

summer 2009

sirti spotlight

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Sirti clients debut products, make key connections at recent trade shows

In a difficult economy that is forcing many companies to conserve and retrench, Sirti clients are pushing ahead, launching products, and making important industry connections at national trade shows.

Pacnian Corporation, developers of revolutionary HapticTouch™ technology for touchscreens and computing devices, recently unveiled their technology at the Society for Information Display's "Display Week" 2009 held in San Antonio, Texas. Pacnian demonstrated their TactileGlass™ system on several touchscreens and a computer touchpad, allowing booth visitors to experience a true sense of touch that will be an integral part of next-generation user interfaces. Unlike solutions that send imprecise vibrations throughout entire devices, Pacnian's technology provides natural, confirming feedback that is felt specifically at the point of touch. Show attendees flooded the Pacnian booth (developed by Sirti's marketing staff) and marveled at the breakthrough technology on display. Even more importantly, the company made inroads with many potential partners and customers, and is currently pursuing leads captured at the show. www.pacnian.com



Continued on page 2

Director's Take

What a difference a year can make in the life of a company. Sirti clients have progressed from innovative product concepts to the 'talk of the show', from a business devastated by fire to a new 15,000+ square foot headquarters, from seeking capital to money in the bank. While many headlines today announce companies retrenching on many fronts because of the economy, Sirti client companies are making headlines on a positive economic note.



A year ago, Dorian Studio's Spokane headquarters was destroyed by fire. Ten short days later they were operating out of interim headquarters in the Sirti Technology Center. This was an amazing feat in and of itself but ten months later they had relocated to their new state-of-the-art 15,000+ square foot headquarters. The headline making a positive economic note: all 60 Spokane-based employees kept their jobs.

Earlier this summer, Pacnian Corporation and GoNano Technologies debuted their innovative technologies to international acclaim at key industry conferences. BHd Partners, a Sirti client that was previously headquartered in the Sirti Building and the Sirti Technology Center, launched a subsidiary, GreenFootJobs.com, to great reception at the Renewable Energy World Conference & Expo.

A year ago, \$600,000 of the Sirti Technology Growth Fund had been loaned to two Inland Northwest Companies. This month, the tenth loan was closed making \$3 million available to our client companies to accelerate their economic success.

It is extremely gratifying to witness firsthand the entrepreneurial spirit at its best. I invite you to read more about the positive economic headlines our region's entrepreneurs have made.

Sirti clients debut products, make key connections at recent trade shows

Continued from front



GoNano Technologies, a developer and manufacturer of environmentally friendly high surface area nanomaterials for energy storage, catalytic processing and catalytic-based energy generation, exhibited at the Clean Technology Conference and Expo in Houston, Texas. With strategic and tactical support from Sirti, the company displayed their core technology — Nanospring™ electrodes that feature a highly accessible surface area that provides 150% greater energy density at a lower cost than conventional electrodes. Company executives were highly visible throughout the show, making investor pitches and giving market specific presentations to key industry personnel. GoNano had a very successful show, making contacts with scores of prospective customers, collaborators, investors, and equipment manufacturers. www.gonano-technologies.com

Greenfoot (a recent spin-out of Sirti client BHD Partners) announced the launch of GreenFootJobs.com at the Renewable Energy World Conference and Expo in Las Vegas. The green-focused website and career board was designed exclusively for career seekers and career providers in the green industry, allowing professionals to post resumes, search green jobs and access career networking tools and advice. The Bellevue-based company experienced heavy booth traffic during the show, met with many potential partners, and came home with newfound visibility and brand awareness. www.greenfootjobs.com



Sirti welcomes new on-campus clients

SiteCrafting is a Tacoma-based web development company that has expanded operations to the Spokane area. SiteCrafting excels at developing unique web-based solutions for clients ranging from small non-profits to large national brands. The company makes businesses more successful with distinctive online products that add custom functionality and create a dynamic, full-featured web presence.

The award-winning company creates interactive solutions for its clients, such as Content Management Systems, Online Stores, Calendars, Newsletters, Hosting and more. SiteCrafting is a recent business recruiting success for Sirti's economic development partner, Greater Spokane Incorporated. For more information, visit www.sitecrafting.com.



Barr-Tech and the Odessa Public Development Authority are developing the Barr Regional Bio-Industrial Park, an integrated clean tech project dedicated to recycling organic material and converting it to renewable energy, beneficial soil amendments, and compost. The publicly owned park will be located near Sprague, WA and is a joint effort between public entities, and private developers, and clean-tech companies. For more information, contact Larry Condon at larry@americanonsite.net.



