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POTOMAC TECH WIRE -- Oct. 3, 2008

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Events: Dot Com Cocktails and Networking, Gartner Identity & Access Management Summit, Gov't Users and Developers Conference, Internet Summit, 8K Run for Charity

Office Space/Marketplace: Loudoun Advantage, Federal Level IT Content, Compensation Survey, Strategic Marketing Expertise, Bid-Winning Techniques, Discuss "Green IT" Plans, Tegcorner Offering the 1st Month Free, Rose Financial Services - Accounting Outsourcing

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o Steve Case's Revolution Health to Merge with Waterfront Media

Washington, DC -- Taking aim at larger rival WebMD, New York-based online health company **Waterfront Media** said on Friday that it will merge with **Revolution Health**, the DC-based Internet health company founded by AOL co-founder **Steve Case**. Financial terms of the deal -- expected to close in mid-October, were not disclosed, though some media outlets have estimated the value at around \$300 million. Waterfront said that Revolution Health will become a "significant shareholder" in the combined company -- which will integrate Waterfront's Everyday Health Network with ReveloutionHealth.com and other associated online properties. Waterfront estimated that it will have more than 20 million unique users. "When we entered the health care market we knew one of the areas we wanted to focus on was using the Internet to empower consumers," said Case. "The merger... builds on each company's complementary strengths to create a new industry powerhouse." Waterfront Media CEO and co-founder **Benjamin Wolin** will remain CEO of the new company, which will retain the name Waterfront Media and remain headquartered in Brooklyn. Case, the chairman and CEO of Revolution, will join the company's board of directors. **Doug McCormick**, the former CEO of Lifetime TV and iVillage, will remain chairman.



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To learn more, please visit <http://biz.loudoun.gov> or contact Buddy Rizer on our Hotline at 703-777-0592.

<http://www.waterfrontmedia.com/>
<http://www.revolutionhealth.com/>
<http://www.waterfrontmedia.com/pr-Oct032008.aspx>

o Copyright Royalty Board Rejects Rate Hike for Songwriters

Washington, DC -- The rate that digital retailers like Apple's iTunes must pay songwriters and music publishers will stay the same under a new decision handed down by the **Copyright Royalty Board** (CRB), which rejected the publishers' petition for a 66% rate hike. The decision to freeze royalty rates at \$0.09 a song came after revelations this week that Apple had threatened to shutter its iTunes store last year if rates rose and the business became unprofitable. The CRB also established for the first time a rate of \$0.24 cents for each ringtone, and gave publishers the right to seek a 1.5% late fee, calculated monthly. "These events will bring clarity and order to an environment that for the past decade has been hampered by litigation and uncertainty on all sides," said **David Israelite**, president and CEO of the National Music Publishers' Association (NMPA). "During this challenging time for the music industry and digital stores and services, we are pleased with the CRB's decision to keep royalty rates stable for the next five years," said **Jonathan Potter**, executive director of the Digital Media Association (DiMA), which represents digital music retailers like Apple, Amazon and Best Buy.

<http://www.nmpa.org/pressroom/showrelease.asp?id=165>
<http://www.digmedia.org>
<http://www.loc.gov/crb>

o Five Companies To Present Business Plans At Grubstake Breakfast

McLean, Va. -- The **Business Alliance of George Mason University** has selected five area companies seeking \$250,000-\$2 million in investment Capital to take part in its next **Grubstake Breakfast**, scheduled for Oct. 12 in McLean. The companies include Vienna-based **DubmeNow**, Rockville-based **Griffin Enterprises**, Reston-based **mySBX**, DC-based **PointAbout** and Reston-based **Near Infinity**.

