tech's Savannah campus, MLIC is a unique partnership between the Georgia Ports Authority, Georgia Department of Economic Development and the University System of Georgia.

The center is working with private industry to develop new technologies and adapt existing ones for the safe, efficient movement of freight for the Ports Authority, which contributes more than \$35 billion annually to the state's economy and has a hand in providing jobs for one out of 14 Georgians.

Among the projects under development at MLIC is a mobile test bed to study how technologies such as global-positioning systems, general-packet radio service and radio-frequency identification can be combined to improve tracking and tracing. The project involves MLIC member companies American Port Services, CarrierWeb and Cingular.



Photo: Georgia Department of Economic Development

www.atdc.org/news_details.asp?NewsID=677

A ship passes under the Talmadge Memorial Bridge in Savannah.

The Georgia Statewide Minority Business Development Center held its grand opening and open house on August 17th in Atlanta. Attended by more than 160 people, the event was part of Minority Enterprise Development Week.



Anita Hill, president and CEO of B&H International; Don Betts, manager of enterprise development at EDI; Toney Means, chair of the GMBDC; and Donna Ennis, GMBDC project director.



Ron Baker, president and CEO of InTouch Telecommunications, and Andrea Ashmore, special assistant to Georgia Tech President Wayne Clough.



Toney Means; Cheryl May-Holmes, business development specialist for the U.S. Department of Commerce's Minority Business Development Agency; and Robert Henderson, regional director of MBDA's Atlanta Region.

Photos: Sue Clites

www.georgiambdc.org

Magnificent Milestone

This summer the Georgia Tech Research Institute (GTRI) celebrated 70 years of research. Originally called the Engineering Experiment Station and chartered in 1919, it began work in 1934 when funding first became available. Starting with a trio of engineers and a \$12,000 budget, GTRI today employs 1,200 and last year brought in \$134.9 million in research awards. And it ably continues doing what it always has done—supporting Georgia industry, helping develop Georgia's resources and industries, and assisting with national programs of science and technology.

www.gtri.gatech.edu

EDI PROFILE



Photo: Harold Daniels

Mark Heflin

Mark Heflin has become quite polished at developing new products. In fact, his recent efforts helped Panda Products, a **Cartersville** manufacturer of floor maintenance equipment,

increase its workforce from two to 10 employees and boost sales by 200 percent.

A research engineer in the Economic Development Institute's Product Design and Development Group, Heflin designed an advanced line of floor polishers and strippers for Panda. He also has produced other equipment for the firm, along with patented devices for other companies in industries ranging from wood products to medical devices.

"I help companies design and develop prototypes of new products and new process equipment," he says. "Most of the machines designed are either for automating some portion of the client's process or to alleviate a repetitive-motion injury problem suffered by the process personnel."

Heflin, a 1978 Georgia Tech mechanical engineering graduate, has been with EDI since 1994. During that time, his focus has been on helping Georgia companies with automation and equipment-related improvements. EDI recently initiated a new product design and development program that offers assistance to companies, like Panda Products, in this special area.

www.edi.gatech.edu/ProductDesign/

Welcome to the New Impact

Since 1997, we have been bringing you news and information about the impact Georgia Tech has on Georgia's economy. We've highlighted a broad range of program areas, from research innovation to technical assistance

for Georgia manufacturers, from new company formation to technical help for Georgia communities.

In this issue of Impact, we are launching a new look that will allow us to share additional information and streamline our production process. This new format also reflects our growing focus on innovation. I hope that you enjoy our new look, and that you will contact me if you have comments or suggestions.

Wayne Hodges

Vice Provost for Economic Development and Technology Ventures



Wayne Hodges

Around THE STATE

■ More than 20 **Columbus**-area entrepreneurs and would-be entrepreneurs received “basic training” Sept. 24 at a “Boot Camp” organized by the Greater Columbus Georgia Chamber of Commerce and the Columbus Regional Technology Center, an Advanced Technology Development Center (ATDC) incubator. Also supported by a host of other community organizations, the event included classroom instruction followed by an “obstacle course” simulating real-world business challenges.

■ In **Cornelia**, EDI conducted an energy assessment for Habersham Metal Products, and the resulting recommendations, when implemented, could save the firm more than \$62,000 or 24 percent of its annual energy costs, with an investment payback of nine months. Recommendations ranged from using more efficient lamps to repairing compressed-air leaks to combining electric meters.

■ An Advanced Technology Development Center (ATDC) event that brings CEOs of its member companies together with investors attracted a record turnout Oct. 1. The ATDC CEO and Investor Gathering drew 14 investors, including representatives from four out-of-town investment companies. Meeting with them were CEOs from 27 ATDC member companies, including two **Savannah** firms. The purpose of the **Atlanta** event, which is held three times a year, is to allow investors and companies to meet in an informal environment to build long-term business relationships.

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