

SR68 Meeting Notes

Date: 8/16/11

Location: State Capitol

Commissioners: *Sen. Loudermilk, Rep. Sims, Sen. Albers, Tino Mantella, Steve Cross, Mike Cassidy, Dean Alford, Rep. Charlice Byrd, Dr. John Pritchett (for Dr. Lyon), Calvin Rhodes*

Panel A: Access to Capital

Allen Moseley (Noro-Moseley Partners)

- Invest money into early-stage concept and help management of those concepts
- Long-term investments, typically 10 year lives
- Focus on typically healthcare technology
- Policy input: there is lack of pension funds. We are the only state not to invest in pension funds.
- Policy input: If pension reform is not feasible, there are alternatives like tax credit programs, similar to what states like S. Carolina and Arkansas are doing
- Must make GA an attractive state to work for and to attract strong talent.

Questions for Allen Moseley:

Albers: How does the fund pool work?

- The fund is typically fronted by third party loan money and a future tax credit backs the loan.

Mantella: What is the outcome of companies not having enough venture capital?

- There has been a significant decrease in venture fund in Georgia, and it leads to less funding for companies, and less jobs. There is a direct correlation and the outcome is evident.

Cross: What is the risk in terms of venture funds?

- We saw double-lined results. Strong returns from venture capital are above the national average. The way we view it is that we think it will provide great returns along with creation of jobs, etc.

Loudermilk: What percentage/amount of investment can be expected to come back to the state?

- 250 are invested and 250 are returned to the state.

Cassidy: How about Certified Capital Company program, or CAPCO models?

- We do not like CAPCO models, and we do not think that CAPCO is modeled appropriately, with potential for windfall for a few.

Sig Mosley, Jr. (Imlay Investments)

- We invest earlier
- We focus of on angel investors
- Investor in GRA venture fund (?)
- We held the ATDC, entertainment, GRA, etc venture funds
- Policy Input: pension fund; angel tax credit should be increased, need to encourage and increase supply of angel investors and network in Georgia

Questions for Sig Mosley

Albers: We have \$10 million in angel tax credit. How much more should it be?

- 5 times the current amount (~\$50 million).

Albers: Are you saying that we have depleted the fully subscribed all of \$10 million?

- No, but soon. The pension will not help the angels as much as the VC. We need to encourage both pension and angel tax credit.

Which states are doing a good job in terms of angel tax?

- Maryland

What timeframe should expect to see us fully subscribe \$10 million?

- 2-3 years

If we had the funds available to increase angel tax credit from \$10 to above...what other issues could we address?

- Talent pool, quality of the overall education, and encourage people to move here
- Capital attracts talent; there isn't an opportunity that will make sense for someone with high education, skills, etc. if they can find it in places like Boston.

Is there any guidelines as far as how much jobs can be created with the investments

- anecdotally unbelievable number of jobs... 3,000

Michael Price (CEO Ventures)

- Georgia Angel fund investors
- head of the angelpool.org
- Activities we are doing to expand funding opportunities:
 - open a bridge office in Silicon Valley
 - encourage other venture capital firms to open offices in GA
 - Angel co-investment fund
- Policy input:
 - reshape the film/TV/entertainment credits or other types of software development instead of transient and lower paying industry
 - extend angel investor tax credit

- Pass a technology development act, to expand state's tech sector by earmarking part of Georgia's investment for tech companies.
- Pass job creation and leadership act –

Questions for Michael Price

Albers: How is the bridge office working?

- 70-80 % investments coming from outside of GA, not a groundswell of volunteers, but just a few of us, ...doing the best

Tino: Can you talk about the likelihood of companies moving out of Georgia to other states?

- Sig: The younger the company, the more likely they will get pulled to CA.
- Price: Silicon valley is not a low cost source of labor, so it makes sense to have sales and other office outside of the area- keeping the those jobs outside of the CA.
- Moseley: It depends on sectors too, the young healthcare IT in companies should move to GA – over other states. It depends on the sector and how do we publicize and showcase GA's pockets or niche areas that we are better than states like CA

Loudermilk: Can you elaborate on the interactive entertainment tax credit?

