SHENANDOAH VALLEY TECHNOLOGY COUNCIL

TECH NITE 21

Awards Gala

Welcome to the *21st* Annual
Shenandoah Valley Technology Council
Awards Gala

JUNE 16, 2021 | VIRTUAL

THE *21st* ANNUAL
SHENANDOAH VALLEY TECH COUNCIL
Awards Gala

June 16, 2021

Doors Open 4:00 p.m.
Networking 4:30–5:00 p.m.
Awards Presentation 5:00 p.m.

TECH NITE 21

June 16, 2021
Virtual Awards Gala

NOMINATION SUMMARIES & EVENT PROGRAM

A key element of an impactful SVTC → your active participation

The Shenandoah Valley Technology Council offers a variety of programs designed to meet the ever-changing needs of its members and the technology community. Through networking events, educational programs, committees and informative publications, we build community relations and offer our members and the general public a variety of ways to make new contacts, network with fellow technology users and creators, and help technology businesses in the area succeed and grow.

Active participation with SVTC committees and attending events makes all the difference. Get yourself, your company, and your brand out to the local tech crowd! Joining a committee is a great way to get involved and engage with technology users and creators.

SVTC directors have assigned themselves to committees — they are great vehicles for further in-depth work and involvement. There are three committees available that anyone is welcome to join, and each committee is looking for additional energetic contributors.

- **Community Outreach —** The mission of the Community Outreach Committee is to create and coordinate outreach programs in the community that develop and highlight the Shenandoah Valley's technology sector – as a career field for students (K16), as a destination for technology businesses, and as place where technology innovation and entrepreneurship happens.
- **Organization and Governance —** The committee recommends to the Board the operating and governance guidelines applicable to the council; leads the board in its annual review of the board's performance; and through —and based on the recommendations— identifies individuals qualified to become board members consistent with criteria approved by the board, and recommends to the executive committee and full board of directors a slate of candidates for election in the spring of each year.
- **Events & Programming —** This committee plans regular and special events such as 6-9 monthly luncheons over the course of the year, the annual fall tech mixer, Tech Nite, and members-only events. The committee meets approximately twice a year and gathers recommendations for luncheon speakers, location visits, and timely topics.

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Shenandoah Valley Technology Council

Contents

A note on judging: The line-up of nominations we received was judged this year by K-12 and high-ed reps, as well as seasoned tech users and creators alike - entrepreneurs, leaders, developers et al.

JMU College of Integrated Science and Engineering's
Innovation in Community Impact Award

Presenter: Bob Kolvoord, Dean, JMU College of Integrated Science and Engineering

Generate Impact

Generate Impact prioritizes improving lives over maximizing profit by serving humanitarian, social impact, sustainability, and for-profit-for-good organizations and causes. One such organization, NextUP RVA, is a nonprofit organization located in Richmond that provides local middle school students with access to coordinated, high-quality learning experiences beyond the classroom. Until 2020, their team operated exclusively in-person, and their website only served as a place to store information.

The COVID-19 pandemic nearly eliminated NextUP RVA's monthly donors and forced their team to find alternative solutions, with in-person learning no longer an option. To serve the children and students of Richmond in the midst of a pandemic, NextUP RVA worked with Generate_Impact to completely transform their platform. The Generate_Impact team used an in-depth discovery process to highlight NextUP RVA's target audiences and identify tools and technologies that would better serve their online community while significantly reducing administrative strain, including the use of WordPress as a scalable platform, Bloomerang as their integrated payment and data management platform, an integrated calendar system that enhanced usability and made scheduling services quick and seamless for their users, and Siteground as the host to manage their rapidly growing user base and collect premium tools to optimize page speed and search engine optimization. Ultimately, this process created a technical roadmap that led to in-depth content and visual analysis of their existing site to maximize engagement and accomplish their goals.

The Generate_Impact team was able to help multiply NextUP RVA's impact and engage with more students in a time where education and interactions are more important than ever. After building the new site for NextUP RVA, connecting their donor platform, and integrating data management software, NextUP RVA reported a 300% increase in their donations just one month following the launch, which was a higher percentage than they had ever received.

Innovation in Community Impact Award

Pale Fire Helps | Community Collaborators

"Pale Fire Helps is intended to provide tangible support to restaurant workers in these times of need. The restaurant industry has been hit particularly hard as our country practices necessary social distancing. Hundreds of industry workers in our area found themselves without income with little warning. Something as simple as groceries can go a long way. We are excited to find such generous partners in Sysco Foods, Digital Minerva, and Harrisonburg Downtown Renaissance," said Tim Brady, founder of Pale Fire Brewing Company, back in spring 2020.

Pale Fire Helps was a one-of-a-kind local collaboration between nonprofits, tech and non-tech entrepreneurs, and national corporations to assist with the distribution of food to restaurant workers during the early stages of the COVID-19 outbreak and lockdowns. Many individuals in the foodservice industry faced layoffs and an immediate reduction in their income. Noticing this urgent need, Tim Brady of Pale Fire Brewing and Alex Fitzgerald of Sysco Foods shared ideas about providing tangible support to restaurant workers during the pandemic. Brady then approached James Carter of Digital Minerva to discuss donating their web development and hosting services for the project while Fitzgerald coordinated the donation of non-perishable food items from Sysco Foods. Harrisonburg Downtown Renaissance served as the nonprofit that could accept the charitable food donations from Sysco and helped get the word out.