<http://www.businessalliance.org/grubstake-registration.html>

o Reston-Based MSV Completes Nationwide Public Safety Network

Reston, Va. -- **Mobile Satellite Ventures** (MSV), a Reston-based company developing a hybrid satellite-terrestrial communications network, said that it has completed a nationwide public safety satellite communications network, comprised of nine regionally managed mutual aid "talkgroups." The groups are designed to allow emergency responders and public safety officials to more easily communicate with one another throughout the country and a number of U.S. territories. The company completed the final piece of the puzzle with its launch of a new talkgroup in the Northeast, managed by the Connecticut State Police. The group will facilitate communications between departments in Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

<http://www.msvlp.com>
<http://www.msvlp.com/media/press-releases-view.cfm?id=189&yr=2008>

o Report: VC-Backed Liquidity Drops to Lowest Level Since 2003

San Francisco -- The troubles on Wall Street also are taking their toll on venture capital, according to new figures released by **Dow Jones VentureSource**. During the third quarter, venture-backed companies generated just \$4.57 billion in liquidity through **initial public offerings (IPOs)** and **mergers and acquisitions**, down 66% from the \$13.4 billion generated in the third quarter of 2007. While there were 66 M&A deals completed in the quarter, only one venture-backed company -- Rackspace Hosting of San Antonio -- completed an IPO. "The U.S. venture capital industry is facing the worst IPO market we've ever seen," said Jessica Canning, the global research director of Dow Jones VentureSource. "With just \$551 million raised via seven IPOs so far this year, 2008 is on pace to be the worst year on record in terms of both the number of IPOs and liquidity generated via IPO."

<http://www.venturecapital.dowjones.com>

<http://biz.yahoo.com/prnews/080930/nytu625.html?.v=1>

o Columbia-Based Merkle Restructures Agency Services Group

Columbia, Md. -- **Merkle**, a Columbia-based provider of database marketing services, said that it has restructured its **Agency Services** group, which will now manage all aspects of creative and production for on- and off-line programs. Previously, the firm's creative and production management resources had been split into groups supporting commercial and nonprofit clients. The newly formed Agency Services group will now have more than 100 employees, with plans for future expansion. Michael Mathias, a long-time senior executive with Merkle, will oversee the group as executive vice president and group leader. "Our primary goal within the Agency Services group is to offer data-driven programs in tandem with Merkle's core analytical approach," said Mathias. The agency's clients include Capital One, GMAC Insurance, Arthritis Foundation, CARE and Bank of America.

<http://www.merkleinc.com>

<http://www.merkleinc.com/wmspage.cfm?parm1=811>

o Customer Value Partners Moves Into Expanded Headquarters in Fairfax

Fairfax, Va. -- **Customer Value Partners (CVP)**, a provider of business and technology consulting services focused on customer lifecycle management, said on Friday that it has moved into new and significantly expanded headquarters within **Fairfax**. The new 11,300-square-foot facility is triple the size of CVP's previous office. The company, which has more than 100 employees, said that it expects to increase its staff by 15-20% over the next 12 months. CVP also has operations in Atlanta, Baltimore, New York, Boston, San Diego, and Jackson, Miss.

<http://www.cvpcorp.com>



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Offering the choice of office, flex and industrial sites in three distinct geographies, the convenience of campus-style development with easy access to both Dulles Airport and a highly-educated workforce, the cost savings of our regionally-lower price points, and the concierge services of Loudoun County Economic Development, a business location in Loudoun can be a smart move in today's economy. The Department of Economic

Development is here to guide you through it all, with expert advisory services, hands-on site selection and process assistance, and connections to the right business and community partners. Whether you're a new start-up, or an established company considering expansion or relocation, we know how much you're juggling. We're here to make it all easier, so let's get started. Check us out at <http://www.biz.loudoun.gov/Home/HowCanWeHelp/AboutUs/tabid/70/Default.aspx>

We're more than you imagine!



o **Briefly Noted:**

(Reston, Va.) Reston-based **Tier Technologies**, a provider of electronic payment processing services to government clients, has named **David Poe** to its board of directors. Poe has served as a consultant and director of financial services and payments consultancy Edgar, Dunn & Company since 1980, including a 10-year stint as its CEO.

<http://investors.tier.com/releasedetail.cfm?ReleaseID=338200>

(Vienna, Va.) Vienna-based **NJVC**, a provider of information technology to the **Department of Defense**, said that it has been approved as a vendor on the U.S. Government Printing Office (GPO) schedule. The GPO is the federal government's primary centralized resource for producing published information in all forms.

