



Department's Prospect Activity—August:

- Responded to 209 general information requests
- Distributed 130 marketing packages and 19 business guides
- Conducted 11 business appointments
- Worked with 2 new and 70 on-going prospects
- Received 74,153 hits on biz.loudoun.gov, with 21,152 user sessions, including 70 sessions from India, Canada, and Australia
- Received 75,746 hits on www.loudounfarms.org, with 3,674 user sessions

DED Publicizes \$24M Rural Loudoun Business Losses



WTTG Fox 5 news reporter Sarah Simmons interviewed Chris Tranchitella at Tranco Farms in Leesburg about his drought-related losses.

Partnering with other agricultural agencies and the regional agricultural community, the Department of Economic Development's rural team made repeated efforts this summer to bring both relief and public attention to the region's drought. Damage to county crops began with dry conditions in 2006, and Loudoun County Extension Agent Corey Childs reports that agricultural losses due to the drought are now at \$24.4 million and climbing.

On August 7, the agricultural community requested that the Board of

Supervisors seek a designation for Loudoun as an official Drought Disaster area, making farmers eligible for federal low-interest drought-related loans. The Board then requested that Virginia Governor Tim Kaine petition the USDA for the official designation. Kaine has already announced drought disaster status for seven Virginia counties, and Loudoun's request is one of nine additional locations with pending requests for assistance. Clarke County and Frederick County, Virginia are also expected to file requests in the coming weeks.

DED's rural team took the lead role in handling media requests for drought information, and arranged interviews with Loudoun farmers for the local affiliates of NBC, ABC, Fox News, and CNN. The team also provided information and facilitated interviews with affected farmers for the *Loudoun Times Mirror*, *Leesburg Today*, *Loudoun Connection*, *Washington Post*, and *Washington Times*.

"Farmers have great faith," said DED's Rural Resources Coordinator Gary Hornbaker. "They invested in seeds, fertilizers, pesticides, and machinery all in the hope that we would receive enough rain to make a good crop. For the last two years that hasn't happened. This drought will cause many farmers to downsize their herds, borrow money to continue operations, and force changes to management - and some will go out of business."

In the meantime, some are asking what the non-agricultural community in Loudoun can do to help.

"Buying local food and products from Loudoun farmers will be the best community assistance," said Gary. "But please remember the products may not be as big and plentiful as usual."



In a typical year, the soybean plants surrounding the Fox 5 cameraman would have been as tall as his knees.

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Business Announcements



CarbonFree Regional Manager John Koontz states that he hopes “Virginia will soon join the majority of states and pass legislation creating a renewable portfolio standard and thereby bring large scale solar projects to the rooftops of Virginia.”



“Anystream is positioned to be a major player in the Web 2.0 world, where time and place will be irrelevant to accessing premium media and education content,” said new CEO Fred Singer.

- ◆ CarbonFree Technology, a one-year-old Totonto-based solar power development company, has established a Loudoun presence with an office in Leesburg. Carbon-Free reports that the North American solar power industry is growing at more than 40 percent a year, and the company works with industrial, commercial and institutional customers across North America to help them execute their solar power projects. The company assists clients in reducing their environmental footprint as well as their energy costs, and works with a broad network of partnership companies.

John Koontz, the Leesburg-based Regional Manager, states that the company located in Loudoun in part for its proximity to several states with legislation that either establishes or enhances the demand for solar energy production.

“While Virginia’s lack of solar subsidies and incentives doesn’t make it particularly attractive to our business today, it is my family’s home and I hope to have opportu-

nities to help bring renewable energy to the front of Loudoun residents’ minds.”

- ◆ Anystream, a Sterling-based creator of on-demand video solutions, announced August 20 that Fred Singer, former Senior Vice President and Chief Operating Officer of AOL Studios and a founder of WashingtonPost.com, has taken the reins of their emerging education and media businesses as CEO.

