

## Small Dog Electronics coming to NH mall

BURLINGTON, Vt. — Small Dog Electronics plans to open a new store in the Mall of New Hampshire.

The 3,900-square-foot store will have its grand opening Sept. 1, the company said in a news release.

Small Dog carries Apple products, including iPads, iPods, Macbooks, Apple desktops, games, software, multi-media equipment, and peripherals and accessories for Mac and PC users.

The store will also feature an on-site service and support staff.

Katie Wilhite, who was the manager of Small Dog's flagship store in Burlington, will be relocating to Manchester for the store's opening and will be managing the hiring process in the coming months.



## Small Dog Electronics expands

SOUTH BURLINGTON—Small Dog Electronics, a Vermont-based Apple computer specialist, will be opening a new store in the Mall of New Hampshire. The 3,900 square foot store will have its grand opening on Sept. 1.

In addition to carrying a line of Apple products, including iPads, iPods, Macbooks, Apple desktops, games, software, and multi-media equipment, the store will also feature a selection of peripherals and accessories for Mac and P.C. users. An on-site service and support staff will help with Mac-

related service issues, and will offer mobile consumer and business consulting. The store staff will provide ongoing training classes on a variety of computing and networking topics.

Small Dog will be opening the store with a staff of 12-15 employees, most hired locally. Katie Wilhite, who was the manager of Small Dog's flagship store in Burlington will be relocating to Manchester for the store's opening, and will be managing the hiring process.



## **Small Dog Electronics expands**

Small Dog Electronics of Waitsfield is expanding its retail stores into the Mall of New Hampshire in Manchester, NH. The 3,900-square-foot store will have its grand opening on September 1, 2010, and will mirror the South Burlington store location offering a concentration in technology-based classroom, on-site service and business consulting.



## **Small Dog Electronics expands into New Hampshire**

Vermont-based Apple computer retailer Small Dog Electronics is expanding into New Hampshire, according to the company. A 3,900-square-foot retail store is expected to open Sept. 1 in the Mall of New Hampshire in Manchester, N.H. The Waitsfield-based company said 12-15 employees will work in the new store. The manager of the Small Dog's flagship store in South Burlington, Katie Wilhite, will relocate to New Hampshire for the store's opening.



## BioTek lands more kudos

*Free Press Staff Report*

Don't tell BioTek Instruments times are tough.

The Winooski-based maker of medical software and instruments remains on a roll, growing its business and reeling in awards. Wednesday, BioTek was named the Deane C. Davis Outstanding Business of the Year at the Vermont Business & Industry EXPO. The event is organized by the Vermont Chamber of Commerce.

The accolades come six months after the Lake Champlain Chamber of Commerce lauded BioTek as its Business of the Year.

"BioTek's dedication to its employees, the community, and the environment is

■ For photos from the EXPO, see Business Monday.

impressive," said Betsy Bishop, president of the Vermont Chamber of Commerce. "This company exemplifies the spirit of Vermont business and is most deserving of the Deane C. Davis Outstanding Business distinction."

The Foley Family of Companies of Rutland and Small Dog Electronics of Waitsfield were the other finalists.

Aside from the Winooski location, BioTek maintains six international offices and employs nearly 300 people. Since 2005, BioTek sales have increased 78 percent.



Chill Pill's Mobile Speakers ([www.chillpillaudio.com](http://www.chillpillaudio.com); \$49.99); let you have big fun along the way. The speakers pack a powerful sound in a tiny, portable 2- by-4-inch form. Retractable USB cables (included) mean they won't get tangled—and you can use the cables to charge your iPod and iPhone from the speakers. Chill Pill's Rapcap Mini Microphone (\$14.99) for the iPod lets you capture and save in WAV format for easy playback.



