

MEET THE 2007 JUDGES

BEST OF SHOW

Mike Brennan, Founder of Michigan News Network, and Editor & Publisher of Mitechnews.com

Brennan has worked since 1980 as a technology writer at newspapers in New York City; San Jose, CA.; Seattle, WA.; Memphis, TN.; and Detroit. He co-founded and served as managing editor of Pacific Rim News Service, which developed a network of more than 100 freelance journalists in 17 Asia-Pacific countries. Brennan earned a bachelor's degree from the University of Michigan, a master's degree in journalism from the University of Missouri and was the 1992-93 Knight Fellow in Economic Journalism at the University of Michigan. Brennan launched Mitechnews.com in April 2000. Video and audio webcasting capabilities were added in 2001, a statewide radio show and eNewsletters were added in 2003. In January 2007, audio podcasts were added, followed by video podcasts in September 2007.

Matt Roush, Technology Editor, Great Lakes IT Report

Matt Roush joined WWJ Newsradio 950 in August 2001 to spearhead the launch of the Great Lakes IT Report, a daily IT newsletter delivered via email first thing every business morning. As technology editor of GLITR, Roush covers the tech world broadly, from hardware, software, advanced manufacturing, life sciences, and tech education. Roush most recently was at *Crain's Detroit Business*, where he worked for more than 10 years. His beat included banking and finance and retailing. In 1994, while covering retailing for *Crain's*, he discovered a novel medium called the Internet, which retailers worried at that time was going to put every store out of business. In 1998 he started covering technology full time, including the rise and fall (and rise) of the dot-com in Detroit. Roush later was promoted to editor of CrainTech.com in October 2000 -- a job he held until joining WWJ.

Kristen Schaeffer-Santoni, Art Director, Create Magazine

An artist from the start, award-winning designer Kristen Schaeffer-Santoni, originally from Northern Virginia, moved to Sarasota, FL where she attended Ringling School of Art & Design and eased into a career in graphic design. Eventually that led her family to Orlando where she is currently the art director for *Create Magazine*. Her extensive knowledge in the publishing industry and her creative touch has enabled her to thrive in this ever-changing field. She loves being in an environment where challenges constantly arise and enjoys the roller coaster ride.

BUSINESS PRODUCTS

Beverly Cornell, Director of Marketing & Sales, Iterotext Translation Services

In 2006, Beverly Cornell joined Iterotext Translation Services. She has helped them create a marketing plan including the implementation of a new web site at www.iterotext.com, new brochures and branding. Her marketing efforts have diversified their client base and expanded their service areas. Prior to joining Iterotext she was a global business advisor with PALS International in Troy. She started her career working for BBDO in Troy as an advertising account executive with DaimlerChrysler. Cornell brings with her experience in a wide variety of marketing and sales projects including work in advertising, direct mail, translation, print, events and web/interactive. Her communication skills have afforded her many opportunities to guest lecture, write and speak regarding her passion for global awareness and cultural understanding. Visit her new blog at www.globalbusinessperspectives.com/blog.

Katy Richardson, Head of Marketing, Strategic Financial Services, Inc.

Katy Richardson is the head of marketing at Troy-based Strategic Financial Services, Inc., a company providing financial and employee administration for small- to medium-sized businesses and personal financial services for their employees. Her responsibilities include, but are not limited to, increasing brand awareness, brochure creation and modification, editing internal and external newsletters, and working in conjunction with web developers to redesign the company's website and content. In addition to her role in marketing, Richardson also works in the IT Department, assisting clients with their software and hardware licensing and compliance needs. She has been with Strategic Financial Services since 2005.

Sven Gustafson, Manufacturing & Technology Reporter, Oakland Business Review

Sven Gustafson covers manufacturing and technology for the *Oakland Business Review*, where he started two months ago. Prior to that, he served a yearlong temporary position as a general assignment newsman for The Associated Press in Detroit, where he covered everything from automotive news to sports and entertainment. He also spent more than four years as a reporter for *The Oakland Press*, where he covered politics and wrote restaurant reviews as the Nomadic Nibbler.

BUSINESS SERVICES

Michelle Zellen, Director of Communications and Events, Automation Alley

Zellen was named director of communications and events for Automation Alley in 2005. In this position, she is responsible for developing and coordinating marketing plans and campaigns to promote Automation Alley to regional, national and international audiences in business, industry and government. Zellen also oversees Alley events, including the annual Awards Gala, attended by 600 of the most influential technology leaders throughout Southeast Michigan. In addition to her work with Automation Alley, Zellen served as an assistant account executive for Franco Public Relations in Detroit. In this position, she provided public relations service and support to a wide variety of clients from many industries.