- Interactive entertainment is gaming software industry, people working in those industries have grown and those are the jobs are great match for talent in GA. Its difficult to pull interactive entertainment projects, so to

STEM Education Presentation

Dr. Martha Reichrath (GA Dept of Education)

- STEM Education emphases:
 - rigorous and relevant science and mathematics standards
 - Digital content
 - Integration of science, mathematics, and technology in all core content areas
 - Integration of science, mathematics, and technology in all CTAE courses
 - Collaborative instructional methodology
 - Project-based learning
 - Work-based learning
- Race to the Top – GA awarded \$400 mill
- 4 Education Reform Areas
 - recruiting, preparing, rewarding, and retaining teachers
 - adopting standards and assessments to prep children to college
 - building data systems that measure student growth and success, inform teachers and principals

- turning around our lowest-achieving schools
- Looking at STEM certifications in schools

Questions for Dr. Reichrath

Alford: What policies do we need to implement that will help the Department of Education to make sure?

- The problem is with implementation and not so much policy. GA has been implementing a rigorous of math since 2004. Its challenging curriculum and the figures of H.S. students that passing the math courses are reflecting those changes and that those students did not get to enjoy the benefit of the full of the curriculum

Cassidy: Are there roles for industry experts in the education to share expertise?

- Yes. The greatest benefit would be for the industry to step up and offer their expertise in building curriculum and help engage children.

Albers: how are we evolving to attract “industry experts” to contribute to the education or for attract former industry professionals if we have a tight certification standards in Georgia?

- Alternative certifications are in progress

Panel B) High Growth Potential

Jeff Cashman (Manhattan Associates)

- Leader in supply chain software, Links all aspects of supply chain to increase profitability
- Employ 850 in GA
- Challenges: effects of economy,
- Majority of supply chain software/industry are located in Georgia
- We would benefit from investment cash credit, ability to move/obtain talent in Georgia, etc

Eric Cooney (Internap)

- Provides high performance IT infrastructure services that enable customers to focus on core business.
- We would benefit from access to staff, high-skill relevant talent in IT, looking for real state ,
- Policy Input: any policy to increase sales tax on infrastructure investment, job tax, tax benefits overall will help, and education benefits to foster technical staff hire and maintain technical staff in Georgia. Having a mutually beneficial relationship and leveraging talent with local universities.

Craig Marmon (Slalom Consulting)

- Serve local companies with local staff, provides strategic and IT consulting to assist companies in employee engagement, performance, improvement, innovation, etc
- Growing is slowing down but we still added 60 employees this year
- HB 385 taxation over - this will drive jobs away from state. With IT services being virtualized, the professional services in HB 385 will drive jobs away
- Policy Input: stemming the off shoring by where can you find smart people at low cost that can do the work – we looked at H.S. and low cost of living, and two year associate degrees – without having them uproot. We found 7 different counties that met that criteria – and provide jobs that would have been off shored. Take a piece of state IT spending and

Questions for the High Growth Potential Panel

Loudermilk: Of your employee base, how many of those are more technical/industry based versus from a four year college?

- Cooney- We hire both non-4 year degree (we provide training) 40% of employees and 4 year college degree program 60 % engineers
- Cashman – majority are 4 year degree in technical area or industry

Loudermilk: Are you finding an adequate supply of 4 year degree and/or technical school talent?

- Cashman – there is a great opportunity, and the companies need to relay that message to the public.
- Marmon – if we had zones that we can go to and code all day, they will be happy
- Cooney – 9 opened engineers positions, and I am disappointed that we are not able to recruit efficiently and we need a better ,closer working relationships with the universities to make this more efficient hiring process

Albers: If we had to offer new hire tax credit, is that enough for you?

- Cooney – yes to both. On-shoring and tax credit
- Cashman – we are a global company, would a tax incentive be an only trigger to hire and grow? No not really, there are other

Tino: Datacenters and logistics are two areas Georgia lead...has this affected your decision to do business here and grow? Now that we have high unemployment in GA, how do we take companies like your yeas and assure that you will still be hire in the next 3-5 years? How do we keep companies like yours that hire 300 or so even in down economy to continue to so in the future?