Whether you're road-tripping locally or internationally, consider Waze ([www.waze.com](http://www.waze.com); free). This mobile app for crowd-sourced traffic information is the equivalent of several thousand good buddies looking out for you on the road. Think of it as Twitter for drivers. "Wazers" will alert you to speed traps, accidents, and road conditions that might adversely affect your travel. You can access Waze on your iPhone, Android, Windows Mobile, Symbian, and other smart devices.

If your travels take you off the beaten path, consider Fujifilm's FinePix XP10 ([www.fujifilm.com](http://www.fujifilm.com); \$199.99). This "four-proof" (water-, freeze-, shock- and dust-) digital camera—lets you capture your adventures without stress. The 12.2-megapixel digital camera features 6.3x digital zoom and comes in a variety of cool colors.



Foursquare ([www.foursquare.com](http://www.foursquare.com); free). At press time, Foursquare had pretty much cornered the market on location-based social networking. The service lets you use your mobile device to "check in" to various locations, earning badges and street cred along the way. Looking for a hip and happening lounge in the ATL? Ask the crowd, then head over and check in. If you're lucky, you might be declared "mayor"—briefly.

Navigon has set the bar really high with its MobileNavigator for the iPhone ([www.navigon.com](http://www.navigon.com); \$79.99, App Store). Of special note is Reality Pro view, which lets you see realistic displays of freeway exchanges, single-click "take-me-home" function, and the ability to broadcast location and ETA via Facebook and Twitter. Mobile Navigator is also compatible with the iPod touch and iPad.

# EXPO2010

## The Vermont Chamber of Commerce hosts Northern New England's largest B2B trade show

By Dan McLean

Free Press Staff Writer

**W** [HINESBURG]aitsfield and Champlain Valley Telecom is one of

nearly 200 companies that will exhibit this week at the 26th annual Vermont Business and Industry Expo.

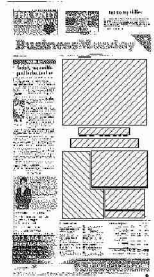
This is the 13th year the telecommunications company will attend.

“It offers folks the opportunity to network — business to business,” said Alan Jones, the directory manager for Waitsfield Telecom. “It’s just an opportunity to visit with folks, find out what they are doing, find out about their business. ... It’s almost like an old hometown gathering.”

The company started attending in the mid-1990s as part of a “grassroots program to get out in the marketplace,” said Kurt Gruending, the company’s vice president of marketing.

Having a booth at the two-day exposition isn’t free. It costs \$700 to \$1,400 to have a booth for the two-day event, said Antonia Opitz, director of events for the Vermont Chamber of Commerce, which organized the exposition.

The expo is “the largest business-to-business trade show in New England,” she



said. The tagline for EXPO 2010 is: "connect. grow. evolve."

See EXPO, 4B

Each year, more than 3,000 people visit the trade show. Nearly three-quarters of those are "either owners, CEOs or senior decision makers of their company," the EXPO's website says.

Having a booth, Opitz said, "is an opportunity to get exposure to the business community."

Waitsfield and Champlain Valley Telecom, which was born in the Mad River Valley in 1904, has 91 full-time employees, about 20,000 landline subscribers and 13,000 broadband subscribers. As landline subscribers decline, the business is moving away from traditional copper wire phone connections to high-speed data connections. WCVT offers broadband Internet connections to all of its customers through DSL connections; high speed Internet connections were first offered by the firm in the late 1990s.

Measuring by landlines, Waitsfield Telecom is the third largest phone company in Vermont, Gruending said.

But it's not just telephones anymore. An emphasis is being placed on running high speed connections.

"We realized a long time ago we are a communications provider," Jones said.

The company also owns a cable subsidiary, Waitsfield Cable, which has 3,600 customers.

The Expo is not a job fair, but Jones said attendees sometimes hand over resumes for consideration.

## Keeping money here

Burlington Laboratories Inc., a full service drug-testing laboratory in Burlington, has also purchased a booth at the Expo.