Jane Sydlowski, President, AMI Strategies

Sydlowski has more than 20 years experience in the telecommunications industry. As an engineer for Ameritech in the trunk engineering switched access department, she published opinion papers directed to the Federal Communications Commission and wrote methods and procedures for handling new services. Additionally, Sydlowski coordinated the enhanced 911 circuit quantities for the city of Detroit. Her experiences as an engineer, a consultant and a manager give her a unique blend of skills, which ultimately make her an effective leader in the technology field. As president of AMI Strategies, Sydlowski is responsible for assembling a dynamic and experienced team to design, build and manage her client's technology infrastructure, while finding ways to lower their cost of communications. She has created a vision for AMI that includes 100% client satisfaction, profitable growth, and respect for the individual and employee empowerment.

Mark Lundquist, President & CEO, Fulcrum Edge, Inc.

Lundquist spent 15 years in the aerospace and defense arena before coming to Detroit 12 years ago to work in the automotive and manufacturing industries. In the corporate world he was brought in to implement change, restructuring, turnarounds, and helping companies grow their business. He held executive-level corporate positions before forming his own company six years ago to develop state-of-the-art business plans, help with deal making, and lead companies through growth and change. Lundquist mentors Detroit's TechTown and Ann Arbor SPARK, and is frequently asked to speak on business and finance matters, addressing venues such as Automation Alley, E2detroit and State Representative town hall meetings. Mark is also a contributing business writer to the publications of the state's micro- and nanotechnology association. He holds a patent for an aerospace product and is currently authoring a book on international railroad locomotive design.

COMMUNITY ORGANIZATIONS

Kathryn L. Ossian, Principal and Information Technology Team Leader, Miller, Canfield, Paddock and Stone, P.L.C.

Ossian's practice covers 21 years and includes extensive experience in negotiating and drafting licensing, distribution, maintenance and other information technology agreements, consulting clients in Internet law and intellectual property dispute resolution. She writes a biweekly Tech Law Update column for the *Oakland Business Review* and is a faculty member at the University of Phoenix, teaching a graduate level course on Managing Enterprise Risk. Ossian is a member of various bar associations and the immediate past chair of the Automation Alley Membership Services Committee. She is listed in the Information Technology Law Section of the 2007 edition of *The Best Lawyers in America*, as well as *Michigan Super Lawyers*, in the Intellectual Property Section of the 2006 edition, and the Information Technology/Outsourcing Section of the 2007 edition.

Peggy Fenwick, Founder & Principal, Markit Strategies and PR, LLC

A 17-year marketing veteran, Fenwick brings extensive technology and marketing experience to the development and implementation of communication and public relations strategies for a variety of emerging and established companies in the business-to-business market. Her areas of expertise include strategic communications planning, marketing communications, analyst relations, and program development planning for technology giants as well as start-ups. Fenwick launched Markit Strategies in May of 2005. Since that time, she has helped numerous automotive, manufacturing, and technology clients with marketing and public relations activities. In June 2007, Markit Strategies and PR was awarded the prestigious IABC Renaissance Award of Merit for its work supporting Plexus Systems 2006 business-to-business media relations program. For more information, visit www.markitstrategies.com.

John Tagle, AIA, President, John Tagle Associates Architects

Business owner with 34 years of experience, Tagle has worked with national and international corporate clients, religious and non-profit organizations, state and local governments. Tagle's experience encompasses architectural design, management, and construction experience. He understands effective management and leadership techniques to oversee the activities in projects of this type. He is a member of the American Institute of Architects, Michigan Society of Architects, the city of Troy Planning Commission, and the Troy Chamber Board of Directors. A partial client list includes: City of Rochester Hills, City of Royal Oak, Ford Motor Company, Kensington Community Church, and National City Bank.

CONSUMER SERVICES

Nancy Noonan, Senior Vice President, National City Bank

Noonan leads the management of the Retail Banking Branch Network in Oakland and Macomb Counties from Troy to Romeo. Her responsibilities include customer strategy and retail sales—including business banking, consumer deposits, lending and investments. Noonan began her career with National City in 1974. Her personal and professional activities/awards have included: Board of Directors for the Boys and Girls Club of Troy, Advisory Council for The Salvation Army; winner of The Athena Award; Quality People, Quality County—Oakland County; & Distinguished Citizen—Royal Oak.

John Bailey, President, John Bailey & Associates, Inc. Public Relations

John Bailey is a public relations professional who has served business and industry at the highest levels for over 30 years. He has been a senior executive at three of Detroit's leading public relations firms, counseling companies on a variety of public relations issues from new product announcements and special-issue campaigns to strategic management planning, image enhancement and crisis management. Bailey also has extensive experience in media relations and media interview training. He has successfully prepared clients for a wide range of presentations and interviews including meetings with "60 Minutes," "20/20," *The New York Times* and *The Wall Street Journal*. Bailey has a long history of supporting the Detroit area's professional, civic and cultural organizations. He is the 2008 Troy Chamber Chair and March of Dimes Vice Chair. Bailey also is a graduate of the Detroit Regional Chamber's Leadership Detroit Program, serves on the board of Oakland University's PR Council and is a member of the President's Club.

Michelle Fischer, Business Development Manager, Accretive Solutions—www.accretivesolutions.com

ECOMMERCE

Adam Forman, Principal, Miller, Canfield, Paddock and Stone, P.L.C.