<http://www.njvc-llc.com>

<http://biz.yahoo.com/bw/081003/20081003005118.html?.v=1>

(Bethesda, Md.) Bethesda-based **OMNITEC Solutions**, a provider of management, information technology and technical engineering services, said on Friday that it has been chosen to provide web and information technology services to the **Federal Bureau of Investigation** (FBI). Under the deal, the company will focus on information capturing, information sharing and reporting metrics.

<http://www.omnitecinc.com>

(Washington, DC) **Slate**, the daily online magazine owned by **The Washington Post**, said that it has partnered with Seattle-based Chimp Software to provide campaign poll tracking data to the "Election '08" **iPhone application**. The application will incorporate data from Slate's Election Scorecard, giving users instant updates on which candidate is leading the presidential race, plus a breakdown of the numbers in each state.

<http://www.slate.com>

<http://biz.yahoo.com/bw/081003/20081003005332.html?.v=1>

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Job Postings:
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5 day ad: \$175--10 day ad: \$300

> **Lead Generation Manager**

Responsibilities: Achieve monthly, quarterly and annual pipeline and opportunity targets. Recruit, hire and develop a large team of individual contributors. Coach individual lead generation reps to increase overall pipeline build rates. Provide weekly

forecasts to senior management team. Manage outbound prospecting campaigns to reach pipeline growth goals. Support sales executives in qualifying, selling and closing new business. Qualifications: 3 years in sales management with a proven track record of high achievement. Strong track record of successful quota achievement in field sales of software or other high tech solutions. Success in highly automated inside sales organization with strong metrics orientation. Excellent verbal, written and presentation skills. To apply please visit: http://www.parature.com/careers_positions.aspx

> Director - Global Marketing Communications - Reston

The Director, Global Marketing Communications is a key leader within the Global Products group at TNS, reporting directly to the VP, Global Product Marketing. This individual is the top communications leader in the company, and is responsible for leading a team of communications and PR professionals as they support the organization's strategic marketing and business objectives. Required Experience: Ideal candidate will have 10 plus years experience in various Marketing Communications roles. 5 years experience in a similar leadership role. BA/BS degree in related field, MBA a plus. Qualifications: Passion for creating innovative and creative ways to communicate the benefits of TNS's products. Outstanding writing, editing, and oral communication skills. Strong leadership skills. Demonstrated capacity for developing and understanding marketing strategy. Demonstrated success in developing and implementing multimedia internal and external communications to support attainment of overall business objectives. Strong aptitude for determining the optimal way to communicate a product's value proposition to the market. Understanding of the Payments and/or Telecommunications industry is a plus. If interested, please forward your resume to HR at jobs@tnsi.com Please include Job ID: GP03GG - 2008 in your cover letter.

> Account Manager - IT Services

SteelCloud, a leading provider of computer hardware and IT services, is seeking an Account Manager to contribute to our ongoing success in our Professional Services group. The Account Manager will be responsible for developing new business relationships as well as growing existing accounts within the federal and commercial sector. You must have an entrepreneurial spirit, and you will be rewarded for your efforts. Must have at least 5 years experience in IT services sales and track record of success, as well as a history of meeting/exceeding quota. Salary plus commission. To apply for this position, please visit our website, <http://www.steelcloud.com/company/careers.asp>

> HireStrategy – Corporate Accountant

As a key member of Corporate Finance, this position's primary responsibilities include recording and reconciling equity & debt transactions and assisting with the SEC and internal reporting process. The ideal candidate is detail oriented, extremely organized and able to effectively work in a fast-paced environment with tight deadlines. This individual must be able to successfully juggle several tasks at one time and display a high level of integrity in dealing with confidential information. If interested, please submit your resume to jobs@hirestrategy.com, or click the link to view this position on the web, <http://www.hirestrategy.com/quicklinks/hire515.asp>

> **Programmer III, NPR Digital Media**

Programmer is primarily responsible for assisting the NPR Digital Media Technical Team in creating, modifying, implementing and maintaining custom applications for use with NPR Digital Media's systems, applications and databases. Bachelor's degree in computer science or equivalent combination of education and experience. Three years experience developing Web-enabled database applications that interface databases; Three years experience with OOD/OOP methodologies in Java/JSP/Struts; Three years experience with SQL; Two years experience with PHP and/or Perl or comparable languages; Two years experience with HTML and JavaScript; Two years experience with XML, XSL and other data syndication technologies; Strong grasp of various computer operating systems, including different versions of UNIX, Mac and Windows. <http://www.npr.org/about/jobs/>

