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## RIT's Clean Energy Incubator celebrates 6 local companies

Posted by [Richard Notargiacomo](#) • November 18, 2012 • 2:18 pm [View comments](#)

Last Wednesday evening, the NYSERDA-sponsored Clean Energy Incubator at RIT's [Venture Creations](#) celebrated the graduation of six of our companies. Collectively, these companies have created over 84 jobs and have raised in excess of \$25 million in external capital.

The companies include:

[Exiscan](#), winner of the 2011 Rochester Regional Business Plan competition, a company that supplies infrared-transmissive windows that facilitate arc fault inspection in high voltage electric power distribution equipment, allowing the inspections to be done more easily and more safely.

[Opticool Technologies](#), a supplier of ultra-high efficiency cooling systems for data centers that reduce the energy required for cooling by up to 95%, effecting a significant reduction in data center energy demand.

[Sweetwater Energy](#), which uses non-edible, cellulosic plant material to make low cost sugars that are subsequently used as feedstock for the bio-fuels, bio-plastics, and bio-chemicals industries, thereby reducing our reliance on oil

[Thingworx](#), which markets a platform that combines the functionality of Web 2.0, search, enterprise integration, and social collaboration, and applies it to the "Internet of Things", i.e. a network of connected products, machines, sensors, and industrial equipment

[Tenrehte](#), winner of the 2010 Rochester Regional Business Plan competition, which produces intelligent power management products aimed at saving energy in buildings, and

[Vnomics](#), an RIT [technology](#) spin-out whose platform analyzes on-board performance data in diesel trucks and busses, rendering the data in a way that helps drivers achieve better fuel economy.

We celebrate the achievements of these outstanding companies and wish them well.

Now...back to working with the next group!

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**Amanda Altman:** owns A3 Design (est. 2003) and Molding Mates (est. 2011) with her husband, Alan. Amanda is passionate about the award-winning branding services A3 Design offers their diverse clientele. She and Alan successfully brought their new product, Molding Mates, to market in six months. She is also an active member of the Eastman Young Professionals and participates in educating many of the business-focused organizations in Rochester on entrepreneurial marketing.



**Marietta G. Avery:** is general manager of WDKX-FM (103.9), has a successful broadcasting career spanning over 30 years. She previously held the positions of vice president of finance and as a top radio sales producer. As a sales leader and advertising expert, she's delivered high-impact sales-closing strategies, converting them into financial windfalls. She has used her abilities on numerous occasions as a workshop facilitator and keynote speaker for conferences, executive training and special events.



**Helen Jae Cheves:** owns II Steps Ahead LLC, a leadership coaching and management consulting business. Her mantra is "Professionals who prepare for the highly competitive 21st century global marketplace will remain two steps ahead of the competition. Those who don't will be left two steps behind." In addition to her business, Helen Jae is a committed higher education professional, teaching part-time at The College at Brockport and St. John Fisher College. She serves as chair of the American Association of University Women's leadership program.



**Stephen Dewhurst:** is the chair of microbiology and immunology at the University of Rochester Medical Center, where he directs a research lab that studies HIV. He also directs URMC's new Stem Cell GMP (bio-manufacturing) Facility and is president of a biotech startup company, Codevax. Dewhurst has a strong commitment to student mentoring and diversity in the biomedical workforce, as well as to the Rochester community, having lived here for more than two decades.



**Hector E. Flores** is the Dean of Graduate Studies at the Rochester Institute of Technology. Hector earned his doctorate at Yale University in plant biology and his academic and personal interests include the future of graduate and professional education, jazz, reading, cooking and gardening. His quest is to integrate all of these into life long learning and innovation.



**Sitima Fowler** is the CEO of CAPSTONE Information Technologies, founder of RochesterRockstars.com and co-author of *Computers Should Just Work!* Fowler shares of advice about growing a company despite tough economic times, among other things.



**Wendy Heppell** owns Simply Success Solutions and is a business adviser, guerrilla marketing coach, chartered scientist, wife, mother and tae kwon do blue belt (so far.). After a corporate career, she switched to the small business and non-profit world. Heppell ran a national business start-up program for women, finding purpose in helping business owners, especially women, achieve their business dreams. Heppell is president of the local chapter of the National Association of Women Business Owners.