Working together every step of the way, Pale Fire Brewing offered the space for food pickup, Sysco donated non-perishable food items, and Harrisonburg's Digital Minerva used integrated scheduling software to build websites for restaurant workers to reserve pick-up times to collect food, and for community members to make monetary donations. Even wider community support came from individual food donation/dropoff points in neighborhoods across Harrisonburg, which were made available for members of the public, and Eric Korn and Tony DiStefano were instrumental in this. More than 100 people volunteered, many of them weekly, and many businesses donated as well. An average of 50 people visited per day and were encouraged to return often. In the end, Pale Fire Helps was also able to donate over $20,000.

The Pale Fire Helps concept expanded to six other locations in three states, all based on the original Harrisonburg concept and incorporating Sysco donations and coordination. Digital Minerva and James Carter supported all seven locations with pro bono work for website design and video, and hosted and maintained those websites. Pale Fire Helps was featured on Good Morning America!

CISE
COLLEGE OF INTEGRATED SCIENCE & ENGINEERING
James Madison University.

Shenandoah Valley Partnership

The Shenandoah Valley Partnership (SVP) is the region's economic development and marketing organization, bringing together business, government, education leaders and state-wide strategic partners to improve the region's prosperity and quality of life. When the COVID-19 pandemic began in Spring 2020 and SVP's traditional lead generation efforts were cancelled, they quickly pivoted to promote the Shenandoah Valley's value proposition for business to their key audience, site selectors, who were then able to view SVP's promotional efforts from the comfort and safety of their homes:

- Launched "The Shenandoah Valley's Top 12," twelve 60 second site tour videos to promote the region's growth opportunities.
- Produced five videos as part of the Shenandoah Valley Virtual Familiarization Tour to enhance site selectors' awareness of business development opportunities in the region. These videos were accompanied by a Zoom event where site selectors followed the tour stops and were able to meet regional business leaders along the way.
- Coordinated and hosted an interactive Virtual Transportation & Logistics Roundtable and Virtual Lunch and Learn for site selectors to meet many of the area's premier companies and learn about our economic development assets.
- A 2021 series of virtual cooking classes told the Shenandoah Valley's story of deep food and beverage manufacturing expertise to site selectors through good food and fellowship. Through a live-streamed Zoom event, participating site selectors cooked alongside a sous chef and heard from local food and beverage industry partners about their business success stories.

As an early adopter of the virtual environment, SVP continued their mission of promoting the Shenandoah Valley as a great place to do business. Thanks to collaborative efforts with SVP's partners, proactive business assistance from localities, and private-sector supported growth, the Shenandoah Valley benefited from the announcement of more than $270 million in investment and over 650 new jobs from March 2020 through April 2021.

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SCIENCE & ENGINEERING
James Madison University.

Staunton Innovation Hub

Innovation in Community Impact Award

When remote work seemed to be one of the biggest challenges in 2020, the Staunton Innovation Hub provided a safe, distraction-free work environment for workers in the Shenandoah Valley and beyond. SIH is a 32,000 square-foot, two-building campus located in the center of historic Staunton that houses 36 private offices, 8 anchor spaces, multiple conference rooms, a modern classroom, an audio/video room, a rooftop deck, and outdoor seating areas for up to 100 coworkers.

Their efforts to carry out their mission, "Reduce Barriers to Innovation," include identifying and overcoming both tangible barriers (such as functional meeting space, high-speed internet, and access to printing) and intangible barriers (such as professional development or just a quiet workspace) to ensure that their members can work safely, securely, and efficiently. SIH uses a smartphone application that allows members to unlock doors 24/7 and reserve private rooms/photo booths. All conference rooms have synchronous gig speed fiber internet for video calls that are free of technical difficulties. They have also installed iPads in front of the conference rooms and photo booths to indicate the room's availability. SIH's aesthetics and operations rely heavily on the technology that runs in the background, including LED lights, computer-controlled HVAC, computer-controlled solar, security, etc.

SIH is not only a center for collaborative work but also a community for their members. A hybrid event called "coffee talk" is held every Thursday for people to talk about topics that are fun and engaging as well as opportunities to ask for advice and business support, and members use a messaging application to share their accomplishments, ideas, and thoughts. In 2020, SIH provided an automated/limited contact, COVID-19 safe working environment to 60 different businesses and nearly 150 users allowing them to work in a safe, distraction-free space.

GreeneHurlocker's
Innovation in Emerging Business Award

Presenter: Jared Burden, Partner, GreeneHurlocker

Caf2Code

Caf2Code is a Microsoft Gold Partner specializing in Enterprise Resource Planning systems. They provide consulting, implementation, and managed services for large organizations, both public and private, and seek to maintain a balance between finance and technology to enable their clients to turn business processes into streamlined, automated, measurable, and manageable metrics.

Founded in 2017, Caf2Code has worked with multiple clients on some of the toughest challenges within the Dynamics 365 space. They are able to leverage their network and connections to create contacts and lead generation for sales, partnerships, and mentoring. Based on client needs, they build teams of developers, project managers, and functional consultants to work together to finish projects effectively.

The close relationships within the team have made an impact on Caf2Code's ability to recruit and utilize top-tier talent in the Dynamics 365 space. They have grown large enough to convert their contractors to full-time employees, expanding from a team of 1 to a team of 19. Caf2Code has an ambitious goal of doubling in size over the next year and hopes to grow by creating mentorship and educational programs in the community that emphasize the creation of learning programs, new product development, and better marketing to potentially increase the pool of qualified local applicants. They hope to foster an environment that cultivates talent and provides a space to grow through hands-on challenges, overcoming adversity, and developing creating solutions to solve tough problems.

