

Innovation* Center



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In this Issue...

New Clients . CreMedia . Ecolibrium . Ohio Department of Development . Networking Luncheon . Happy Hour . News . Joe Jollick . Third Sun . \$500K . Reid . Jobs . Economic Development . Chamber of Commerce . NBIA . Success Story . Business Remixed . Media Marketing . For Your Business . Free WOUB Rotations . Grant Opportunity . About Us

New Clients

CreMedia Productions, LLC  



CreMedia Video Productions began in the fall of 2010 in the college town of Athens, Ohio. Founded by OU video production major Max Rodriguez, the web-based company formed to accomplish a single purpose: to provide anyone willing and able with creative means to display their individual and collaborative work. CreMedia is dedicated not only to the ideal of producing professional content, but to the notion of innovation and creativity expressed through all elements of their projects.

Ecolibrium Solar

Ecolibrium Solar manufactures an advanced generation PV solar panel mounting system--The Ecofoot. The "Game Changing" design provides the most rapid installation and flexibility, while allowing for an ultra-low environmental footprint. Engineered to provide the industry's lowest life-



cycle cost. This premium-grade polymer design is a patent pending breakthrough in aerodynamic efficiency.

EcolibriumSolar

View a comprehensive list of IC Clients, whether they're [Affiliate Members](#), in-house, or Graduates on the [Innovation Center Client Companies Page](#).

Events

September Lunch & Learn: Ohio Department of Development Incentive



Rebecca Ruan-O'Shaughnessy, Business Development Manager with the Ohio Department of Development, will present on the available incentive programs through the ODOD. She will also discuss how these programs will correspond with JobsOhio.

When: Thursday, September 15, 2011 . 11:00am -

1:00pm

Where: Innovation Center Conference Room 103

RSVP with [Trenia Twyman](#) by 12:00pm on Tuesday, September 13. Is your business interested in becoming a Lunch & Learn sponsor? [Contact us!](#)

October Client Networking Luncheon Featuring Speaker Michelle Greenfield of Third Sun Solar

CLIENTS ONLY! - The Innovation Center hosts bimonthly Client Networking Luncheons, with each event featuring a presentation from one of the IC's Client Companies. These events give companies an opportunity to network, learn more about what others have to offer, and enjoy a catered lunch. In October, hear from Michelle Greenfield of Third Sun Solar.

Send your RSVP to innovation@ohio.edu or [RSVP on Facebook](#).



Technology & Entrepreneurship Happy Hour

The August 2011 Technology & Entrepreneurship Happy Hour was a success--the Innovation Center, Technology Transfer Office,



TECHNOLOGY &
ENTREPRENEURSHIP
HAPPY HOUR

TechGROWTH Ohio, and Edison Biotechnology Institute would like to thank all of those who could be in attendance. The next event, to be held in November, is an optimal opportunity to network with fellow entrepreneurs, faculty researchers, inventors, and investors. Don't miss it!

Check out the event pictures on Facebook! 

Interested in seeing what events the Athens area has to offer for your business? Stay updated with the [Innovation Center Events page!](#)

News

Innovation Center Welcomes New Biotechnology and Research Development Facility Director, Joe Jollick

As of August 2011, the Innovation Center has hired Joe Jollick to be the new Director of the Biotechnology Research & Development Facility. Joe is passionate about helping small biotechnology businesses to succeed in the region, and has extensive experience in multiple areas of research.

[View Joe's Full Bio](#)

Third Sun Solar Makes the Inc. 5000... for the Third Year in a Row!

For the third consistent year, Third Sun Solar, located in the Innovation Center, has made Inc. 5000 List of America's Fastest Growing Companies. The company, currently ranked number 623, has climbed from their 2009 spot at 742.

[View Selection](#)



Innovation Center, [Edison] Biotech Institute Awarded \$500K to Boost Economy

Ohio University's Innovation Center and Edison Biotechnology Institute have been awarded \$500,000 for projects intended to stimulate economic development in Southeastern Ohio. The money...will be used to enhance support to biotechnology and high-technology start-up firms in the region...

[View Article](#)

Reid Consulting Group Celebrates 5th Anniversary, Unveils New Look



Recently, Reid Consulting Group (RCG) celebrated their 5th anniversary as a company and looked back on the various successes they have had thus far and their goals for the future. On September 1, RCG also released their new look (left) and their newly renovated website.