- Cashman – given the economy, we are looking to hire employees from universities. Regarding 3-5 years from now, we project that we will continue to grow talent. And if we have the ability to hire from Georgia, we will do that
- Marmon – keeping those large corporations here in Georgia and having policies to keep companies from off shoring jobs

Would you be interested in talking students coming out from H.S. with industry certification/technical schooling?

- Marmon – the prices for those hires cost 18-28 dollars in offshore countries like India, and those jobs will be very enticing for talent in Georgia
- Cooney – we would need some higher level educational requirements for an entry level position and so it is not likely that we will hire H.S. or someone with industry certification/3month education like Cisco.

Loudermilk: If were possible to encourage industries like Cisco to be able to contribute the curriculum development and education in high school to cultivate technical understanding, would you consider those graduating H.S. students for employment?

- Cooney – yes, we would consider those students.

Loudermilk: elimination of energy tax or corporation income tax?

- Cooney – energy tax
- Marmon – corporate income tax
- Cashman – Corporate income tax

Panel C) Health IT

Paula Guy (Georgia Partnership for TeleHealth)

- Georgia Telemedicine program is the top in the nation
- The program started in 2005 from a grant from WellPoint
- One successful project in rural schools – high quality healthcare provided to rural county schools.
- We need to establish curriculums to talk about the technologies we are using in telehealth
- Our network includes schools, prisons, etc

Robert Hendricks (McKesson)

- We use a lot of contractors to fill those positions
- We participated in several H.S. programs
- Center of excellence in Health IT in Georgia
- Georgia is in a good position to develop, think about the blue collar scenario, try to figure out next blue collar talent pool
- We are going to run out of workers. In health IT industry, we are starting to look for talent offshore
- Policy Input: focus on infrastructure, we need to figure out how to get
- Demand in technology and health IT will grow, and Georgia should capitalize on this

Rick Voight (SoloHealth)

- Healthcare technology and data analytics company

- Health care approaches 20% of GDP
- Questions we need to consider:
 - How can we use those money to drive down health care cost, and opportunities in Georgia
 - How do we get people that they should take responsibility of their own health
 - What is personal health? If we can take the technology and education and engage our youth to pay attention to their health

Questions for the Health IT Panel

Albers: Do you see that developing a perception or marketing image of Georgia as a center of Health IT or telemedicine help garnering more companies to start up in the state?

- Guy – yes, and many companies have approached us
- Voight – yes,
- Hendricks – I don't think we market enough. I don't think we market what we have such as CDC, etc to move to Atlanta.

Cross: are there things that this commission and do to expand bandwidth?

- Guy – a key thing is to get broadband available in schools and healthcare in rural, they are starting to see that a lot of data transfer is congesting and that increasing bandwidth activity is slowing and would require more bandwidth availability
- Hendricks – the biggest concern is the last mile, and if we are trying to the more and more people we hire that infrastructure is an absolute requirement.

How can we better serve health informatics and what type of education/curriculum in the H.S. to what type of foundation would want to see more in

- Hendricks – we need to stress 4 year degrees, we need to instill technical skills in H.S.
- Guy – schools need more career academics
- Voight – increase awareness of health
- Guy – teaching kids how to access healthcare information through the web

Public Comments/Questions

Chuck Meadows – Atlanta Chamber of Commerce

- Targeted industry clusters – we identified 5 clusters: bioscience and technology
- Under bioscience includes health IT
- Under technology (gaming, digital, network, software development, electronic credit card/purchase transaction)

- Policy Input: workforce pushing market driven curriculum in the education system, building that pipeline , need to open up pension fund and allow for investments, and encourage venture capital

Rep from Dept. of Health and Human Services

Atlanta Tech has the largest students ready for the health IT workforce.

Quinn (IP Telenet)

-Did not hear much about advancing technologies – opportunity to advance fiber optics. I would like to consider the commission to think about this area.