In 2021, Caf2Code launched an initiative to expand into the independent solution vendors space within Dynamic 365. They believe that there is a current need for a supplemental solution that can be paired with Dynamic 365 software that creates better user experience and accessibility, both ways that a business can save money and time on their product. A better designed and accessible interface can save time while using the system creating more efficient workflows and less frustration with internal processes.

GreeneHurlocker
Attorneys at Law

Öl Dominion Beer and Exploration Club

Öl Dominion Beer and Exploration Club is an online third party marketplace platform that helps breweries enhance their direct-to-consumer shipping operations. They are a brewery and tourism promotion company that provides access to vendor inventory from breweries all across Virginia, giving out-of-market customers a chance to discover and purchase craft beverages directly from "local" breweries.

Influenced by the Old Dominion's adventurous spirit, it is Öl Dominion's mission to be fun, innovative, and passionate about enhancing production levels in Virginia's craft beverage community. Öl Dominion was developed in response to 2 specific problems: (1) how an out-of-market customer could access "local" craft beverages, and (2) after the COVID-19 pandemic, how to help breweries recover while encouraging tourism in Virginia. Resellers face several challenges, including the relatively small number of local craft breweries that are made available by distributors, being locked into long-term wholesale contracts, and unrealistic inventory expectations. Consumers are similarly challenged by the relatively small number of "local" craft beverages for sale outside of a specific region.

Öl Dominion sets up each of their brewery partners as vendors on their online platform and gives them access to and control of their sales and inventory listings, which enables Öl Dominion club members to support the breweries by purchasing directly from the brewery and having the product shipped to their front door. Öl Dominion's revenue comes from club memberships.

In 2019, Virginia ranked 8th in the country in total number of breweries and 20th in total production, leading to $1.89 billion in total sales. Öl Dominion LLC is positioned to help unite regional communities and raise the production output for the state. Their next steps include a mobile app, contactless brick and mortar bottle shops and clubhouses in every region, regional tourism partnerships, charity initiatives, and brewery support operations (keg maintenance and recovery, mobile canning, digital marketing consultation).

GreeneHurlocker
Attorneys at Law

Traipse Inc. | My Local Token

Founded in Staunton in late 2014, Traipse has worked to provide a platform for local tourism and business development organizations to engage visitors and drive traffic to local businesses and historic and cultural assets. The Traipse app has allowed local tourism and business development organizations in cities such as Fredericksburg and Harrisonburg to better support the local businesses they represent and to drive local and visitor traffic to those places. Traipse offers unique tools such as gamified walking tours, scavenger hunts, and activities for events.

When the Staunton Downtown Development Association came to Traipse asking for help to improve their downtown gift card and small business discount program, Traipse realized that they had discovered a large, untapped opportunity: local tourism and business development organizations are in need of tools to promote engagement, to have those tools be easy to use and understand, and to have quality, quantitative data that can be presented to stakeholders and in grant applications, while Traipse wanted to build an incentive mechanism within its smartphone app to reward users and content creators. Thus, My Local Token was born.

My Local Token is a digital currency/payment platform for Main Streets that replaces plastic gift cards, introduces a flexible loyalty program for local businesses, reduces merchant transaction fees, promotes "shop local" and improves customer engagement. Community currencies have long been in existence, but My Local Token is the first of its kind to limit its application to local, independent businesses in order to achieve important social benefits along with profits. My Local Token is intended to give historic business districts a powerful tool to support locally-owned businesses, local economies, and community charitable causes. Traipse is poised to make My Local Token the currency of local exploration, local commerce, and the local community.

GreeneHurlocker
Attorneys at Law

Rockingham Circuit Court Clerk's
Innovation in Education K-12 Award

Presenter: Chaz Haywood, Clerk, Rockingham County Circuit Court

Harrisonburg City Public Schools

In an ever-changing, increasingly complex world, the faculty and staff of Harrisonburg City Public Schools want to prepare their students to bring knowledge and skills to solve problems, make sense of information, and gather and evaluate evidence to make decisions. They understand that students will eventually join a dynamic workforce that needs skills and content knowledge developed in a high-quality learning environment to understand and solve the complex challenges of today and tomorrow.

Once plans were set at the beginning of the COVID-19 pandemic, the technology team increased their efforts to provide quality instructional hardware, software, and training for staff and students. They procured and distributed devices to over 1,600 students within the school system. There was some concern about the move to a virtual platform since many HCPS families did not have access to Wi-Fi. Staff from the technology team mapped the highest concentration of families who needed access and provided community Wi-Fi at different locations for two days a week at each location. This community Wi-Fi allowed students to access the internet with HCPS devices for 12-24 hours on their assigned day. Wi-Fi access points and portable batteries in city-owned vehicles were also positioned throughout apartment complexes, and a new position was created to provide technical support to these units. Students who did not live in proximity to one of the mobile community Wi-Fi locations had the option to check out an individual T-Mobile hotspot. Coordinators, coaches, teachers, and Instructional Technology Resource Technicians provided training on best practices in virtual teaching and ensured that students, teachers, and community members could access the division's educational platforms.

The efforts of the technology team from Harrisonburg City Public Schools helped students who otherwise would not have been able to participate in class and continue with their education during the pandemic.

Innovation in Education K-12 Award

Awarded to the educator or program in K-12 that provides exceptional technology leadership, innovative use and/or development of technology while encouraging students to pursue higher education or training in science, technology, engineering or math.