GoNano Technologies and InnovaTek advance to Clean Tech Open semifinals

Two Inland Northwest technology companies have been selected as semifinalists in the Pacific Northwest Clean Tech Open, an annual business competition and innovation catalyst that helps great ideas become viable clean tech businesses. GoNano Technologies and InnovaTek were two of the 12 semi-finalists selected out of a field of 56 initial competitors. The companies will compete for three regional prizes of up to \$50,000 in cash and in-kind services as well as for one national prize of up to \$250,000 in cash and services. Each semi-finalist will now receive focused, hands-on mentoring from local and national business leaders to hone their clean tech business plans in preparation for the regional finals in September. Sirti is a competition partner in this innovative event.



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GoNano Technologies, a Sirti client located in Moscow, ID, develops and manufactures environmentally friendly high surface area nanomaterials for energy storage, catalytic processing, and catalytic-based energy generation.



InnovaTek, Inc., a Sirti client graduate, creates technologies for environmental safety and sustainable power and is a leader in portable fuel processing technology and advanced catalysts for hydrogen production from petroleum and renewable fuels.



Sirti welcomes new off-campus client

RANDL Industries, Inc. manufactures technology for the telecommunications and fire protection industries designed to allow more reliable and cost effective installations.

The company's patented 5 Square Fire Signal and Telecommunications Boxes were built with larger interior volume and cable management to accommodate modern



high speed technology and equipment while saving hours of troubleshooting and repair time. Over 200 firms, universities, and government agencies are using or specifying RANDL products, including Washington State University, Stanford, The Pentagon, The Food and Drug Administration, Siemens, and others. RANDL has recently sold their products in Canada, Japan and South America. www.randl-inc.com

SzenSoft, Lite-Check receive funding via Sirti Technology Growth Fund

The Sirti Foundation Board and the Business Development Corporation of Eastern Washington completed two recent loans totaling \$500,000 via the Sirti Technology Growth Fund. SzenSoft and Lite-Check received the capital infusions to fund continued growth and innovation.

SzenSoft is the creator of a suite of integrated software products designed to manage all phases of hospitality, retail, and golf course operations. Based in Kennewick, WA, the company offers a customized platform that provides unmatched usability and integration of key functions, such as POS pricing, inventory, data management, sales analysis, and more. SzenSoft has over 200 national and international customers, including world-class golf destinations like the Coeur d'Alene Resort in Idaho and the Dirab Golf Club in Saudi Arabia, as well as resort and recreation companies like the Lone Mountain Ranch in Big Sky, Montana. SzenSoft received \$250,000 to fund further development of their products and expand sales efforts. www.szencorp.com



Lite-Check is the world's largest manufacturer of automated (computer driven) test, inspection, and development solutions for the heavy-duty trailer and vehicle industry. The company's line of trailer testers and trailer/tractor testers focuses on the air, lighting, electrical, air-brake, and anti-lock systems present on heavy duty trailers, and on the air and air brake systems of heavy duty vehicles. Lite-Check testers use sophisticated electronics and custom software to automatically detect and identify electrical faults, simplify and speed air system and brake test and inspections, and provide a wide range of ABS system test, troubleshooting, and configuration capabilities. The company received a loan of \$250,000 to fund expanded sales and marketing efforts as well as new product development. www.lite-check.com



Dorian Studio moves into new building as founder receives International Leadership Award

Dorian Studio, the leading-edge west coast digital photography company, has moved into a new 15,250 square foot state-of-the-art headquarters at 4212 Sunset Boulevard in Spokane. The company had been located at Sirti Technology Center for the past ten months after a fire destroyed their downtown headquarters on July 24th, 2008.

At the same time employees were unpacking boxes at the new facility, owner and president Joe Mark was being presented the Professional Photographers Leadership Award at the United Nations Building in New York City. Mark was honored at the annual awards luncheon of the International Photographic Council (IPC), a non-governmental organization of the United Nations. The award honors exemplary leaders in the photographic industry.



Dorian

EST 1914

Dear Amazing People of Sirti,

It has taken me just about a year to find any sort of words remotely capable of expressing my heartfelt gratitude for all that Sirti did for us this past year. Sirti was absolutely instrumental in our successful transition from fire victim back to functional business.

It is difficult for me to go back to the day of the fire when I believed that the fire would destroy our business and all the livelihoods intrinsically linked with its viability. It was awful watching that fire from the very beginning of the day. The grieving process for our hard-work going up in smoke was almost unbearable. While I was attempting to manage my own grieving process on that particular day, I received a fortunate and fateful phone call from Eric Bailey.

Essentially, he was extending Sirti's offer to use Sirti's Boardroom to gather all of our employees and decide our initial critical steps in re-building. Those instrumental days in the boardroom allowed us to make the plans that would become the cornerstone of our re-emergence. Time would only prove that this initial invitation was something so much better than a temporary refuge from the fire.

Beyond the use of the boardroom came the opportunity to lease space critical to getting our technological infrastructure back up and running. Through the incredible dedication of the staff at Sirti, we were able to get rudimentary operations going just ten short days after the fire. We were effectively going back to work with most of our customers realizing there had been little or no service disruption.