Mark Baunstein (Georgia Tech)

- We are in the cusp of dramatic change – moving to different platforms and we do not have an advance training system and if we are not careful, our industry and workforce will relocate to California and elsewhere
- Health IT laboratory at GT to develop the lab
- We need to train students in IT AND healthcare...



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

Outline of Remarks:

- I. Background/Company Overview – Noro-Moseley Partners is a leading venture fund based in Atlanta. We have been investing in Georgia and the southeast since 1983 and have invested over \$600 million in early state, entrepreneurial companies in our market. We have a strong focus and interest in the promotion of Georgia as a leading technology and healthcare market for early stage companies.
- II. Policies – Currently there are no significant state institutional pension funds invested in alternative assets including venture capital. We support policies that will further Georgia as a leader in early state technology and healthcare company formation, which includes some investment of state pension money to support this. We also want to continue policies that help position Georgia to venture capitalists as an industry leader in certain areas of excellence including healthcare information technology, internet security, etc. Policies like the angel tax credit are helpful to further this reputation as a state that is friendly to early stage investment and company creation.

Recommendations for the Commission: Please use the template below to make any policy recommendation to the Commission on things the state can do to improve Georgia’s Science and Technology Industry. They may be specific or broad, but the more details the better. Feel free to provide any additional or supporting documents you deem appropriate.

| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | Pension reform to allow investment in alternative assets including venture capital. Some portion of this allocated investment would be earmarked for investment in the state of Georgia similar to what Florida has done with the Florida Growth Fund and North Carolina with the NC Innovation Fund. |
| Recommendation #2 (insert summary statement/descriptor) | If #1 is not feasible, some type of state tax credit program to help fund venture capital funds that view Georgia as strategic and invest in early stage companies. Similar programs have been funded with success in South Carolina and Arkansas. |
| Recommendation #3 (insert summary statement/descriptor) | Continue to make Georgia an attractive work environment for strong talent, which includes improved education, transportation, etc. |



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

Outline of Remarks: Sig Mosley

Please type an outline of your remarks in this section. These remarks will be given to the Commission to help prepare for the meeting.

- I. Background/Company Overview – Imlay Investments, Inc. is a leading angel investor fund representing John P. Imlay, Jr. investments in seed and early stage technology companies. We began investing in 1990 and have made over 135 investments during the past 21 years. Three of our most recognized investments are Internet Security Systems, Inc. (ISS); Witness Systems, Inc.; and Tradex Technologies, Inc. One of our primary interests in making angel investments has been to grow and strengthen the technology in Georgia. In addition, Mr. Imlay is an investor in the GRA Venture fund and I serve on its board of directors.

We have also formed the Flashpoint Investors LLC fund to provide angel funding to companies that are going the Flashpoint program at Georgia Tech.

- II. Policies – Currently the state has policies that impact angel funding – the angel tax credit, Entertainment Tax Credits, and the ATDC Seed fund. All of these programs have been beneficial, however, these program need to be increased in size to provide more impact. One policy that needs to be reviewed that could impact both angel funding and venture funding is the restriction of the state pension funds from investing in alternative assets including venture capital. We are the only state that has this restriction.



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| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | Evaluate as planned, extend the Georgia Angel Investor Tax Credit and increase the amount of funds allocated to this program. |
| Recommendation #2 (insert summary statement/descriptor) | Increase the amount of funding that is provided to the GRA Venture Fund to give it more runway to invest in young technology companies that will fund new opportunities and create new jobs within the state. |
| Recommendation #3 (insert summary statement/descriptor) | Develop a state tax credit program that will encourage more venture funding in the state thru more funds flowing into the venture capital funds that will invest in the state. |

SR 68 Strategic Plan for Science & Technology Joint Study Commission Hearing- Panelist Remarks

Outline of Remarks by Michael Price, General Partner, CEO Ventures.