2001 Recipient
Community Applied Information Technology,
Lord Fairfax Community College

2002 Recipient
Linda Cauley,
Shenandoah Valley Governor's School

2003 Recipient
Project TRAIN IT/SVWIB

2004 Recipient
EMHS—"Lewis and Clark 2003: Re-tracing the Trail" & Richard Ingram,
JMU College of Education

2005 Recipient
John Matherly,
Shenandoah Valley Governor's School

ROCKINGHAM CIRCUIT COURT

CHAZ W. HAYWOOD, CLERK

Shenandoah County Public Schools

The team of six Instructional Technology Resource Coaches (ITRC's) at Shenandoah County Public Schools are responsible for assisting staff and students with the effective integration of instructional technology in teaching and learning to enhance student achievement. When the challenges presented by the COVID-19 pandemic meant that teachers had to learn how to teach virtually, the ITRC's helped the staff learn and understand Schoology, the new content management system. ITRC's also worked with staff to use their Zoom accounts in their virtual teaching. New digital tools were introduced, including Kami, Edpuzzle, WeVideo, and Nearpod, and all of these tools required training and support. SCPS is a 1:1 school division with Chromebooks for their students, so the ITRC's provided critical support to manage the Chromebooks and help staff and students understand how to properly use them. Due to social distancing requirements, the ITRCs found creative ways to provide quality support to the staff, including the recording of instructional videos and posting them on a website for staff to watch and rewatch at any time in order to learn a new software platform or technique.

SCPS believes it is important to integrate STEM concepts in all subject areas instead of isolating them as a separate subject. Their ITRC's embrace this philosophy and have been working with staff for years to provide STEM opportunities for their students and integrate STEM concepts in all subject areas by sharing online resources. They have recently been working with teachers on the integration of the Computer Science Standards.

In a year when so many students faced the challenge of adapting to virtual learning, SCPS discovered that their students learned to adapt and, as a result, they were exposed to a world of technology that they had not experienced before.

Staunton City Schools

Awarded and acclaimed as a "School Division of Innovation" by the Virginia Department of Education, Staunton City Schools engages students in a rigorous curriculum driven by the knowledge that the youth of today will be the business leaders of tomorrow. Technology is integrated into every facet of daily operations within SCS. Every staff member in every department incorporates technical skills into their job duties, and each SCS student is exposed to technology throughout the day, helping them to learn how to incorporate the wealth of information available to make informed and educated decisions.

A student's school day starts with buses using GPS software and automated rules to filter data and plan trips around the community to pick up the children. Technology on each bus monitors air quality and provides video surveillance that helps drivers stay on task and on time. Once a student arrives at school, cafeteria staff and aides take over. Computerized stations, data compiled via spreadsheets, and handheld mobile devices are all utilized by staff to provide meals throughout the school day. SCS nutritional staff have achieved high honors division-wide and have been acknowledged at both the state and federal level.

Technology flows throughout the educational environment where staff utilizes various tools capable of delivering content in exciting and engaging ways. Each student has their own device, age-appropriate and loaded with educational material, that connect wirelessly to building infrastructure where managed filters, controlled access, and firewalls keep them safe while online. Teachers and aides inside each classroom have been equipped with a variety of devices to achieve the educational mission, including interactive Smartboards, LCD projectors, 65" Interactive Promethean panels, document cameras, classroom audio amplifiers and a Q-ball microphone that can be passed among the students. Learning doesn't stop when the final bell rings, as students can carry their devices home every day.

Innovation in Education K-12 Award

2013 Recipient
Jeffery Wile,
Signal Knob Middle School

2014 Recipient
Kelly Lawton,
Luray Middle School

2015 Recipient
Chandler Sansing & Wayne Zink,
Shelburne Middle School

2016 Recipient
Stephanie Falles,
R'ham County Public Schools

2017 Recipients
Matthew T. Britton,
Shen. County Public Schools

Jessica Herr,
Staunton City Public Schools

2018 Recipient
Mary Heishman,
Staunton City Public Schools

2019 Recipient
Blue Ridge Community
College's Technology Camps

2020 Recipient
Massanutten Technical
Center E-SOC

CHAZ W. HAYWOOD, CLERK

Shenandoah Valley Technology Council's
Innovation in Higher Education Award

Presenter: Joanna Bergdoll, Secretary, Shenandoah Valley Technology Council

Innovation in Higher Education Award

Awarded to the educator or program in higher education that provides exceptional technology leadership, innovative use and/or development of technology while encouraging students to pursue higher education or training in science, technology, engineering or math.

2005 Recipient
CISAT Bio-Manufacturing Groups: Drs. Raab, McKown, and Coffman

2006 Recipient
JMU's Center for Energy and Environmental Sustainability (CEES)

2007 Recipients
Dr. Ralph Grove, JMU Dept. of Computer Science,

Dr. Bob Kolvoord, JMU CISAT

2008 Recipient
Nick Swayne, JMU College of Education

2009 Recipient
CyberCity: Drs. Dillon, Font, Reif & Thomas, James Madison University

SHENANDOAH VALLEY TECHNOLOGY COUNCIL

Blue Ridge Community College

The Cybersecurity Technician Registered Apprenticeship Training Program at Blue Ridge Community College provides the necessary education for students to start work as apprentices in the cybersecurity field. BRCC has also teamed up with a private company to provide local businesses with an expedited state Registered Apprenticeship application process and grant money for qualifying businesses to take on new apprentices. The program is designed for people with an interest in Information Technology, whether from a formal degree, certification, job experience, or self-study. During the classroom training portion of the program, students are taught many different aspects of cybersecurity. Many types of cyber-attacks are studied, as are the techniques for building architectures that can help prevent cyber losses. Students learn about computer networking, programming, databases, operating systems, and websites so that they fully understand many forms of attack vectors and mitigation techniques.

