

New Faces at the MEC - Fairfax



Studio Kinate ~ <http://www.studiokinate.com>

Studio Kinate is an animation studio strategically located in Northern Virginia. They develop animations for entertainment, corporate branding and education. Modeled after some of the top animation studios, Studio Kinate adapts literature and timeless stories to match the contemporary spirit of an ageless audience. Their studio benefits from the technological progress of the 21st century joined with the creativity of our traditional animators and digital artists. Their paradigm is two fold. First is to utilize an appren-

tice or incubation process that combines hands-on experience for junior animators who will work side-by-side with some of the top classical animators. In addition, they utilize telecommuting, giving those veteran animators around the US the opportunity to work from their homes. Charlotte Rinderknecht can be reached at 703.934.2012.



BLUE & GOLD STRATEGIES, LLC ~ <http://www.blueandgoldstrategies.com>

Blue & Gold Strategies, a start-up small business, is a provider of professional services to the Federal government. Their team analyzes, researches, designs, and implements solutions.

Their services include: administrative & program management support; logistics management support & strategic sourcing support, federal energy management program support; portfolio management (Energy Star) software support & training; federal fleet management support; and independent measurement, verification & validation (IMV&V) support

Blue & Gold Strategies is a designated Service Disabled Veteran Owned Small Business (SDVOSB). This provides clients with extraordinary flexibility in shaping solutions with them in a matter of days or weeks. It is also an ideal framework for teaming with businesses that complement their expertise. They consider synergy an important part of their business.

As part of our Blue & Gold Strategies-Client Relationship Strategy, we are branching out across the country, seeking and securing talent close to Federal agencies in all regions. Our clients become our partners and we view our relationship with them as vital to ensuring the success of each project we undertake. Tom Kiely can be reached at 703.277.7739.



Mexican Export Marketing Company Lands at the MEC

Nwalk, www.nwwalk.com, an Export Marketing Company from Mexico has just established a business unit in the Mason Enterprise Center.

As the 19th company to enter the MEC's International Business Accelerator, www.masonenterprisecenter.org/intl, Nwalk, assists small and medium companies from the USA enter and grow their market place in Mexico. Nwalk also has a number of client firms from Mexico seeking to create business partnerships with companies in our network, both locally and around the state.

Rodrigo Armendariz, Nwalk's Managing Director, points out that "The world financial situation makes it imperative that small and medium companies seek new markets in order to maintain or increase sales. Mexico is an ideal market to take a look at, as its economy has been only marginally impacted by the current situation in the USA." Small companies compete against multinational corporations in a global market. The lack of human and technological resources, training, network development, and knowledge of the international markets, support programs and many other facts reduce the competitiveness and success possibilities of the small and medium companies. Nwalk's goal is to help companies close this gap in international marketplace experience and know-how.

According to Marshall Ferrin, the MEC's Director of International Business Development, "Nwalk acts as an important bridge that will help your company grow a Mexican market for your products and services." Nwalk is a top graduate of the Tecnológico de Monterrey, the "MIT of Mexico" - our center's international network partner for Mexico. Nwalk's experience and expertise is put in play to maximize opportunities and minimize risks. Nwalk gives its clients a contact network; develops a step by step plan to adapt the client's product or service to the marketplace and sets objectives and expectations for Mexican market entry. Nwalk can even act as a distributor to support sales to the Mexican marketplace.

The Nwalk service is comprehensive and tailor-made to generate an export solution that will quickly create an international profit center for your company. At present, Nwalk is working with Comertia, a B2B web portal based in Arlington, Virginia. Comertia, www.comertia.com engaged Nwalk this December, to increase the number of Mexican corporate subscribers. Nwalk will adapt the Comertia business model not just to the Mexican market but also to all Latin American countries, a unique option for both suppliers and buyers that really works. Comertia profit is expected to grow more than 300% as a result.

If you want to know more, contact Rodrigo Armendariz, Managing Director, rarmandariz@nwwalk.com or (703) 508 4523 or just walk up to the third floor, Room 308.

American Hometec, client of the Prince William Mason Enterprise Center has been selected to host a discussion on "Achieving Energy Efficiency and Water Conservation with Tankless Water Heaters" at the National Facilities Management and Technology [NFMT] Conference & Expo. American Hometec' discussion will include the guidelines for selecting tankless water heaters, the advantages and environmental benefits of tankless water heaters, as well as retrofit applications and ways to measure cost benefits of tankless water heaters.

The focus of this NFMT Conference is to provide vital topic information to facilities management professionals through over 100 educational sessions. According to the Conference, "our industry's best and brightest minds serve as presenters, panelists and speakers, sharing rare and valuable insights" and so it is quite an honor for American Hometec to be selected to host a discussion. Bravo and cudo's to American Hometec.

The Conference will be held at the Baltimore Convention Center in Baltimore, Maryland, from March 10 through March 12, 2009.



MECKids Virtual Fitness Challenges ~ A Program by AFC Management Services, A Fairfax Innovation Center Client

MECKids.com – is an interactive, online health & wellness program dedicated to helping tweens (kids ages 10-18) get motivated to stay fit and eat

right.

Built on a social networking platform, the goal of MECKids is to create a dramatic shift in the way youths "think" and "act" when making decisions that impact their overall health and wellbeing. Simply put, "Our vision is to make eating right and being fit 'cool and exciting', a choice kids want to make for their lives."