**Lorraine Justice** is dean of the College of Imaging Arts and Sciences, which houses animation, art, craft, design, film, photography and print media at the Rochester Institute of Technology. Prior to joining RIT, Justice headed the School of Design at the Hong Kong Polytechnic University in Kowloon for seven years. She was named one of the top 40 in design by ID Magazine. She authored China's Design Revolution on the rise of creativity and innovation in mainland China.



**Susan Kavanagh** is an account manager with BIA, has over 15 years of experience in the legal services and legal technology industry and is a subject matter expert in EDiscovery and litigation technology. She is the president-elect for Digital Rochester. Its mission is to strengthen and grow the region's technology community through education and relationship development. Follow her on Twitter: @susan\_kavanagh.



**Angella Luyk:** is CEO of Midnight Janitorial Inc., was the recipient of the 2009 (National) American Business and 2008 Rochester Business ethics awards. She has grown her business in six years from startup to a million dollar business. In her first book, *Wisdom in a Traffic Jam*, she reveals all the secrets no one tells you about owning an amazingly successful business. Angella writes the way she speaks, with a fun, energetic, easy to understand style.



**Luis Martínez:** has been a trusted coach and business adviser for many years. His strategic management consulting firm, Gran Altura Inc., offers his leadership development experience to organizations and executives. Luis directed the global human resources department for worldwide manufacturing at Xerox, was senior vice president of human resources at Lehigh Valley Hospital, and served as vice president and general manager of Exide Batteries in Puerto Rico. Born and raised in Cuba, Luis has authored two books, *Getting There* and *Getting There Volume 2*.



**Duncan Moore:** is the vice provost for entrepreneurship, the Rudolf and Hilda Kingslake Professor of Optical Engineering, and professor at the Simon Graduate School of Business, all at the University of Rochester. From 1997 to 2000, he served as the associate director for technology in the White House Office of Science and Technology Policy under President Bill Clinton. He is also the founder and former president of Gradient Lens Corporation in Rochester.



**Gail Norris:** is the senior counsel for Research and Intellectual Property, and the vice provost for Technology Transfer Policy at the University of Rochester. Prior to joining the university in 2005, Norris was the U.S. General Counsel of Celltech Group PLC, a biopharmaceutical company-based in the United Kingdom and a corporate partner with the law firm of Nixon Peabody.



**Rich Notargiacomo:** works at Rochester Institute of Technology, where he teaches at the Saunders College of Business and works with entrepreneurs and their startup companies at the Venture Creations incubator. With many years of experience in product development and innovation, he moved into working with entrepreneurs and startups about 10 years ago. When Rich is "off the clock" he can often be found enjoying wine or jazz - frequently at the same time.



**Andrew Scheinman:** is a Rochester-area patent attorney specializing in high technology startup companies. He has a Ph.D. in molecular biology, worked in gene therapy, got a law degree and licensure as a patent attorney and, more to the point, lived in Central Illinois, San Diego, Seattle, Raleigh and Chicago before picking Rochester for its vibrant technology community. Andrew's website is [www.scheinmanlaw.com](http://www.scheinmanlaw.com).



**Amit Trivedi:** brings several years of experience working at Xerox Corp. on research, engineering and production projects. He has been equally involved with non-profits and is one of the founding members of the local non-profit startup NextGen Rochester. Being from a family of successful entrepreneurs, he has dabbled in entrepreneurship too. He earned his MS in Engineering and Global Operations Management (EGOM) and BS in Electrical Engineering, both from Clarkson University. He takes interest in the development and evolution of business models, cross-cultural learning and innovation.



**Jan Pisanczyn:** is the regional director of the New York State Small Business Development Center at the College at Brockport. He has served as an expert on business topics, worked with more than 1,500 business clients to help create or protect more than 900 total jobs, in addition to being a former small business owner himself.



**Alex Zapesochny:** is co-founder and president of iCardiac Technologies, which has commercialized research from the University of Rochester and from Pfizer for better assessing the potential cardiac side effects of new drugs. Previously he was part of the executive management team at Lenel Systems, a leading security software company that was acquired by United Technologies. He has also served as an attorney, board member and advisor to various startups and innovative social enterprises.

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