See for yourself, at www.reidconsultinggroup.com

Innovation Center Brings Jobs and Income to Athens County

The 2010 Economic Impact of Ohio University's Innovation Center has recently been released by the Voinovich School of Leadership and Public Affairs, revealing that all business incubated by the Center created a total of 78 jobs. This generated an estimated \$3.8 million in labor income and an estimated \$427,734 in state and local tax revenues.

[View Economic Impact Study](#)

Local Chambers, Uptown Group, Use Power of Organization to Benefit their Members

When it comes to businesses helping businesses, the Athens Area Chamber of Commerce stands out as an invaluable resource for over 500 local shops of all types and stripes.

[View Article](#)

To learn more about becoming a member of the Athens Area Chamber of Commerce, visit <http://athenschamber.com/>.



NBIA Helps Biz Incubators Help Others

The National Business Incubation Association's (NBIA) headquarters have been in Athens for almost 25 years, yet many residents aren't aware of the nonprofit's presence or purpose. The organization, located on East Circle Drive, provides business [incubator] professionals with information, education, advocacy, and networking resources in the process of assisting early-stage companies, according to the NBIA website.

[View Article](#)

The Innovation Center Continues Success Story



Some 20 new businesses are currently in the making at the Innovation Center, a technology incubation center located on West State Street in Athens. According to Center Director Jennifer Simon, the Innovation Center was founded in 1983 by Will Konneker, who was good friends with then-OU President Charles Ping. Konneker saw Athens' need for a "space where we can help companies grow," said Simon.

[View Article](#)

Business Remixed Gets Social

The Athens County Economic Development Council (Business Remixed) has moved! Check out their new and improved Facebook page today, at <http://www.facebook.com/AthensBusinessRemixed>.

Stay updated! Get the latest [news and information on small business incubation](#) and the Innovation Center clientele.

Tips & Tricks

The 7 Essential Elements of Effective Social Media Marketing

Excerpt from [copyblogger](#)

1. Get Your Home Base Together

You control the user experience--from the content to the site design to the user interface.

2. Who's the Face of Your Business?

You're going to be social and informal, but in a way that's relevant, appropriate, and interesting to who you're talking with.

3. Who Else Has Your Customers?

Social networking platforms were designed to make it easy and fun for people to hang out together. That means you're going to use them to build relationships that help your business.

4. Pick a Primary Platform

If you love Twitter but your customers spend hours every day on Facebook, you need to recognize that Facebook is probably a better venue for your business.

5. Manage Your Time

If you don't decide how much time and focus you'll put into social media, the default will be "all of it."

6. Content First, Conversation Second

...[S]pend the bulk of your time on content, whether it's on your own base or used as a guest post to find a wider audience.

7. Don't Forget SEO

...[S]ocial media marketing is a superb complement to SEO [Search Engine Optimization].

Article referred by Innovation Center Client Company, [Cement Marketing](#)  

For Your Business

Free Advertising!

As a benefit to Innovation Center clients, fifteen-second commercials are played in rotation on WOUB radio, aired regularly during drive time in the morning and afternoons and ranging across WOUB's eighteen-county coverage area. For information about your company's current advertisement, please [contact us](#).



Small Business Technology Transfer Program - Funding Proposal



Sponsor: NSF

The Small Business Technology Transfer program stimulates technological innovation in the private sector by strengthening the role of small business concerns in meeting Federal research and development needs, increasing the commercial application of federally supported research results, and fostering and encouraging participation by socially and economically disadvantaged and women-owned small businesses.

View a [PDF on the Small Business Technology Transfer Program here](#) for more detailed application information.

About Us

The Innovation Center provides valuable business incubation resources to fuel the economy in Athens, Ohio and surrounding regions. Created in 1983, the Ohio University Innovation Center was the first university-based business incubator in the State of Ohio and just the 12th in the United States. The current 36,000



square foot facility, which opened in 2003, is nearing capacity. View the space available on the [first](#) and [second](#) floors (click for availability) or call to set up a tour at 740.593.1818.

Thank you!

Interested in learning more about what the Innovation Center has to offer? Contact us at innovation@ohio.edu.

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Special Thanks to the Innovation Center Staff:

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Join Our Mailing List!

The Innovation Center is a department within the Ohio University Vice President for Research Office. To learn more, visit www.ohio.edu/research.



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