Students learn IT and cybersecurity techniques by taking classes online with BRCC. After completion of a short educational and job training program, they get real hands-on experience with a local employer. The courses in the apprenticeship program provide a complete background for career changers with an interest in IT, those with some IT employment or educational background (such as college-level courses in IT), and people who have completed high school (or equivalent) and are seeking cybersecurity training while working in a cybersecurity role. Participants benefit from grant-reduced tuition, learning materials, synchronous and asynchronous online training, and a CompTIA certification exam voucher (included with the program).

BRCC has already partnered with several new companies to hire apprentices and graduates of the new cybersecurity apprenticeship program and hopes to increase the number of success stories in the Shenandoah Valley.

Shenandoah University ESports

The Shenandoah University Esports Program focuses on varsity competitive gaming, professional development in and through esports, and the largest offering of esports academic programs in the world. SU has over 70 students competing across 8 different esports titles, more than 50 students across academic esports programs, and 10 more that work in the social media and broadcast production of the esports program. Housed in the Esports Arena on campus, one of the largest and first spectator esports arena in the Mid-Atlantic with professional-level broadcast facilities and technology, SU's esports program is recognized as one of the top esports collegiate program internationally.

Dr. Joey Gawrysiak is the Director of Esports, as well as an Associate Professor of Esports, where he oversees all aspects of the esports program. He has been involved in the development and teaching of the academic esports courses at Shenandoah University for 2 years. He is the main advisor for students across the academic programs and primarily teaches in the event management and experiential learning courses. He focuses on strategic partnerships for the program and seeks internship and career opportunities for students around the country in esports, technology, and other related fields. He is also involved in recruiting students to compete and/or study in the program, as well as working with students in content creation and broadcast production.

The academic esports programs at SU are among the first of their kind in the United States and the world. These programs provide skills in STEM fields through the lens of esports and gaming while focusing on technology driven solutions and content with components of business, management, media, and computer science to prepare students to enter into the esports industry or related fields upon graduation.

Center for Innovative Technology's
Innovation in Development Award

Presenter: Sean Mallon, Vice President of Entrepreneurial Ecosystems, Center for Innovative Technology

Innovation in Development Award

Awarded to a company or organization whose development of new technology applications and/or systems creates new processes, methodologies, and/or services for their own or others' benefit.

2017 Recipient
Ben Hanson,
Serco, Inc.

2018 Recipient
TaxToken

2019 Recipient
BarTrack, Inc

2020 Recipient
Shentel

Augmented Reality Collaboration, withSimplicity & JMU X-Labs

When the COVID-19 pandemic hit in Spring 2020, withSimplicity saw an immediate reduction in sales because customers weren't entering brick-and-mortar stores to make impulse buys. Due to withSimplicity's previous experience with the Harrisonburg Downtown Renaissance's Bricks & Clicks business assistance program, they were matched with the students at JMU XLabs to develop a solution. The XLabs team worked with the withSimplicity staff to use Facebook's Spark AR platform to develop Augmented Reality (AR) filters on Instagram for most of its makeup products. Product colors were created using hex codes and the actual visual of the makeup in the filter was created by hand in Adobe Illustrator and Adobe Photoshop.

The AR app allows withSimplicity to provide a virtual experience to customers so they can "play" with the products and try them before they buy them online. Users are able to login to their personal Instagram, navigate to the withSimplicity Instagram site, and "try on" most of the makeup from the comfort of their home using their phone's front-facing camera. They are then able to share their "look" with friends using Instagram's "Share" feature. After experimenting with the AR experience, consumers have a better idea of how the product would look on them and are therefore more inclined to make a purchase.

After the AR filters were implemented on withSimplicity' Instagram site, they have seen an increase in makeup sales, specifically in lip colors, one of their most popular filters. The sharing of "looks" has also created more content for consumers to share with their friends on social media, which helps increase withSimplicity's brand exposure and engagement rate.

CIT
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FlatHat, LLC

Innovation in Development Award

Designed by a teacher of 20+ years, Flathat is a safe, centralized communication platform for school systems. It provides a single discrete network to share school news across the entire school system. Important messages can be broadcast as push notifications or text messages from within Flathat. Flathat can share posts to most traditional social networks or act as a single solution where personal data and privacy are always secure.

Flathat also provides a collaborative platform for teachers, students, parents, and club leaders to host dedicated chat channels for their classrooms and groups. Teachers can share assignments with due dates and reminders and host a two-way chat within their class channel. Parents can view these channels, while channel leaders can keep all announcements and discussions in one channel without sharing their personal contact information.

Flathat is adopting a pilot cohort of up to 85,000 users that will go live in August 2021 and has already secured participation from Rockingham County Public Schools. It is a modern solution with an interface and experience that is familiar to adolescents. While the educational technology landscape is crowded, Flathat resonates with educational leaders looking for more secure and straightforward ways to communicate and collaborate within their school systems.

CIT
CENTER FOR INNOVATIVE TECHNOLOGY

Heifetz International Music Institute

As an organization whose primary activity is based upon gathering participants together in person for an intensive six-week Summer Institute, in March 2020 the faculty and staff of the Heifetz International Music Institute recognized the need to redesign their entire program in light of the COVID-19 pandemic. They created a Virtual Institute that would create a meaningful and intense musical learning experience in the digital realm while adhering to the overall structure of the Institute's normal summertime routines, including twice-weekly private lessons with major faculty, online studio classes with fellow students, a robust concert schedule, weekly all-Institute Symposia, and online Communication Training classes with actors, directors, choreographers and other artists. Executing the logistical operation of the Virtual Institute was a significant accomplishment as well, including the challenge of coordinating 145 participants across 9 time zones through 1,408 lessons, studio classes, recording sessions, and chamber coachings.