(Follow-up questions: mprice@ceovertures.com or 770-998-9999)

1. Background/Company Overview.

- Group of successful CEOs who reinvest back into Georgia.
- Angel fund that invest in startup tech companies.
- Have funded over 20 tech companies since 2000.
- Formed AngelPool.org which assists many more GA startups.

2. Where do you want to see your organization in ten years?

- Open a bridge office in Silicon Valley to draw funding & visibility to GA.
- Encourage other venture firms to open regional offices or make regular trips here.
- Launch of an AngelPool co-investment fund to help more Georgia startups.
- Keys to our success: help startups with funding, traction, and visibility.

3. How can the state of Georgia help your company/organization realize this goal?

| Policy Recommendations | Recommendation Details, Specifics & Reasoning |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 | Either reshape the Film/TV/Interactive Entertainment Credits or pass new legislation that emphasizes the Interactive Entertainment side and that also covers other types of software development as these deliver far more permanent employment and higher paying jobs to the State of Georgia rather than more transient and lower paying employment as it is currently drafted. Georgia needs to get more bang for its buck and a quicker recoup time for any tax credits given. |
| Recommendation #2 | Evaluate as planned and extend the Georgia Angel Investor Tax Credit. That was wise, cost effective policy which is driving new investments, new companies and the right kind of new jobs. |
| Recommendation #3 | Pass a "Technology Development Act" to further expand the state's technology sector by earmarking a portion of the state's investments. Georgia should invest in the companies that invest in Georgia, creating higher paying jobs and a more skilled workforce. The many results by other States which is readily available have proven that this is highly effective policy which drives both good returns for the many State that have done it and drives the right kinds of new jobs we want in Georgia. |
| Recommendation #4 | Pass a "Keep Our Business Leadership Act" that provides tax credits on capital gains over a certain threshold. What is happening now is that many |

SR 68 Strategic Plan for Science & Technology Joint Study Commission Hearing- Panelist Remarks

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| | <p>of our best leaders leave Georgia just before key events so you are not collecting much of that tax currently anyway. In a best case scenario they move and are lined up on the runway at Amelia Island each morning and continue expanding their Georgia companies. If you wish an awakening, drive up to Peachtree DeKalb Airport and see who is flying in on any given morning, you would be shocked. And those are the best case exceptions, the more typical scenario is that they move jobs or create new jobs or companies where they move to in Florida, Texas and elsewhere instead of here. Texas and Florida are glad to ride our coat tails on this but we cannot afford the loss any longer. Everyone knows great businesses are created and grown by great business leaders, it is as simple as that. We must keep the leaders who drive job creation in Georgia instead of driving away our best.</p> |
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SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

Outline of Remarks:

I. Background/Company Overview

Internap offers premium IT Infrastructure services that enable our customers to focus on their core business, improve their service levels and lower their cost of IT. Our enterprise IT services include:

- Datacenter services: Colocation, Managed hosting and Public/Private Cloud
- IP and Content Delivery Network (CDN) services

Only Internap combines the superior performance of our Managed Internet Route Optimizer™ (MIRO) – which leverages multiple network connections for performance – with the rock-solid reliability of our 100% network uptime guarantee.

Internap was founded in 1996 with the recognition that the Internet would fundamentally change and shape how we work, live and conduct business.

We invested then, and continue to invest today, in technology innovation to deliver a broad range of high-performance solutions that enable our customers to transform their IT Infrastructure into a competitive advantage.

Internap has been publicly traded since 1999 and is a NASDAQ Global Stock Market member trading under the ticker symbol INAP. Internap's annual revenues total \$244M. INAP employs 450 employees worldwide; more than half of which reside in Georgia.

II. Policies

- What policies are currently in place that are barriers to your company/organization's success?
 - The State of Georgia does not offer a temporary storage exemption from sales tax as many other states have available. Internap purchases equipment which is shipped to either Georgia or California to be staged and tested for services to be performed. Then the equipment is shipped to a final destination where the equipment provides services for customers. Georgia tax law asserts sales tax on equipment shipped to Georgia even if the equipment is simply relabeled and sent to a separate destination to be placed in service. This lack of exemption encourages Internap to stage more equipment in California and therefore restricting the opportunity for Georgia to add employment in Georgia compared to states with a temporary storage exemption. This tax law difference is often a burden to Internap as the staging location must be continually managed and overseen to minimize the sales tax liability while managing the resources to perform the preparatory staging of equipment at each location.
 - Lack of effective transportation planning for the northern suburban areas results in long commute times for the average employee. Consequently, Atlanta is viewed as a less lifestyle-friendly city for workers and their families.



