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SATOP:  
NEW YORK

# SATOP

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S A T O P  
SPACE ALLIANCE TECHNOLOGY OUTREACH PROGRAM

**New Running Shoe Now Out of the Starting Blocks Thanks to DBA**

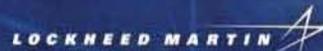
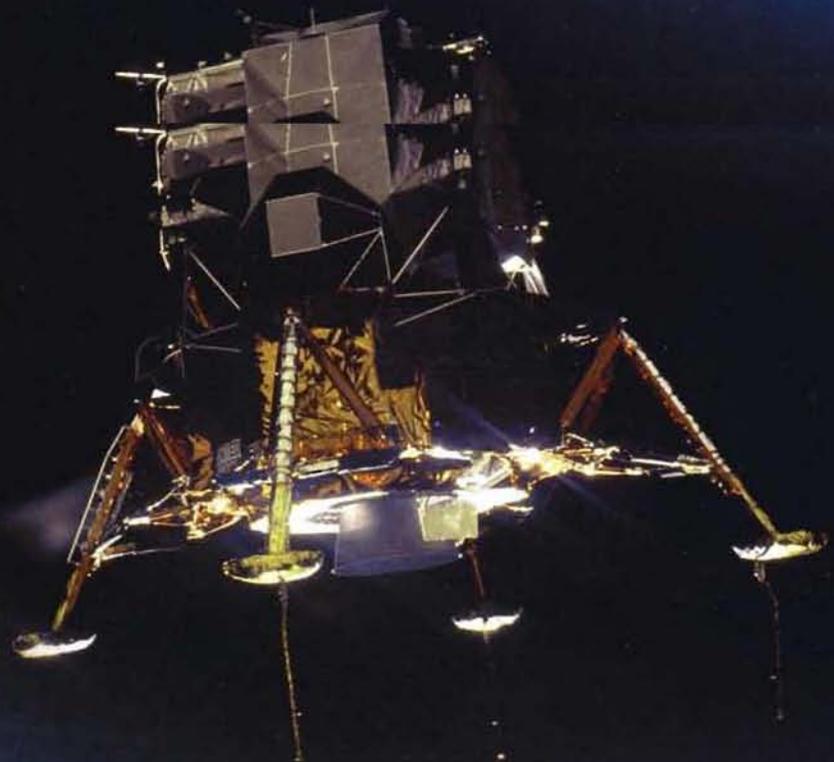
**Small Upstate Manufacturer Gets Technical Boost from CUNY**

**August Ninth Analyses Benefits Small Businesses**

**SATOP Rolls Out a Solution for Sigma Equipment Corp.**

**AJT & Associates Helps ENrG Inc. Keep Its Cool**

**Design By Analysis Helps Rev Up Williams Motowerx**



AIT & ASSOCIATES INC.



# SATOP New York Hosts First Annual Training Event

SATOP staffers reminded attendees of their eagerness and availability with booth displays for events and as speakers for business meetings.



Materials designed to ease our EDO Partners' SATOP marketing efforts were shared, with the promise of more to follow on an on-going basis from Cathy Niedzwiecki, SATOP office support specialist. Attendees were reminded that face-to-face meetings with business owners and inventor/entrepreneurs still remains the very best way to introduce SATOP to potential requestors.

Over thirty representatives from SATOP's partner Economic Development Organizations (EDOs) converged in September at the Syracuse Technology Garden to participate in the New York center's first annual EDO Training Seminar. The day-long activities were designed to inspire and provide useful tools to enhance each organization's SATOP marketing efforts. And from all accounts, it was time well spent!

The event began with a heartfelt welcome from Darlene Kerr, president of the Greater Syracuse Chamber of Commerce. Then, it was time for the SATOP team and attendees to roll up their sleeves and get down to work. Led by Business Development Manager Virginia Limmiatis, they began working their way through the EDO Manual and formulating their organization's SATOP marketing plan for 2007.

Attendees - some of whom traveled from as far away as Connecticut and New York City-were delighted when project engineers AJ Lucas and Matt Jenney demonstrated two of the actual products that received SATOP assistance.

During lunch, success stories were shared by two recent requestors: Bonnie Hanyak of the Chocolate Pizza Company, and Neil Waelder, founder of Automation Correct.

Bonnie spoke of the valuable assessment provided by Steve Derby of Rensselaer Polytechnic Institute, a SATOP Gold level Alliance Partner in Troy, NY, while

Neil shared a seldom-seen view of the evolution of a prototype from initial idea to final invention. Assisting Neil in the design process was Jim Jones of Design By Analysis of New Britain, CT, another Gold level Alliance Partner.

Larry Kalish, SATOP's downstate regional director, did a wrap-up of the day's events and led an interactive question and answer period, followed by award presentations to four EDO super achievers: Most Successful Marketing Activity 2006, Connecticut Center for Advanced Technology (CCAT); Most Successful Marketing Activity 2006 (downstate), Long Island Forum for Technology (LIFT); the Top Performing EDO 2006, Central New York Technology Development Organization (CNYTDO); and the Top Performing EDO 2006 (downstate), Industrial and Technology Assistance Corporation (ITAC).

Everyone left with SATOP totes filled with marketing materials, individual goodie bags brimming with unique Central New York products, and an invitation from Tracey Kegebein of the Convention and Visitor's Bureau to return soon, as there is much more to experience and enjoy in the 'Cuse!



AJ Lucas explains the aerodynamic design analysis provided by Jim Clark of Pratt & Whitney -Space Division Propulsion of a mirror produced by Rosco, Co., Jamaica, NY.



We couldn't have had a more appropriate setting for our program! The Syracuse Technology Garden in downtown

Syracuse supports early stage high-growth technology businesses through its state-of-the-art facilities, offering on-site mentoring, full time support staff and office resources to ease some of the