The Institute was also committed to connecting their students with a community of music lovers, supporters, and patrons, both locally and worldwide. In 2020, the Institute produced daily concerts which were assembled and broadcast via livestreams on their website, Facebook, and YouTube channels. In all, 317 new performances were produced, with 49 total free broadcasts (63 total hours) through the Institute's industry-leading video platforms, with additional daily presentations of Bach performances from their current students and alumni.

To continue the longstanding tradition of community service during the summer program, the Heifetz Institute partnered with Augusta Health, the largest healthcare provider in the region, to offer 18 weekly one-on-one concerts via video livestream to their patient and resident populations isolated due to the COVID-19 pandemic. Students performed for patients as well as front-line medical workers and provided inspiration and a sense of community to those who in many cases had been isolated from human interaction for weeks or even months.

Dynamic Aviation's
Innovation in Utilization Award

Presenter: Shane Combs, Director of NEXTGEN, Dynamic Aviation

Valley Guard Supply

Prior to 2020, the vast majority of the world's mask production occurred overseas, largely in China. Valley Guard Supply (VGS), launched in 2020 in response to the COVID-19 pandemic, set out to bring disposable face mask manufacturing back to the USA and help make this country self-sufficient by satisfying the need for personal protective equipment. In a matter of months, Valley Guard Supply procured, installed, commissioned, and began operating a semi-automatic production line to manufacture 3-ply disposable surgical masks right here in Harrisonburg. The production line utilizes ultrasonic welders and other electronic and pneumatic components to assemble masks from high-quality raw materials sourced in the USA. Raw materials are loaded into one end of the machine line and a finished, wrapped, and boxed product emerges at the other end, ready for shipment.

VGS has now released its first product, "The Hero," a 3-ply disposable face mask. They were accepted into GENEDGE's GOVA funded program, "Re-tooling Virginia Manufacturers for Strategic Industries Program," which includes funding of roughly $75K in two phases. VGS has relied heavily on several other key strategic partnerships in and around Virginia, most notably Harrisonburg's Office of Economic Development and the Shenandoah Valley Partnership, who helped VGS connect to a key supplier of highly effective materials located in Waynesboro.

In the past few months, VGS has manufactured over 1.5M masks and strengthened its partnership with its raw materials provider. Through this partnership, VGS now has an early look at a new proprietary material the supplier is testing. This material will reduce the cost of goods per mask by 30-40% and early testing has indicated high efficiency.

VGS has recently received lab testing reports for its barrier face covering that enable it to meet/exceed the ASTM F3502-21 standard. They are also working toward obtaining FDA registration for the masks, which would classify it as a medical device.

Innovation in Utilization Award

This award recognizes outstanding commercial growth and achievement by an established company that either produces or markets high tech products or services, or an established company or organization that produces/offers more traditional products and services (where technology itself is not the core business purpose).

2017 Recipient
Shenandoah Computer Center

2018 Recipient
Bank Design and Equipment

2019 Recipient
Cub Run Dairy, LC

2020 Recipient
Interchange Group, Inc

Virginia Eagle Distributing

Virginia Eagle Distributing is a beverage wholesaler that sells alcoholic and non-alcoholic products. The beverage industry traditionally utilizes face-to-face sales calls to sell products and salespeople are routed to see their accounts on a weekly basis. In 2018, Virginia Eagle started looking for digital and e-commerce solutions to satisfy the expected need in the industry for B2B selling platforms. Vermont Information Processing (VIP), Virginia Eagle's route accounting software provider, uses a program called the Retailer Portal that provided simple ordering capabilities for retailers. The Retailer Portal is a web-based application that provides a hard-coded ordering platform linked to portfolio inventory, routing information, and basic account management solutions such as access to previous invoices, sales rep information, and delivery day information. In the first six months of a trial in late 2018, Virginia Eagle had $330,000 in gross sales through the Retailer Portal; during the first full year of online sales in 2019, the company had $2.8MM in gross sales through the Retailer Portal.

Virginia Eagle had implemented the Retailer Portal when the beverage industry was upended by the COVID-19 pandemic in Spring 2020. As such, Virginia Eagle was ready to pivot during this seismic shift in market dynamics. In 2020, Virginia Eagle had $4.7MM in gross sales through the Retailer Portal and expects to surpass $6.0MM in gross sales in 2021.

Virginia Eagle has integrated two additions to their Retailer Portal which are driving innovation. They used Google Analytics to implement tags and triggers on their Retailer Portal site to assess the success of various sales programs. They also pioneered a live chat service with custom auto-responses which has driven a significant increase to the customer service side of the online business. Both of Virginia Eagle's innovations are now being implemented and rolled out to the larger VIP wholesaler network.

Dynamic Aviation

Shentel's
Dr. Noftsinger Leadership Award

Presenter: Craig Venable, Vice President, Shentel, Vice President Of Commercial Sales

Joanie Eiland

Joanie Eiland is President of Elk Trucking/Elk Logistics, El Futuro, and a Vice-Chair of the GO Virginia (GOVA) Region 8 Council. Her desire to make this region a great place to start a new business has led her to add subject matter experts in technology to the GOVA Region 8 Council. She has been instrumental in a variety of grant projects approved by GOVA, including $800K for site development and the grant for Start Up Shenandoah Valley, an entrepreneurial ecosystem.

As someone who has been an integral part of the Valley's entrepreneurial ecosystem for a long time, she provides invaluable advice for individuals wanting to start or grow businesses in the Shenandoah Valley. Through her work with Shenandoah Valley Angel Investors, Eiland has been able to share her experiences with business planning and execution for the technology-based start-ups in whom she has invested. She has also shared guidance from her experiences with Elk Trucking's sponsorship of the Senior Capstone project for the Computer Information Systems/School of Media Arts and Design at James Madison University.