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

- What policies have aided in your company/organization’s success?
 - Georgia Headquarters Tax Credit has provided additional cash flows during times of growth and expansion of Internap.
 - Maintaining Atlanta’s status as one of the world’s critical airline transportation hubs is a benefit to conducting business.
 - Continued University infrastructure expansion of both Georgia State and Georgia Tech has increased the available pool of technical resources for hire from both graduate and under graduate programs in the Atlanta metro market
 - Recent assistance by the Economic Development Authority as we plan for our upcoming data center expansion. Directors within this group are currently assisting Internap’s Tax Department with initial contacts at state and local agencies or departments to negotiate tax and other incentives

III. Etc.

- Where do you want to see your company/organization in ten years?
 - Internap to become a leading, global supplier of outsourced IT services for the enterprise. To accomplish this, Internap will need the following:
 1. Ability to attract and retain highly-skilled engineering and operations staff with expertise in areas including: networking, computer science and IT security.
 2. Ability to continue to expand our datacenter footprint within the State which requires:
 - Power (highly reliable, low-cost)
 - Connectivity (dense, high-bandwidth connectivity)
 - Real-estate (available low-cost, w/access to power & connectivity)
- How can the state of Georgia help your company/organization realize this goal?
 - **Tax benefits:**
 1. Sales tax relief for companies building Datacenters (e.g. sales tax for service/storage equipment; labor/service for installation & maintenance; power/cooling infrastructure equipment)
 2. Offer a temporary storage exemption from sales tax as many other states have available allowing for the opportunity to add employment in Georgia.
 3. Tax credits for creating technology jobs in key areas (e.g. IT services)
 4. Property tax abatements for datacenters
 - **Education:**
 1. Facilitate cooperative, mutually-beneficial environment for industry and university engagement: the State will benefit from a healthy business-university relationships .
 2. Recover from ‘black-eye’ that is APS cheating scandal.
 - **Transportation** – improve infrastructure and reduce gridlock. Average Atlanta commuting times exceed one hour, resulting in one of the highest commuting times in the country for major markets. Expansion of MARTA into the Northern part of the city (i.e. Gwinnett and N Fulton counties) to alleviate commute times into downtown.



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

- **Power** - Maintain/reduce the cost of power in the state of Georgia. Power costs represent almost 50% of the cost to operate data centers. The State should consider more formal energy management programs to properly incent large power uses (e.g. California Green Globes program)
- Additional Investment in programs to market/promote Atlanta and Georgia as a technology center—similar to Silicon Valley, Research Triangle, Austin, Tx, etc. – in order to attract more technology companies and related-resources to the area.
- Provide additional guidance and clarification regarding taxability of internet related services. Many states (e.g. Florida for managed hosting and Texas for content delivery network services) provide additional specificity with regard to the implementation of the Internet Tax Freedom Act of 2008 and whether or not sales taxes are to be collected on specific IT services.

Recommendations for the Commission: Please use the template below to make any policy recommendation to the Commission on things the state can do to improve Georgia’s Science and Technology Industry. They may be specific or broad, but the more details the better. Feel free to provide any additional or supporting documents you deem appropriate.

| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | Consider specific tax incentives/reductions for IT services providers in State of Georgia – Sales tax relief on datacenter build/expansions; tax credits for technology jobs creation; temporary storage tax relief; property tax relief for datacenter property. See more details above. |
| Recommendation #2 (insert summary statement/descriptor) | Education – successful long-term growth of the IT services industry is dependent upon ability to attract, motivate and retain engineering talent. Foster an environment that provides support for university and business engagement around technology initiatives (joint research projects; internships; guest-lecturer engagements; career fairs; award sponsorships; etc). Goal is to create a ‘Silicon Valley Southeast’ for metro-Atlanta. |
| Recommendation #3 (insert summary statement/descriptor) | Metro-Atlanta transportation – improve infrastructure and reduce gridlock. Average Atlanta commuting times exceed one hour, resulting in one of the highest commuting times in the country for major markets. Expansion of MARTA into the Northern part of the city (i.e. Gwinnett and N Fulton counties) to alleviate commute times into downtown. |



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

Outline of Remarks:

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- I. Craig Marmon is a senior executive with outstanding history of achievement in the technology sector. Mr. Marmon is a thought leader in Operational Excellence and Cost Optimization with a proven record leading large systems design and deployment for Fortune 100 companies. Throughout his career, Craig has been admired and recognized for bringing out the best in people that he works with. He is an engaging and inspirational leader that connects with people authentically. Mr. Marmon is an accomplished public speaker with a keen ability to communicate the essence of a business issue.

Craig is a Managing Director and Partner at Slalom Consulting, a privately-held Colorado company with 11 offices across the US. Slalom Consulting began operations in Georgia beginning January 2007 and has experienced rapid growth since inception. Slalom currently employs 162 consultants and administrative staff in its Buckhead offices. All employees live and work in the State.

Slalom Consulting's business model is predicated on serving local companies with local staff. Across the US, Slalom employs over 1100 consultants and only serves local major markets such as Atlanta, Chicago, Denver, Dallas, Los Angeles, New York, San Francisco, Seattle. Slalom provides strategic and IT consulting to assist companies in Employee Engagement, Performance Improvement, Innovation and New Product Development, and Customer Insight and Marketing Automation.

- II. Policies – policies that impede our growth revolve around jobs leaving the State of Georgia. Companies that choose to outsource IT jobs to lower cost nations are not penalized, nor are they incented to keep jobs local. Recent legislation to stiffen non-compete contracts has been effective.
- III. By 2015, Slalom Consulting has a target to achieve \$500M in annual revenues. Within 10 years the goal is to become \$1B company. Our growth will be fueled by geographic expansion and growth from our existing offices.

Recommendations for the Commission: Please use the template below to make any policy recommendation to the Commission on things the state can do to improve Georgia's Science



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

and Technology Industry. They may be specific or broad, but the more details the better. Feel free to provide any additional or supporting documents you deem appropriate.

| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | Develop centers of excellence in rural areas with low cost of living, but have excellent high schools and two-year colleges. Pass legislation that requires State IT projects to utilize these centers for the types of work that they are capable of providing. Work would include database administration, reporting and business intelligence, application maintenance, and ETL. |
| Recommendation #2 (insert summary statement/descriptor) | Pass legislation that provides incentives for companies to keep IT jobs in Georgia in lieu of outsourcing to lower cost nations. Incentives can be based upon lowering dependence on outsourcing and increasing headcount locally. Slalom is non-competitive against larger firms that have a US and Offshore capabilities. Keeping jobs in the State, but providing incentives for companies to lower costs makes sense. |
| Recommendation #3 (insert summary statement/descriptor) | |



SR 68 Strategic Plan for Science & Technology Joint Study Commission – Panelist Guidelines

Paula Guy

Georgia Partnership for TeleHealth

| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | Enhance Legislation: Mandate that all payers pay for any CPT code beyond invasive that is eligible for on site visit be paid for telemedicine visit. Currently, payers including Medicaid, Medicare and Commercial pay only specific codes. Also mandate small facility fee for presenting sites. |
| Recommendation #2 (insert summary statement/descriptor) | GPT has advanced to become the top telemedicine program in the nation. The state of Georgia has access to utilizing GPT’s comprehensive , robust efficient, cost effective network in Corrections, Schools, Public Health, Jails, Mental Health, HIE and beyond. Infrastructure is ready to take on many applications. State would see millions of dollars in savings in next few years. |
| Recommendation #3 (insert summary statement/descriptor) | The GPT Network itself is very affordable as GPT is not for profit and benefits fro the FCC’s Universal Service Fund. One time funding for equipping locations is needed. The largest barrier is locations purchasing necessary equipment to do telemedicine. |