> **Cleared Job Fair - Tysons Corner, VA - Tuesday, October 7th**

ClearedJobs.Net presents its next Cleared Job Fair for Security Cleared Professionals on Tuesday, October 7th at the Westin Tysons Corner. Join hundreds of security cleared professionals in meeting with these cleared facilities employers: Arrowhead Global Solutions, Artel, Inc., BAE Systems(NS), BearingPoint, General Dynamics(IT), IAP Worldwide Services, ITT Defense Electronics and Services,L-3 Communications Services(GSES),McClendon Corporation, McNeil Technologies, Northrop Grumman(MS) and more signing up each day. For more information on how to exhibit or attend go to www.ClearedJobs.Net Send inquiries to CustomerService@ClearedJobs.Net

> **Solution Architect**

The College Board, a national educational organization, is conducting a search for a Solution Architect. The Solution Architect's role is to strategically analyze, design and be accountable for implementing College Board's in-house information technology systems. This individual will apply proven communication, analytical and problem-solving skills to help identify, communicate and efficiently solve systems problems. Responsibilities include researching, analyzing, designing and delivering solutions that are aligned with the business and technology strategy. Concentration will be in those areas of delivery related to storage infrastructure. Qualifications: A Bachelor's degree in the field of computer science or systems engineering is required (Master's degree preferred). Additional qualifications include: Ten years of general experience in systems design and integration, including storage, network, and database technologies. Three years architecture experience across multiple disciplines (Requirements Engineering, Risk management, Technology planning, design, development, System Integration, or Quality Assurance). Five years experience working with and designing storage systems utilizing diverse storage related technologies; e.g. iSCSI, Fiber Channel, SCSI, SAN, NAS, SMB, CIFS, etc. In-depth technical knowledge of networks, storage systems and computing platforms including Hitachi, WebLogic, Oracle, IPlanet, NetApp, Linux, Unix, Windows Willingness/ability to work off-shifts (evening, night-time, weekend) To apply, visit www.collegeboard.com/careers and search by job title.

> **Field Application Engineer**

Arrow Electronics has an excellent opportunity for a Field Application Engineer in our Columbia, MD local. FAE will provide comprehensive technical support for customer circuit design and system development. You will be involved w/customer presentations, semiconductor product introductions, and technical sales training for local Arrow Electronics sales team. Qualifications-Mini BSEE or equiv, 2-5 yrs hands-on experience with various semiconductor products, or equivalent applications engineering experience. Ability to understand a customer needs, to probe for answers, determine a solution and advocate that solution to the customer. Ability to relate to design engineers across many various applications, effective presentation skills. Post resume: www.arrow.com/careers Job ID # 9155

> Program Manager - Centreville, Virginia

The Program Manager is responsible for driving the operational and technical aspects of the CARFAX Auto Reports Program. This involves the coordination of all departments and stakeholders that are customers of the process and/or that provide support or input to the process. The program manager is responsible for implementing new functionality and capabilities as well as maintaining the daily operational performance of the Auto Reports Process. Conduct all facets of planning for the Auto Report program including: project planning, resourcing, scheduling, forecasting. Coordinate the resources and stakeholders necessary to execute and operate the program. Manage issue resolution to ensure timely and quality results. Perform process analysis to clearly define the program processes and identify areas of opportunity. To apply for the position please go to www.carfax.com/careers and apply for the specific position.