Most importantly to Eiland, she is creating the next generation of female/minority business leaders by volunteering her time as a mentor to more than 20 young female/minority professionals and technology entrepreneurs. She started as a female executive in the beer distribution industry and then moved into the trucking industry. In these positions she has developed a sense of empathy and understanding of the importance of overcoming obstacles, problem-solving through collaboration, and taking concepts to completion.

Eiland has served on the Blue Ridge Community College Foundation Board, the Staunton-Augusta-Waynesboro Chamber of Commerce Board, the Staunton Economic Development Authority, and many other boards and commissions. She initiated special event marketing in Staunton, Harrisonburg, and Lexington which returned over $250,000 to various charities in the Shenandoah Valley community. Her company has been awarded Philanthropist of the Year in Harrisonburg, and Outstanding Community Citizen in Staunton.

Dr. Noftsinger Leadership Award

Recipient's leadership has served as a catalyst for positive technology-related activity in the Shen Valley.

2001 Recipient
Warren French, Shentel

2002 Recipient
Dr. Ronald Carrier,
James Madison University

2003 Recipient
Dr. Nicholas DesChamps,
DesChamps Technologies

2004 Recipient
Dr. Linwood Rose,
James Madison University

2005 Recipient
Dr. John Noftsinger,
James Madison University

2006 Recipient
Dennis Zimmerman, ComSonics

2007 Recipient
Willy Pirtle, Shentel

2008 Recipient
Robin Sullenberger,
Shenandoah Valley Partnership

2009 Recipient
Michael Steadman, SusQtech

2010 Recipient
Dave Segars,
Segars Engineering

2011 Recipient
Chaz Evans-Haywood,
Rockingham / Harrisonburg
Circuit Court

SHENTEL®
business

Pam Carter

During Pam Carter's campaign for a seat on the Augusta County Board of Supervisors, she pledged to expand broadband coverge and has worked hard to understand the issues prohibiting widespread access to broadband across the county while simultaneously searching out various solutions. She realized that the two biggest challenges to providing universal broadband coverage in Augusta County were (1) the county's large size and varied topography and (2) the costs of broadband infrastructure and lack of funding. Identifying a variety of ways to offer broadband and as well as ways to secure funding has been key to providing coverage. Augusta County has received funding from the CARES Act and the American Rescue Plan, and, due to Carter's strong and trusted relationships with Internet service providers, more than 1,000 businesses and individuals are now eligible for broadband service. Without the implementation of universal broadband, the citizens of Augusta County would be left behind and disadvantaged by the inability to communicate online, businesses growth would be delayed, educational resources would be limited, and public safety might be jeopardized.

Carter serves on numerous Boards and Commissions including the Shenandoah Valley Partnership, the Central Shenandoah Planning District Commission, Economic Development, Shenandoah Workforce Development, the Community Action Partnership of Staunton, Augusta, and Waynesboro (CAPSAW) and is the Board Liaison for the Augusta County Broadband committee, a committee that she was instrumental in developing. She was also appointed to the FCC Intergovernmental Advisory Committee and Telehealth Subcommittee in 2020, which opened doors for new networking opportunities and resulted in Augusta County's implementation of best practices shared by other localities in their broadband efforts. Her work has also recognized by the National Association of Counties.

Serco's
People's Choice Award
Presenter: Mike Goertzen, Senior Program Manager, Serco, Inc.

Vote and Win Using #SVTCPC21

The Serco's People's Choice is an award given by the people and for the people using the technology of social media. Throughout the evening, you can vote for your favorite nominee (even yourself) — and all of the 19 nominees are eligible! We'll accumulate votes before and through the night of the event. The winner will be announced at the end of the event.

Who can vote? Can a colleague vote? Yes. Friend? Yes. Grandma? Yes. The fan club – yes. Everyone can vote multiple times.

Where to vote? Social media posts that use the hashtag **#SVTCPC21** AND the name of the nominee (or company/organization) will be counted. Use these options:

* Your Twitter (set to public) or Instagram (set to public) plus #SVTCPC21, plus the nominee name
* Those that do not have a Twitter or Instagram acct , or don't want to make a public post, can send a private Facebook Messenger note to "Walter", a bot. (see below)

Voting with the Walter Messenger Bot

This option is great for anyone who doesn't have a public Twitter and Instagram account. Open your Facebook Messenger and send a direct vote to the bot "Walter," the Walls.io Facebook Messenger bot. It's easy. Open your Facebook Messenger, and compose a new message. In the "To" box write: **Talk to Walter.** Once that populates, type out your enthusiasm for your nominee and remember the hashtag (e.g. I want [nominee name] to win. She is the best. #SVTCPC21). **If you see the suggestion "post to wall," click it.**

FYI, "Walter" accepts pictures as well — send the picture first, then follow it up with a message and the hashtag. "Walter" is now active and ready for your votes!

Sample Voting Ideas

For someone else:
* I vote for [nominee name or handle] for the Serco #SVTCPC21
* Congratulations, [@nominee name or handle] you should win #SVTCPC21

For yourself:
* We are nominated for the Serco #SVTCPC21 on June 16 and think we should win
* Our [job title] is nominated for the Serco Tech Nite award and we believe she is the best and should win the #SVTCPC21

Use #SVTCTN21 for fun pictures or Tech Nite related posts

serco

SVTC Board of Directors 2020-2021

Chris Ashley
Collegiate Customs

Joanna Bergdoll
Generate Impact

Kim Blosser
Lord Fairfax Community
College

Karen Bowman
Rockingham Insurance

Sarah Cheverton
JMU, University Programs,
Online Learning

Kai Degner
JMU, Professional and
Continuing Education

Kathleen Gass
BRCC/JMU Merck
Grant Program

Mike Goertzen
Serco, Inc.