It became clear from the very beginning that the friendly confines of Sirti, were just the right mix of gracious knowledgeable people, robust technological infrastructure, and willingness of everybody to take a difficult situation and make it very workable.

Sirti gave us hope. Sirti gave us a foundation. Sirti nourished our spirits. Sirti even answered our customer support lines. Sirti enabled us to accomplish what nobody in our industry thought was possible. Sirti is forever a part of our history as well as our success.

Thank you,

John T. Mark

CC: Governor Gregoire

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Signature Genomic Laboratories CEO Lisa G. Shaffer, Ph.D. wins Entrepreneurial Award



Dr. Lisa G. Shaffer, Ph.D.

Dr. Lisa G. Shaffer, Ph.D., President and CEO of **Signature Genomic Laboratories**, received the Ernst & Young Entrepreneur Of The Year® 2009 Award in the Life Sciences category in the Pacific Northwest. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Dr. Shaffer was selected by an independent panel of judges,

and the award was presented at a gala event at the Sheraton Seattle on June 26, 2009.

Signature Genomic Laboratories performs microarray-based diagnostic genetic testing of chromosome abnormalities in individuals with unexplained mental retardation and/or birth defects. Sirti congratulates Dr. Shaffer on this prestigious award.



Pacinian hires industry veteran as VP of Business Development



Mike Levin

Pacinian Corporation, developers of revolutionary Haptic Touch technology for touchscreen and computing devices, recently announced the hiring of Mike Levin as the company's Vice President of Business Development. Prior to Pacinian, he was President of Magnition, LLC, a business strategy consulting firm, and held several positions at Immersion Corporation over a 14 year career there, including

Vice President of Technology & Partnerships and General Manager of Touch Interface Products. Mike has also held engineering and project management positions at Merck & Co., Lego, Odetics, and the TRW Ballistic Missiles Division. He performed research at the MIT Artificial Intelligence Laboratory and MIT Space Systems Laboratory, where he worked on a program that flew on the Space Shuttle Atlantis. He holds a Bachelor of Science degree in Aeronautical/Avionics Engineering and Master of Science Degree in Mechanical Engineering, both from MIT. He has been awarded more than 20 patents and has presented at several international conferences.

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Sirti thanks outgoing Board Members

Sirti would like to thank Stuart Stiles and Larry Briney for their outstanding service as members of the Sirti Board of Directors.

Stuart Stiles tenure as a Sirti Board member began in October 2000. He served as Chairman of the Long-Range Planning Committee in 2001, Board Chairman in 2002 and as one of the representatives of the Sirti Board to sit on the Sirti Foundation Board in 2004.

Larry Briney served as General Counsel to the Board of Directors and has been involved with Sirti since its inception. He will retire from his position as Senior Assistant Attorney General Chief of the Spokane Division in September.

Both members made significant contributions that helped shape Sirti's past, present and future. Their insight and expertise will be missed. We wish both of them the best in their future endeavors.

Whitworth University to open U-district location in Sirti building

Whitworth University has expanded its Spokane campus footprint to the Sirti Building and Spokane's University District. The new campus includes administration offices, classroom space and a student lounge area. This fall, the University will begin by offering a bachelor's degree in organizational management, as well as general education courses that can be applied to the organization management degree or other degrees offered at Whitworth's campus in north Spokane. The courses will be structured in the University's accelerated format, which is geared toward non-traditional students who want to attend classes at night. www.whitworth.edu.



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Sirti partners with Washington Biotechnology & Biomedical Association

Sirti and the Washington Biotechnology & Biomedical Association (WBBA) have announced collaborative partnership to focus their joint organizational strengths to stimulate the growth of the life science industry in Eastern Washington.



The WBBA is the Pacific Northwest's Leading Life Sciences Association comprised of more than 450 life

sciences companies, universities, academic institutions and others working together with the mission to facilitate the translation of innovation to commercialization to provide better health to people everywhere. In May, the WBBA opened an Eastern Washington office in the Sirti Building located in Spokane's University District and designated Innovation Partnership Zone, to provide a central location to facilitate the translation of innovative technology into new life science products and start-ups, support member organizations and produce WBBA's popular business development events. www.washbio.org.

Sirti welcomes Health Sciences & Services Authority of Spokane County

The Health Sciences & Services Authority of Spokane County (HSSA) has opened an office in the Sirti Building in Spokane's



health sciences & services authority of spokane county

University District. The HSSA was established to promote bioscience-based economic development

in Spokane County, and to advance new therapies and procedures to combat disease and to promote public health. The HSSA invests funds to create and support a nationally competitive health care cluster in Spokane County catalyzing connections between higher education and health care that lead to high wage jobs, long-term sustainability, and economic diversification. www.hssaspokane.org.

For questions about Sirti please contact
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