> Business Analyst / Product Marketing Analyst - Herndon, VA

Provide insight and analysis from data generated in web analytics tool on operational and financial performance of client's assets managed by Skytel solutions. Quantify and document ROI for customers' annual reviews. Provide analysis and support creating business and financial models for new product marketing initiatives. Support new product launch analysis and model development including pro forma statements, sales forecasts, and revenue forecasts. Qualifications: Specific knowledge and expertise with Velocita/Skytel target market segments (Energy, Retail/POS, Security, Hospitals, Telematics, Education, Hospitality). 4-6 years experience in marketing analysis and/or financial analysis. Broad analytical skills and experience in operational and sales data analysis, price modeling, pro forma modeling, ROI calculations, marketing campaign effectiveness. Experience analyzing large data sets and creating reports detailing performance, trends, and opportunities. Ability to create clear and concise reports back to both management and end customers, experience in creating audience-appropriate reports, studies and presentations. Skills in synthesizing disparate data sets and sources. Expertise in Microsoft Excel and Access; SQL knowledge a plus. Strong attention to detail and commitment to producing quality work. Proven individual contributor and collaborator. Strong problem solver. Positive, energetic, creative thinker. Self-starter, ability to work independently. Bachelor's degree required. Send resumes to hrstaffing@velocitawireless.com

> Manager Federal Financial Statements

Grant Thornton LLP is the U.S. member firm of Grant Thornton International, one of the

six global accounting, tax and business advisory organizations. Grant Thornton's Global Public Sector is a global management consulting business with the mission of providing responsive and innovative financial, performance management and systems solutions to governments and international organizations. We are seeking an experienced manager to lead the entire government financial statement preparation process on a quarterly basis for key clients. This involves internal controls for accounting and budget operations and providing recommendations for improvements. You will manage a team tasked with accounting, BPI, system testing, and budget execution support services. This role requires a Bachelor's degree in Accounting or a related field and at least 5 years of experience in: Federal government accounting or consulting to the Federal government, federal financial statement preparation, CGFM and/or CPA a plus. Excellent benefits and professional opportunities come with a career at Grant Thornton. To be part of our fast-growing team, please send your resume to GPScareers@gt.com An equal opportunity employer.

> Director of Online Media - Chronicle of the Horse

We are looking for a rock star to aggressively manage and grow our online publishing division. This individual will own annual revenue targets and will be responsible for staffing, training and managing a website team. Additionally, this individual will manage technical and content aspects of our websites. This individual will oversee display media campaigns using standard advertising metrics. Required: 4-7 years work experience. Demonstrated project and program management skills. Has led an online team before, preferably in an ad network setting. Has a deep understanding of online media optimization techniques and technologies. Proven ability to prospect, source and close revenue generating strategic partnerships. Ability to generate traffic and meet marketing goals for online properties through the effective use of both traditional and viral marketing strategies. Send resumes to karen@chronofhorse.com

> Business Manager

Software AG, a leading provider of business integration software is continuing to expand our team. We are currently seeking a Business Manager able to take the strategy of the deal and translate that into a financial picture and document that strategy in an executable contract so that the end objective is met in order to maximize revenue for the company. Requirements: Minimum of a 4 year BS degree in Finance, Business Admin, or Accounting. MBA preferred. 5 + years relevant work experience, preferably in a sales support and/or contracts administration role. Excellent interpersonal, written and verbal communication skills. Ability and initiative to become proactively engaged in support of the selling process. Detail-oriented with a high degree of work accuracy and the ability to handle multiple tasks concurrently. Understanding of contract and order process, knowledge of SAG products and pricing methodologies helpful. Strong PC skills with Microsoft Office products; proficient in financial modeling using Excel. Experience developing and presenting clear and concise product briefings. Demonstrate a team attitude. Experience with work in a fast paced environment. Software AG, Inc. is an equal opportunity employer and a drug free workplace. Send resumes to recruitingsoftwareag@hotmail.com

> Sr. Campaign Manager

The Sr. Campaign Manager reports to the Vice President of Marketing. The Sr.

Campaign Manager will be responsible for creating, implementing and measuring the execution of integrated marketing campaigns. The Sr. Campaign Manager should have a proven track record of achieving results that exceed expectations by implementing smart marketing strategies that drive successful business results. Require: Bachelor's in Marketing, Communications, Business or related field required. Master's degree preferred but not required. Minimum 8 to 10 years prior successful experience in Marketing and/or Campaign Management. Hands-on experience of developing and running online & offline lead generation campaigns is a must. Excellent verbal and written communication skills. Demonstrated track record of success, particularly related to life cycle management of campaign programs. Understanding and experience with products offered in a ASP/Hosted Model is a plus. Send resumes to resumes@apptix.com

> Some See A City, I See A Chance to Make A Difference.