Jay Guruswamy
Cadence, Inc.

Jason Monroe
VIRTEX

Doug Pascarella
Dynamic Aviation

Kurt Paterson
JMU, College of Integrated
Science & Engineering

Ed Pease
Blue Ridge Community
College

Ron Perry
grep Innovation, LLC

Kurt Plowman
City of Staunton,
IT Department

Sandra Quigg

Alex Skinner
InnoVault Co-Working

Robert Stolle
Center for Innovative
Technology

Greg St. Ours
Wharton Aldhizer & Weaver

Nick Swayne
JMU, 4-Virginia /
JMU X-Labs

Keith Waters

Brent Wilson
Sproutly

Ed Yoder
PBMares

SVTC MEMBERSHIP BENEFITS

- Recognized as a technology leader in the business community
- Listed on SVTC membership directory – another venue to promote your business with a 150 word description, includes contact info and URL
- Opportunities to network with technology leaders to find solutions to your business problems
- Opportunities to develop new business through SVTC events and contacts
- Capability to distribute company information to SVTC members using the SVTC database
- Post open jobs in SVTC newsletter and on the website
- Ability to network with legislators and government officials during SVTC's annual legislative event
- Opportunity to further your education and business knowledge through SVTC-sponsored programs
- Up-to-date information about the Virginia technology community, state programs, and funding sources
- An abundance of sponsorship opportunities to create greater exposure for your business
- Opportunity to mentor "younger" businesses or to be mentored by seasoned professionals. Volunteer at some of our STEM (Science Technology Engineering Mathematics) activities such as FIRST Lego League (FLL) or Harrisonburg Startup Weekend in support of the next generation of techies and technology-based businesses.
- Opportunity for sponsorship and publicity in the weekly SVTC e-zine, luncheons, and SVTC website
- Opportunities to participate in a committee – get to know other members and their companies and highlight your own

SVTC Membership is defined by level of benefits, not number of employees.

- **All members**: E-newsletter, priority invitations, invitation to SVTC committees, post member news, open jobs, achievements in newsletter and website.(*)
- **Individual:** $125. Any one person. The SVTC directory description focuses on the individual (not company or employer).(*)
- **Level I:** $250 - SVTC directory description includes full mention of company or organization.(*)
- **Level II:** $625 - Includes Level 1 benefits PLUS marketing opportunities at two SVTC sponsored luncheons or field trips. (*)
- **Level III:** $1,500 - Includes Level 2 benefits PLUS: logo on SVTC website, e-newsletter, event banners at council events and trade shows. (*)

(* excl. Tech Nite)

Active participation by each member is what makes the difference for all.

**Thanks to our supporters and all who were a part of TechNite21.
We appreciate you!**

CISE — COLLEGE OF INTEGRATED SCIENCE & ENGINEERING — James Madison University.

Dynamic Aviation

ROCKINGHAM CIRCUIT COURT — CHAZ W. HAYWOOD, CLERK

CIT — CENTER FOR INNOVATIVE TECHNOLOGY

GreeneHurlocker — Attorneys at Law

serco

SHENTEL business

JMU Research and Scholarship

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HARRISONBURG ECONOMIC DEVELOPMENT — SUCCESS IS SECOND NATURE

ROCKINGHAM INSURANCE

Daily News-Record

SEGRA

SENTARA

AWARD NOMINEES 2021

JMU COLLEGE OF INTEGRATED SCIENCE AND ENGINEERING'S
INNOVATION IN COMMUNITY IMPACT

- Generate Impact
- Pale Fire Helps | Community Collaborators
- Shenandoah Valley Partnership
- Staunton Innovation Hub

GREENEHURLOCKER'S
INNOVATION IN EMERGING BUSINESS

- Caf2Code
- Öl Dominion Beer and Exploration Club
- Traipse Inc. | My Local Token

ROCKINGHAM CIRCUIT COURT CLERK'S
INNOVATION IN K - 12 EDUCATION

- Harrisonburg City Public Schools
- Shenandoah County Public Schools
- Staunton City Schools

SHENANDOAH VALLEY TECHNOLOGY COUNCIL'S
INNOVATION IN HIGHER EDUCATION

- Blue Ridge Community College
- Shenandoah University ESports

CENTER FOR INNOVATIVE TECHNOLOGY'S
INNOVATION IN DEVELOPMENT

- Augmented Reality Collaboration, withSimplicity & JMU X-Labs
- FlatHat, LLC
- Heifetz International Music Institute

DYNAMIC AVIATION'S
INNOVATION IN UTILIZATION

- Valley Guard Supply
- Virginia Eagle Distributing

SHENTEL'S
DR. JOHN NOFTSINGER LEADERSHIP

- Joanie Eiland
- Pam Carter

GALA SUPPORTERS 2021

AWARD SUPPORTERS

Center for Innovative Technology

Dynamic Aviation

GreeneHurlocker

JMU College of Integrated
Science and Engineering

Rockingham Circuit Court Clerk

Serco, Inc.

Shentel

TABLE SUPPORTERS

JMU Professional and Continuing Ed
& JMU Research and Scholarship

SPOTLIGHT SUPPORTERS

Harrisonburg Economic Development

Rockingham Insurance

Segra

Sentara RMH

MEDIA SUPPORTER

Daily News-Record