Adam S. Forman is a principal practicing labor and employment law. He also is a member of the Corporate Discovery and Information Technology Teams. Prior to joining Miller Canfield in 1999, he was an associate with the Cleveland, Ohio law firm of Duvin, Cahn & Hutton in the Detroit office. He is a member of the American Bar Association, Labor and Employment Law Section, State Bar of Michigan, Labor and Employment Law Section, Detroit Metropolitan Bar Association, Labor and Employment Law Section, Oakland County Bar Association, and is admitted to practice in the United States District Court for the Eastern District of Michigan and the United States Court of Appeals for the Sixth Circuit. Forman frequently writes and lectures on issues related to email and the internet in the workplace.

Lori Manos, Director of Web Marketing, Beaumont Hospitals—www.beaumont-hospitals.com

Aaron Eckels, Designer/Principal, A.ECKELS Design
Eckels brings over 10 years of experience in the marketing and service industries. Throughout this time he has transitioned from a visual communicator in a marketing role to a marketer in a design role. Combining business and communication skills with the creative mind of a designer, Aaron helps his clients communicate effectively through graphic design solutions. Eckels approaches every project with a unique vision and a passion for great design while keeping his client's goals in mind. Formed in 2006, A.ECKELS Design is a graphic design studio with expertise in brand + identity design, creative marketing, and communications. A.ECKELS works in both print and interactive media for clients in the automotive, event, and service industries.

INFORMATIONAL

Jordan Kotubey, Director of IT, International Academy of Design & Technology—www.iadtdetroit.com

Jim Taylor, Oakland County, Chief, eGovernment, Oakland County Michigan

Taylor has 25 years of experience in all areas of Information Technology. He manages all development, design, and maintenance of Oakland County's external and internal web sites. He is a nine time award winner from organizations such as the State of Michigan, National Association of Counties, and Center for Digital Government. He has won a 2007 "Best of Web" award and 2007 Center for Digital Government Achievement Award for Oakland County Mobile Services. www.oakgov.com

Michelle Pallas, MSM, PMP, CIRM, Lighthouse Consulting Partners

As managing partner, Pallas is responsible for overseeing sales and training delivery for Lighthouse Consulting Partners (LCP). Specializing in information technology resource management, LCP combines methodology support and management training programs to help organizations achieve desired service levels with low-cost resources. A Detroit native and entrepreneur, she began her professional career with Kmart Corporation where she held various positions in the application development organization. Since starting the company in 2000, LCP has delivered management training workshops and consulting to over 50 companies in North America and Europe. Through a network of relationships and a focus on managing projects using offshore resources, Pallas has grown the business to be a viable force in the training industry.

INNOVATION

Jack Williamson, Design Management Consultant

For 29 years, Williamson was executive director of the state-funded, statewide Design Michigan program of Cranbrook Academy of Art, for which he developed information and technical assistance programs on architecture, landscape architecture, urban design, interior, industrial and graphic design for Michigan cities, schools, institutions, business and government. He has specialized in business design management, cross-functional community design planning, and the development of arts master plans. For 17 years he was a lecturer at the University of Michigan School of Art & Design where he developed and taught the school's undergraduate and graduate Design Studies curriculum. He also taught the first design management courses in the MBA Program at the University of Michigan School of Business Administration.

Tim Riendeau, Vice President IP Engineering, Grid4 Communications

Riendeau has over 20 years experience of network architecture, LAN/WAN design and operations experience. He has a long history of designing network solutions from Thicknet & Token ring networks to state of the art 10 Gigabit & OC-192 networks. Over the course of his professional experience, Riendeau has impacted the design, deployment, and maintenance of networks for the United States Navy, Ideal Technology Solutions, LDMI, Talk America, Cavalier Telecommunications and Grid4 Communications. Riendeau is an expert in converged and next generation network deployment. He assumes responsibility for the ongoing rapid expansion and security of the Grid4 Next Generation IP Network.

Jeff Stanislaw, President, Motor City Interactive

Stanislaw began his career in the Internet World late in 1994 with Online Marketing Company, which became marchFIRST, where he earned the title of "Internet Marketing Specialist of the Year" for 1995 and 1996. From there, Hofer & Beatty, a traditional advertising agency, brought Stanislaw on board to consult and start the agency's Interactive Division. Stanislaw was vice president for ECS Group, a full-service Digital Solutions Provider. Prior to ECS Group, Stanislaw started BlueChip Interactive, an Online Advertising and Marketing Company as a division of NetPlanet, which was purchased by ECS. In the spring of 2001, Stanislaw started his own interactive marketing and advertising company and is currently implementing a "grass roots" strategy. Already, Motor City Interactive boasts clients like Tucows, DCX, GM, AAA Life, and Flagstar Bank. Stanislaw was recognized in March by *Crain's Detroit*, as a "Who is Who" in technology and has spoken on Interactive Marketing at over 10 regional conferences.