Located in Cincinnati, Ohio, Northrop Grumman Xetron develops a broad range of software and communications systems at the leading edge of data and wireless communication, defense and electronics technology. Currently we have full-time opportunities for creative and innovative problem-solving Software and Systems Engineers with the following degrees: BS Computer Engineering, Computer Science, or Electrical Engineering. If you're a native of Cincinnati, you already know about its many advantages, but if you're new to the area, you'll discover one of our country's hidden gems. CNNMoney.com recently voted Cincinnati one of the six best places in the United States to buy a home-you can literally have it all. For further information on our exciting career opportunities, please visit: <http://meetngc.com/ES/> EOE. M/F/D/V.

> Front-End Developer

Come be our team's presentation layer guru, collaborating with our User Experience Designer, Product Managers and Software Engineers to build a rich internet application for our suite of web products. Required: Deep understanding of XHTML, CSS, and JavaScript. Experience implementing AJAX or existing AJAX libraries/frameworks. Strong command of cross-browser development techniques, browser degradation strategies, page/CSS/JavaScript optimization. Attention to detail, ability to collaborate and communicate clearly, and the willingness to offer alternative opinions. Desired but not required: Experience integrating server-side logic (ASP.NET Controls, Classic ASP) into markup, and vice-versa. Experience creating UI for distributed applications with high scalability requirements. Please send your resume to: jobs@ngpsoftware.com

> Sales Agent

Leading GPS fleet management company is looking for a sales agent with consultative selling experience - ideally with logistics, wireless or telematic products and services - and a proven track record of success. The successful candidate must have the ability to effectively consult with the customer, analyze customer needs and provide relevant solutions through sales presentations (including demonstration of Safefreight's web-based software) and proposals. Other key qualifications include: Knowledge of GPS, wireless or telematic technology and associated professional services, and how to sell them. Excellent written, oral and customer interaction skills. Proven project management skills and experience. Knowledge of web-based applications and how to demo them. Proficient in GoToMeeting, Salesforce and Microsoft Office. Comfortable

working in an entrepreneurial, growth-oriented company. Inspires customer confidence through professional presence and self-confidence. Earn \$150,000 (+) Send resumes to sgropp@safefreight.com No phone calls please.

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Event Postings:
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To Post Events: http://www.potomactechwire.com/Event_Form.html
3 day ad: \$225--5 day ad: \$325--10 day ad: \$550

> 2nd Tuesdays "Dot Com" Cocktails and Networking, October 14th

October Rocks at the 3rd Anniversary of The Capital Cabal's monthly New Media networking salon and "dot com" cocktail party, Second Tuesday, October 14th, 5:30 to 9:00PM. We meet at the private lounge at Gua Rapo, 2039 Wilson Boulevard in Arlington's Courthouse area, to network, schmooze, hire, invest, look for investments, research business ideas, job hunt and relax. We've been doing this for Three Years now, and are planning quite the birthday event. Join dozens of professionals from agencies, associations, publications, non-profits, government and solutions providers. \$15 door fee includes appetizers, first drink ticket and door prize chance for cool stuff, like vino, a Gua Rapo gift certificate and two tickets to a Washington Capitals game. Thanks to our sponsors Potomac Tech Wire, Tri Tuns, Network Solutions, DBC Public Relations, OnDialog and Zadby. RSVPs from web site appreciated but not required.
<http://www.capcabal.net/2ndTuesday>

> Gartner Identity & Access Management Summit - Nov 10-12, Orlando, FL

Identity theft. Unauthorized access to sensitive systems, data, credit cards, trade secrets ... exposed in a flash. Lost business because customers don't have access when they need it. Months spent producing regulatory compliance reports for auditors. Breaches of identity and access management (IAM) lead to billions of dollars of losses each year, both reported and unreported. On the flip side, there's the confusion, frustration and lost productivity organizations must deal with as they struggle to manage legitimate access for their employees, partners and customers to the electronic systems they genuinely need. The Gartner Identity & Access Management Summit is designed to help organizations address the growing exposure that IAM inefficiencies and lapses create. For more information and to register, visit gartner.com/us/iam or call 1 866 405 2511