"The event is one of the largest business to business networking events around," said Michael Casarico, Burlington Laboratories president. "Not only do we love sharing the exciting news about our own company with its thousands of attendees, but we love learning about new products and services from our neighbors. It is a great way to create relationships with Vermont ... companies and keep local money here in Vermont.

"I am sure that, like Burlington Laboratories, other local companies have many exciting things to share. And because of that, we are really looking forward to the Expo," he said.

More than 20 industries are represented at the event, including those in the education, financial services, government, manufacturing, media, nonprofit, consulting, hospitality, technology, environmental and communications sectors, according to organizers.

## Not just a trade show

In addition to the company booths, the Expo will offer forums such as how an electricity "smart grid" can work for businesses.

The Deane C. Davis Award will be presented Wednesday. Montpelier-based National Life Group received the award last year. This year's finalists are Bio-Tek Instruments Inc. of Winooski, The Foley Family of Companies of Rutland and Small Dog Electronics of

Waitsfield. The Vermont Chamber of Commerce and Vermont Business Magazine created the Deane C. Davis Outstanding Business of the Year Award in 1990 to recognize and honor Vermont's best companies.

A "Meet the Candidates" luncheon Thursday will give the candidates for governor an opportunity to "take questions from business leaders on the critical issues facing businesses today."

Organizers hope there is something for all audiences at the Expo. And frequent participators are looking forward to the event.

"We are there to be a part of the community," Jones said. "It's unique in that we are not there to sell something."

## If you go

The Vermont Chamber of Commerce has organized the 26th annual Vermont Business and Industry Expo, featuring seminars, special events and an awards ceremony.

■ **WHAT:** 26th annual Vermont Business and Industry EXPO

■ **WHEN:** Wednesday and Thursday

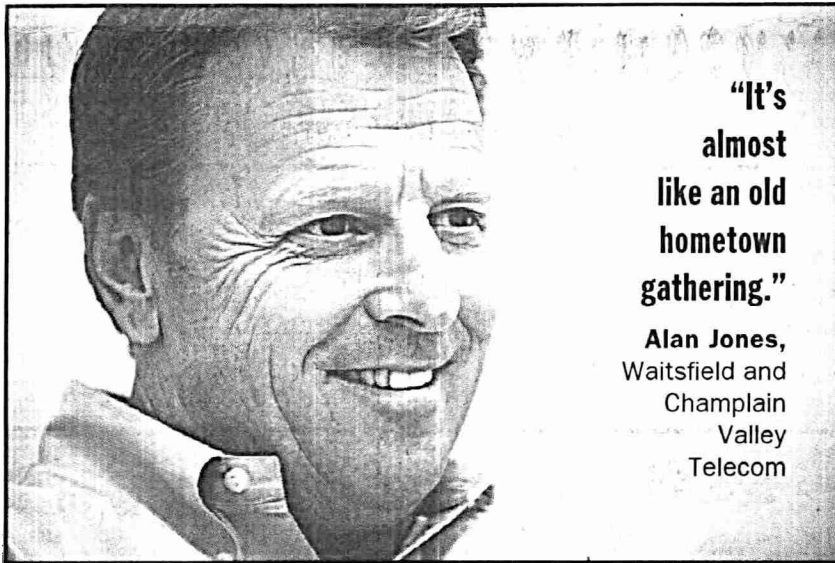
■ **WHERE:** Sheraton Burlington Hotel and Conference Center, South Burlington

■ **COST:** Tickets to the trade show are \$10 at the door.

■ **FOR MORE INFORMATION:** [www.vtex-po.com](http://www.vtex-po.com)

**"I am sure that, like Burlington Laboratories, other local companies have many exciting things to share. And because of that, we are really looking forward to the Expo."**

**Michael Casarico,**  
Burlington Laboratories president



**"It's almost like an old hometown gathering."**

**Alan Jones,**  
Waitsfield and Champlain Valley Telecom

# EXPO to highlight state's businesses, industries

*The keynote speaker, Michael Valocchi, will discuss Smart Grid implementation that will create real-time links for users and producers of electricity.*

By JOYCE L. CARROLL

Networking and educational opportunities abound later this month as movers and shakers in the business community gather for the 26th annual Vermont Business and Industry EXPO.