“Fred’s strength comes from his ability to think three steps ahead of the next guy and identify a hot business ahead of the curve,” said David Rosenblatt, CEO of Double-Click, of the announcement.

One week after the appointment, the company announced the acquisition of Australian lecture capture pioneer Lectopia by Anystream’s higher education division, Apreso. The combined entities will re-emerge this fall as Echo360, Inc. By adding Lectopia, Echo360™ will boast more higher education installations worldwide than any other “capture” technology.



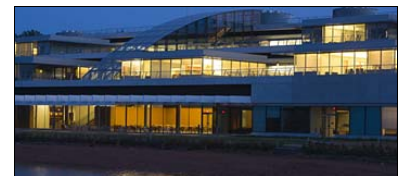
DED’s Agricultural Marketing Coordinator Ann Higgins recently facilitated an ‘in the woods’ meeting with Floyd Blethen of F&V Farm and Chef Cristian Evans and Al Green of Patowmack Farm Restaurant. Blethen explained his process for growing his popular shiitake mushrooms (seen above), which sell out each week at Loudoun’s farmers markets.

In the News

- ◆ *Black Enterprise Magazine* has named the BMW of Sterling/MINI of Sterling facility their 2007 Auto Dealer of the Year. In 2006, BMW of Sterling/MINI of Sterling sold a total of 2,480 vehicles, and sales increased nearly 70 percent from \$72 million in 2002 to \$122 million in 2006.
- ◆ Are you an entrepreneur in business for one to five years? Janet Nixdorff, a George Washington University student and Associate Director of the Center for Entrepreneurial Excellence, is looking for you. Nixdorff is conducting a study on how entrepreneurs recognize opportunities and needs volunteers for a one-hour interview to advance her research. Individuals may contact her at 540-347-2033 or nixdorff@gwu.edu.
- ◆ Nominations are now being taken for the Loudoun County Chamber of Commerce Small Business Awards. Businesses may be nominated through September 14 by mail, fax or online at the Chamber of Commerce website. Eligibility requirements and further details are available at www.loudounchamber.org.
- ◆ Dulles-based M.C. Dean was awarded an \$11 million Department of Defense contract modification for a satellite-based internet-broadband service and Voice over Internet Protocol network supporting deployed military personnel. Seventy-five percent of the work will be performed in Iraq, and is expected to be completed by November 2007.
- ◆ The HHMI Janelia Farm Research Campus has been awarded the 2007 Lab of the Year by *R&D* magazine. "The best of the best features from all of the lab projects of the past several decades are distilled into this building," said *R&D* judge Richard Rietz, an independent strategic planner for labs in Helena, Montana, of the Janelia Campus. "I don't think they missed a single concept and they are all executed in first class fashion ... the building and its laboratories will serve as a standard against which everything else will be measured."
- ◆ Sy-Science Technologies, a Purcellville-based small business, was awarded up to \$1.646 million in August for contracts with the Department of Defense for medical supplies and related materials.
- ◆ The George Washington University Virginia Campus National Crash Analysis Center (NCAC) was just named one of the "Five Labs That Make Going to Class the Best Part of College" by *Popular Science Magazine*. Details on the Ashburn-based crash center programs are on the magazine's website at www.popsci.com.
- ◆ *Entrepreneur Magazine's* Hot 500 list of the fastest growing companies for 2007 included four with Loudoun County locations. The Goal, Inc., a software consulting company from Ashburn, ranking 122nd, and Potomac Falls waste removal company kmG Hauling Inc., ranking 359th, are both headquartered in the county. Maryland-based Iridium Satellite, ranking 75th, and New Jersey-based Orbcomm, ranking 131st, both operate network centers in Loudoun.



BMI of Sterling/MINI of Sterling Owner Thomas Moorehead's "commitment to a solid business philosophy, strategizing, and his involvement in the community" were factors in the dealership receiving the 2007 Auto Dealer of the Year award from *Black Enterprise* magazine.