MECKids plans to shift the mindset of America's youths through creative, innovative public wellness challenges directed squarely to tweens. Our slogans: "You Gotta Move" and "Rock the Balance" are part of that initiative.

The "EQ Challenge", beginning March 9, 2009, is a virtual health & fitness contest lasting 90 days. The Challenge is comprised of many components including proper nutrition and movement which we call the EQ 5: cardiovascular exercise, proper nutrition, flexibility, stress management and mental acuity. The objective of the contest is to motivate kids and tweens (ages 10-18) to live healthier, more active lives. Points will be awarded to each student in participating schools that successfully incorporate healthy lifestyle behaviors during the 90 days. Various tracking devices such as pedometers and heart rate monitors will be used during the contest and will be efficiently monitored through the Physical Education Department of each school. The event will kickoff with a public launch in select schools around the nation's capital. The launch event will be simulcast to participating schools via web cast in school auditoriums and gymnasiums to effectively engage entire student bodies.



Omnilingual, Inc. ~ <http://omnilingual-inc.com/>
OmniLingual, Inc. (OmniLingual™) has a new offering that they would like to make clients aware of.

http://www.globalitupartner.com/NEWSTIMPACK_OmniLimngual%20-%20Copy.wmv



Six nonprofits get \$300,000 for early care - Washington Business Journal - by Tierney Plumb Staff Reporter

Including our own **Voice for Virginia's Children**. See the article below.

The Early Care and Education Funders Collaborative is awarding \$300,000 to local nonprofits to improve early care and education for low-income children in the region.

The collaborative, run by The Washington Area Women's Foundation, is dishing out its first grants to six local groups. Each will get \$50,000 in grants. The collaborative expects to award more grants in June.

The collaborative is a partnership between foundations and corporations to help prepare more young kids for kindergarten and create better-paying jobs for child care workers.

D.C. Appleseed, for example, will use the money to boost wages of child care workers in D.C.

Hopkins House will help low-income women in northern Virginia earn their Child Development Associate credential, while CentroNia will increase the number of bilingual trainers and advisers in Maryland who can help entry-level teachers score the credential.

The other receiving nonprofits include Empower DC, Fairfax Futures and **Voices for Virginia's Children**.

"Businesses increasingly are recognizing the importance of quality early care, which enables them to retain mothers as valued employees and eventually to hire a better trained workforce down the road," said Craig Pascal, senior vice president and territory manager of community development banking at PNC Bank and co-chair of the collaborative.

Other collaborative members include the Morris and Gwendolyn Cafritz Foundation, The Boeing Co., W.K. Kellogg Foundation, CityBridge Foundation, Freddie Mac Foundation, Meyer Foundation and Rocksprings Foundation.

Don't Forget!

**CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY ANNOUNCES
BUSINESS AWARDS AND NETWORKING BREAKFAST**

The City of Fairfax Economic Development Authority (EDA) is pleased to host its first economic forum and business appreciation breakfast. This event will be held at the Old Town Hall on the morning of May 13, 2009 from 7:30 a.m. to 10:30 a.m.

The EDA has invited the Greater Washington Initiative to present on regional business trends and outline its annual report. Professor Stephen Fuller, from George Mason University's School of Public Policy, will present a research paper on the City of Fairfax's local economy, including projections for potential business opportunities. Other invited guests include Mayor Robert Lederer, Virginia State Senator Chap Peterson and Virginia State Delegate David Bulova.

In addition to these presentations, the **EDA will honor local businesses in five categories:** New Business Award, the Heritage Award, the Legacy Award, the Fairfax Innovation Center Award and the Washington Business Journal Award. Each category is designed to recognize businesses that have positively contributed to the City of Fairfax business environment and enhanced the overall image of the city's business community.

Self-nominations are encouraged and nomination forms are available at www.fairfaxcityeda.org or www.fairfaxva.gov.

All incubator clients are encouraged to apply.

For more information about nomination procedures please contact Geoff Durham at gdurham@fairfaxva.gov or 703-385-7851.



Upcoming Seminars at the MEC

PTAP Seminars

2/19 Accounting for Government Contracts			6:30 pm – 9:30 pm
2/24 Costing and Pricing	\$150	9:00 am – 2:00 pm	
3/5 Successful Teaming and Subcontracting			6:30 pm – 9:30 pm
3/25 Costing and Pricing	\$150	9:00 am – 2:00 pm	
3/25 Responding to RFPs	\$50	6:30 pm – 9 pm	

To more information, call 703.277.7757 or e-mail: mmcguir3@gmu.edu or register online at <http://www.novaptac.org/register.htm>.

Pre-registration is required.

Lunch n' Learn

Marketing Tune-Up

Date: February 20, 2009 at 12:30 pm - 1:30 pm

Location: FIC Conference Center
Room 106 at 4031 University Drive in Fairfax, VA

Who: Susan Lee-Merrow, Mason SBDC

Is your marketing effort as effective as it could be?
Are you hitting the right target market with the right message?

Come to the Lunch & Learn session and get a Marketing Tune Up.

Presented by Susan Lee-Merrow, Business Counselor at Mason SBDC, this working session will help you understand your clients, their needs, how best to communicate with them, and determine if your key messages to them are effective.

The presentation will feature case studies, based on current resident entrepreneurs of the FIC.

Please RSVP Now!

Fairfax ~ Prince William
February 2009