About 3,000 attendees from northern New England typically frequent the Vermont chamber's annual event, to be held this year at the Sheraton Hotel and Conference Center in Burlington May 26 and 27.

The 2010 event will boast expert advice on everything from energy to social networking along with a trade show that will feature goods and services from a host of businesses and providers. Moreover, attendees can grill the state's gubernatorial candidates during a one-on-one question-and-answer session.

No longer just an event for established businesses and new start-ups wanting to get their names known, EXPO also will celebrate the developing roots of entrepreneurship with an awards ceremony May 27th to laud some of the state's brightest high school students. It's the second year the Vermont REAL Youth Entrepreneurship Business Plan Awards will take place at EXPO.

The 2010 EXPO – tagged “Connect. Grow. Evolve.” is a bounce-back year, said EXPO Director Antonia Opitz. While the effects of the economic downturn were apparent last year through less vendor participation, Opitz said this year's event has turned a critical corner.

“There's definitely a lot more optimism. Companies are offering up their marketing dollars,” she said, adding that space on the first floor of the trade show was sold out before mid-April.

The second floor of the trade show has a strong emphasis on technology, with Small Dog

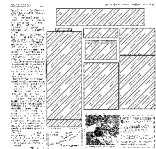
Electronics as a focal point of the technology pavilion. Opitz said 25-year veterans of the trade show were recognized during its silver anniversary last year. Among the list of new exhibitors this year are NBT Bank of Burlington, Green Mountain Suites of South Burlington and Environmental Compliance Services of Waterbury.

EXPO kicks off on Wednesday with an 8 a.m. senatorial business breakfast - an event that dates back to EXPO's earlier days when former U.S. Senator James Jeffords was still in office. After a bit of a hiatus, the opening day's event, now billed as the Senator Leahy Breakfast, is back. The keynote speaker, Michael Valocchi, will discuss Smart Grid implementation that will create real-time links for users and producers of electricity. Valocchi is global energy and utilities industry leader for IBM Global Business Services. The Green Mountain State received a \$68 million dollar stimulus grant last year to help fuel the smart-grid initiative.

Opening ceremonies follow with the presentation of the Deane C. Davis Outstanding Business of the Year award. Governor Jim Douglas will assist with the honors. After lunch, the popular series “7 Experts, 7 Tips, 7 Minutes” returns. The marketing panel will address the social media phenomenon.

The second day features the Building Blocks Seminar Series. The four 30-minute sessions beginning at 9 a.m. will take a closer look at innovation, computer security, human resources and health care reform. Opitz expects space for the series to go quickly; three out of four seminars sold out last year. The four-topic opportunity is a change in direction from the longer and more expansive offerings that once dominated EXPO.

“It really was in response to the surveys we send out,” said Opitz. “People wanted to see



shorter, more workshop-oriented seminars.”

Thursday’s gubernatorial candidates’ luncheon, followed by the business-plan award presentation, wraps up EXPO’s structured programs. The trade show, however, runs continuously during the two-day event from 10 a.m. until 5 p.m. Wednesday, May 26 and from 9 a.m. until 4 p.m. Thursday, May 27.

Opitz said EXPO wouldn’t be possible without a dedicated group of sponsors. Fairpoint Communications and *Vermont Business* magazine are the event’s primary sponsors. Gold-level sponsors include Chittenden Bank; Comcast Business Class; EWA Government Systems, Inc.; and VT Transco. Silver-level sponsors include Cigna, Waitsfield Telecom and TD Bank.

Interested participants are encouraged to register online. Several discount packages are available to allow entry to more than one event. Advance registration for the trade show is free; the cost increases to \$10 at the door. Visit [vtexpo.com](http://vtexpo.com) for more information. ❖