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Virginia Economic Bridge, Inc.

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Virginia Economic Bridge, Inc. held successful first ever Modeling & Simulation Showcase

PORTSMOUTH, Va., March 1, 2007 – Virginia Economic Bridge, Inc. held its first ever Hampton Roads Showcase event on March 1.

“This was a day of firsts for Virginia Economic Bridge, Inc.,” said Carl E. Mitchell, president and CEO of the Radford non-profit. “This is the first time we’ve held a Modeling & Simulation Showcase, and this is the first time we have held one of our Showcases here in Portsmouth. We’ve had a successful day and believe the businesses here today had significant discussions that will result in more business for Virginia.”

Virginia’s Linked Workforce Showcase: Modeling & Simulation, co-hosted by the Virginia Economic Development Partnership (VEDP), drew 17 modeling and simulation companies and key speakers including Virginia’s Secretary of Technology Aneesh Chopra, representatives from the U.S. Joint Forces Command, and Virginia modeling, Analysis and Simulation Center’s Executive Director Dr. Michael McGinnis.

David Enghauser, project manager for VEDP’s Business Development, told the group that identifying the companies that participate in modeling and simulation is difficult as there is no defining code for these businesses. “We believe there are over 175 companies that do some form of modeling and simulation activities,” he said. That translates into 8,000 to 10,000 modeling and simulation employees. “And more and more companies who don’t have a presence here in Hampton Roads feel they need to be here... The Hampton Roads community is very focused on building the modeling and simulation industry to make Virginia a stronger business center.”

The Showcase brought together modeling and simulation companies from across the Commonwealth and key decision makers from top Northern Virginia and Hampton Roads companies for VEB, Inc.’s second 2007 Showcase – a business-to-business event that is sector based and includes structured roundtable discussions that can result in teaming agreements and future business partnerships. The event was held in Hampton Roads as the region is the epicenter of the modeling and simulation industry.

Robyn Snyder, supplier diversity program manager at Lockheed Martin's Maritime Systems & Sensors business in Manassas, told attendants that partnerships are a necessary response to the “modern threat environment. Terrorists are networked and working across borders. The civilized

world must do the same – not only a responsibility that falls on our government, but also on the companies that will supply the systems and technologies that enable them to prevail. That’s why partnering with small business is big business at Lockheed Martin.”

She also gave three tips to small businesses trying to work with Lockheed Martin:

- Define your niche; tell businesses what you can do for them.
- Reduce your risk by obtaining certifications or credentials in your area of expertise.
- Be passionate, patient and persistent.

Participants at the Showcase event found the event unique and a tool to help improve their company’s networking and business possibilities.

Nancy Fraker, director of business development for Hypercosm, LLC, has been working at business development for 15 years, “and I’ve never experienced something like this. This is the most dynamic method I’ve ever seen done. The format of the Showcases allowed people to interact in three or four different ways. You couldn’t miss anyone in the room.”

Benjamin Cutrufelli, key account representative for Nemetschek North America, said networking at the Showcases offers a great deal of opportunity to meet other peers in the industry. “The Showcase is very inexpensive and nets very real value and results.”

Omar Canty, regional account executive with Vitech Corporation, said he also had never been to an event with the format the Showcase uses. “The way we interchanged – we never would have been able to meet all these companies on our own.”

Virginia’s Linked Workforce Showcase program, an initiative of Virginia Economic Bridge, Inc. (www.LinkedWorkforceShowcase.org), brings together representatives from diverse companies for face-to-face meetings to consider strategic business alliance development. The next upcoming Showcase is May 3 for the Computer Programming and Software Development industry. Past events include Showcases for Region 2000 Advanced Manufacturing and Electronics on Feb. 1 and Architecture & Engineering Showcase in November 2006.

Virginia Economic Bridge, Inc. (www.VirginiaEconomicBridge.org) is a non-profit organization focused on creating an environment for economic growth in today's technologically advanced society. VEB, Inc.’s mission is to promote the economic vitality and external competitiveness of the Commonwealth through business, industry and educational partnerships between Southwestern Virginia, Northern Virginia and other areas of the Commonwealth.

All 2007 Showcases are supported by Virginia’s Linked Workforce Showcase Pinnacle Sponsor Lockheed Martin.

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