"Janelia Farm is a catalog of all the best lab concepts distilled into one building," said *R&D* magazine's Richard Rietz.



NCAC grad students in *Popular Science Magazine's* August edition.



Loudoun County
Department of Economic Development

1 Harrison Street, SE, MSC #63
Leesburg, Virginia 20175
Phone: 703-777-0426
Toll Free: 1-800-loudoun
Fax: 703-771-5363

VISIT US ON THE WEB AT:
BIZ.LOUDOUN.GOV

Department and Commission News

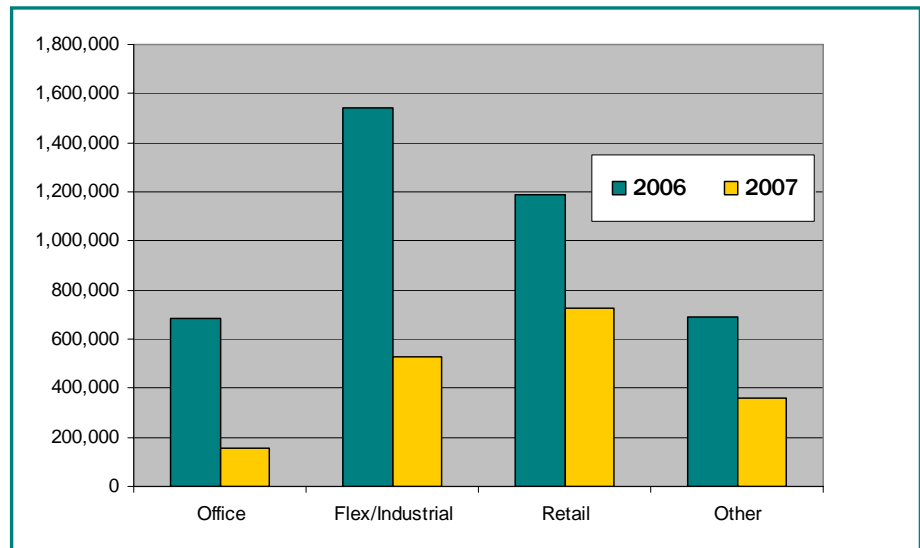
- ◆ It's a DED baby bonanza: congratulations to Beth Hain on the birth of son **Adem Hain Habil** on May 31, and to Susan VanEpps on the birth of daughter **Caroline June VanEpps** April 16.
- ◆ DED's Beth Hain is preparing for the next meeting of the **Science and Technology Cabinet on September 28**. The event will focus on the emerging digital economy. The main speaker, Jim Poisant, Secretary General of World Information Technology and Services Alliance will be speaking on "The Global Battlefield for Information Technology Investment" - providing participants with information about emerging national and international digital communities. Leslie Platt, Chair of the Science and Technology Cabinet, will lead the discussion with an overview of the new Global Technology Transactions Organization and how it may impact and improve the future.
- ◆ Printed copies of the Department's **2006 Annual Growth Summary** are now available for \$12 at DED's front counter. The document may also be downloaded for free online at biz.loudoun.gov. This is the first year that data from the U.S. Census Bureau's American Community Survey (ACS) was available for Loudoun and was incorporated into the Growth Summary. This ACS information included 2005 estimates for data mirroring the decennial census, such as age, race, ethnicity, and income.

Construction Activity

In June 2007, Loudoun County permitted a total of 221,076 square feet (SF) of nonresidential construction:

- ◆ Office — 57,600 SF
- ◆ Flex/Industrial — 0 SF
- ◆ Retail — 119,355 SF
- ◆ Other — 10,785 SF
- ◆ Taxable — 187,740 SF
- ◆ Route 28 — 0 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 1,797,839, a 20 percent decrease over the same period last year (January – June).



**Nonresidential Construction – Square Feet Permitted
2006 Total and 2007 Year-to-Date**