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Background/Company Overview

Rick Voight, VP Channel Development

Rick Voight has over 25 years of experience in delivering technology solutions to retailers and alternative channel partners. Most recently the National Sales Manager of Retail Publishing at **Hewlett-Packard**. Rick played an integral role in the creation and growth of HP's Retail Publishing division, which has achieved chain-wide equipment and internet connected deployments at HEB, Meijer, Duane Reade, and Walmart, representing approximately 5,000 stores and 15,000 kiosks throughout North America. Prior to HP, Rick held a number of important positions with **Eastman Kodak** over 18 years, including new business development, marketing, national accounts, and most recently served as Vice President and National Sales Manager. Rick has a BS in Finance from Rochester Institute of Technology and an MBA from University of South Florida with Beta Gamma Sigma and Phi Kappa Phi recognition.

Company Overview

SoloHealth is a healthcare technology and data analytics company that enables consumers to take charge of their own health. Our inaugural offering, EyeSite, is an interactive self-service vision testing kiosk, while our newest product, the SoloHealth Station, provides a broader health and wellness experience, offering vision, blood pressure, body mass index testing, and a health risk assessment.

Placed in high-traffic retail settings, SoloHealth kiosks connect users with local healthcare providers, offer a basic health risk assessment, and delivers lifestyle coaching via personalized recommendations. Self-service healthcare is the wave of the future, empowering consumers to take healthcare into their own hands. By recognizing this emerging market, SoloHealth serves as a 'Front Porch' into health care--a portal through which individuals who may not have had convenient access to health care are able to enter into a broader health and wellness ecosystem.

History

Founded in 2007, SoloHealth has introduced its first product, EyeSite, a self-service vision screening kiosk, to approximately 100 locations numerous US markets, as well as overseas. In 2010, SoloHealth was awarded a \$1.2M grant by the National Institutes of Health (NIH) to advance EyeSite into a more comprehensive self-service health and wellness station, the SoloHealth Station. The SoloHealth Station will address highly problematic areas such as hypertension, obesity, eye health and vision, nutrition, and pre-diabetes, and entered test market in early 2011.

Our Vision

SoloHealth® will dramatically reduce health care costs for millions of Americans by providing personalized prevention and wellness plans through self-service health screening technology. By placing the devices in high-traffic retail locations we are significantly expanding access to



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healthcare education and screening tools, empowering consumers to take charge of their own healthcare.

| Policy Recommendation(s) | Recommendation Details, Specifics & Reasoning |
|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation #1 (insert summary statement/descriptor) | <p>Recommendation #1</p> <ul style="list-style-type: none"> • Invest in Healthcare strategies and solutions <ul style="list-style-type: none"> ○ Healthcare is approaching 20% of our nations GDP <p>Benefits of Recommendation:</p> <ul style="list-style-type: none"> • Grow Georgia’s share of the nation’s healthcare expenditures • Decrease our state’s healthcare costs • Become the benchmark for improving residents health and wellness |
| Recommendation #2 (insert summary statement/descriptor) | <p>Recommendation #2</p> <ul style="list-style-type: none"> • Invest in information gathering, maintaining, and utilizing healthcare data <p>Benefits of Recommendation:</p> <ul style="list-style-type: none"> • By educating consumers in a format that causes them to take action, we will improve the health of population |
| Recommendation #3 (insert summary statement/descriptor) | <p>Recommendation #3</p> <ul style="list-style-type: none"> • Encourage collaboration between the government and business to invest in tomorrow’s solutions <p>Benefits of Recommendation:</p> <ul style="list-style-type: none"> • By working together to deploy Georgia created initiatives in our own institutions, with proven benefits, we can export our Georgia solutions to the rest of the nation and the world • Delivering our ultimate goal: Ensuring Georgia’s Leadership in Technology |