> Register Now for the Red Hat Gov't Users and Developers Conference, Oct. 7

The 2008 Red Hat Government Users and Developers Conference (RHGUDC) showcases innovations and trends in open source technology. Engineers, architects, and business decision-makers from federal, state, and local government agencies come together to hear each other's stories and learn what Red Hat is working on to give you in the future. This year's RHGUDC focuses on what's new in open source, what's coming next, and how Red Hat and the community have worked together to provide innovative, enterprise class solutions to the government.
www.carahsoft.com/rhgudc?ref=ptw

> Internet Summit 08, November 19th - Chapel Hill, North Carolina

At Internet Summit 08, get the inside view on the latest trends in internet business models, search marketing, social networks, ecommerce best practices, the mobile web, blogging, email marketing and more from senior executives from companies such as Microsoft, Google, AOL, Engadget, 1-800-Flowers.com, Lycos, Blogads.com, Lenovo, iContact, ChannelAdvisor, Trackur, LendingTree, Intel, ExactTarget and Lulu.com just to name a few. Join hundreds of internet executives, strategists and marketers for this one day content and networking packed conference, November 19th, in picturesque Chapel Hill, North Carolina. Register before October 10th and save. For more information visit www.internetsummitevent.com

> Inaugural Run! Geek! Run! 8K to Support the Equal Footing Foundation

Welz & Weisel Communications announces the inaugural Run! Geek! Run! 8K event taking place on Sunday, November 2, 2008 at 8am EDT in West Potomac Park, Washington DC. All proceeds will go to support the [Equal Footing Foundation](#), the charitable arm of the [Northern Virginia Technology Council](#) (NVTC). The Foundation partners with area corporate sponsors, local government and business partners to help fund, launch and sustain Computer Clubhouses that currently serve over 1,500 youth, many of whom do not have access to technology at home, in six locations. Organization's interested in becoming a sponsor should contact Evan Weisel at 703-218-3555 or at evan@w2comm.com To register or volunteer visit: www.rungeekrun.net

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To Post in Marketplace: http://www.potomactechwire.com/Services_Form.html
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> The Loudoun Advantage: Choice, Convenience, Cost, & Concierge Services

Offering the choice of office, flex and industrial sites in three distinct geographies, the convenience of campus-style development with easy access to both Dulles Airport and a highly-educated workforce, the cost savings of our regionally-lower price points, and the concierge services of Loudoun County Economic Development, a business location in Loudoun can be a smart move in today's economy. The Department of Economic Development is here to guide you through it all, with expert advisory services, hands-on site selection and process assistance, and connections to the right business and community partners. Whether you're a new start-up, or an established company considering expansion or relocation, we know how much you're juggling. We're here to make it all easier, so let's get started. Check us out at <http://www.biz.loudoun.gov/Home/HowCanWeHelp/AboutUs/tabid/70/Default.aspx>
We're more than you imagine.

> Carroll Publishing - Largest Addition of Federal Level IT Content Ever

Carroll Publishing has added significantly more federal government data to its interactive subscription website. The detailed information includes: Program Assessment Ratings, information technology plans, capital assets and strategic plans; plus additional data at all levels including expenditures, employment and jurisdictional boundaries. These additions can be useful for your company, especially if you are a government vendor. Let Carroll Publishing assist you in constructing the strategy that

will effectively align your company's products and services with the profitable government programs. Request a Free Trial at http://www.carrollpub.com/signup_gs.asp

> **Compensation Survey for Mid-Atlantic Tech Companies - KnowledgeBank**

The KnowledgeBank Total Compensation Survey of Mid-Atlantic Technology Companies is dedicated to serving the needs of small-to-medium size technology companies, and provides salary adjustment, annual and equity incentive plan, human resource practices and employee benefits prevalence data. Participants will receive a FREE copy of the summary report in November. Don't wait - the deadline for responses is Friday, October 3rd! Technology companies can go to <http://www.knowledgebank.us.com> to participate today.

> **Strategic Marketing Expertise Is Now Within Reach**

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