



PRWeb: Science and Research





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Maintain, Don't Gain During the Holidays

A Few Simple Steps Can Help You Avoid Mindless Eating This Holiday Season

Washington, DC (Vocus) November 20, 2009 -- As the holidays approach, so do the celebrations, cookies, and cocktails that make seasonal indulgence almost irresistible. Of course, these indulgences often come with a side of weight gain. Luckily, there are ways to enjoy the holiday season without needing to go on a diet come New Years.

“Many of us focus on limiting our food or trying to fit in more activity to maintain our weight during this season. Research suggests that being more mindful of what is going on around you can actually allow you to enjoy holiday favorites while keeping your weight in check,” said Wendy Reinhardt Kapsak, registered dietitian and Director of Health and Wellness at the International Food Information Council Foundation, during a special Foundation Food & Health Survey Web cast today.

Brian Wansink, PhD, author of the best-selling book, *Mindless Eating: Why We Eat More Than We Think*, and Director of Cornell University's Food and Brand Lab, presented several unique tips to help avoid weight gain over the holidays.

Wansink's tips include:

- * Use smaller plates. When you serve yourself using the smaller plate, you will be serving yourself 20 percent less, but still feel like you ate an entire plate of food.
- * Pre-serve your food from the stove or counter instead of serving bowls on the table. If the food is constantly in front of you, you're more likely to eat more of it.
- * Use the “half plate” rule. Fill half of your plate with fruits, vegetables, and salad. Put whatever else you want on the other half.
- * When pouring a drink, consider using a tall, skinny glass instead of a short, wide one. You will pour less and drink less.

“Most of us overeat because of family and friends, packages and plates, names and numbers, labels and lights, colors and candles, shapes and smells, distractions and distances, cupboards and containers,” Wansink says, “but I want people to see that making small changes in their kitchens and routines can make all the difference with no real sacrifice.”

The [International Food Information Council Foundation's 2009 Food & Health Survey](#) suggests that regardless of the holidays, most people (78 percent) are trying to lose or maintain their weight primarily by changing the amount or type of food they eat or by exercising. Unfortunately, they say they are most often discouraged by not seeing results quickly enough or having a lack of willpower. Reinhardt Kapsak adds, “Having a healthy weight and active lifestyle is a gift that you can give to yourself and your family this holiday season. These tips can help people overcome some of the everyday barriers when it comes to achieving their weight loss goals.”

For more tips and information, including slides from the Web cast, please visit the holiday weight management



resource page on our new Web site www.foodinsight.org. For interviews with Brian Wansink, Foundation staff, or copies of the research reports please contact Eric Mittenthal or Jania Matthews at 202-296-6540.

The International Food Information Council Foundation's mission is to effectively communicate science-based information on health, nutrition, and food safety for the public good. Additional information on the Foundation is available on the "About" section of our [Web site](#). For interviews with experts or other questions please, call (202)296-6540.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Wakefly Launches Campaign to Help Medical Device Companies Generate Leads

Usability and Online Marketing Are Key Components to Driving and Converting Qualified Traffic for Medical Device Companies.

(PRWEB) November 21, 2009 -- Wakefly, an innovative, award-winning web development and [online marketing firm](#), today announced that the firm has successfully launched a campaign designed to educate medical device companies on how to drive and convert qualified traffic to their websites.

As part of the campaign, Wakefly is offering an online lead generation toolkit to [medical device marketing](#) staff.

The toolkit provides practical points on usability, including:

- 1.How to structure your home page to entice visitors to dive deep into your site
- 2.Proven layouts for sub pages to ensure maximum conversions
- 3.Tips on how to develop offers that appeal to a wide range of visitors
- 4.The most important data to look at in your web analytics package

Applying Wakefly's proven information architecture tactics will result in increased "stickiness", meaning better visits and more conversions, leading to more sales for medical device companies. Medical research firms have proclaimed that a majority of doctors use the Internet to research medical devices. Thus, as more and more doctors and hospital personnel use the Internet to learn about the various medical devices that are pertinent to their practice, building a website that adheres to information architecture and online lead generation best practices are critical keys to success.

This campaign will provide medical device companies with the tools to succeed.

About Wakefly:

Wakefly helps medical device companies succeed online; whether clients need help with web design or development, search engine optimization, pay per click advertising, display advertising or conversion and usability consulting.

Wakefly is a web development and online marketing firm specializing in the lead generation and conversion tools that will deliver a high return on your investment. We offer a proven tactical process to optimize your marketing initiatives across both online and offline channels. Our expert team, with diverse backgrounds in marketing, technology, and creative, has the combined experience that makes marketing easy. We are committed to delivering high-value leads and measurable ROI. For more information, please visit <http://www.wakefly.com> or call +1 (508) 616-2042.

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You can read the online version of this press release [here](#).



Atmocean Discusses Wave-Energy Ocean Pumps In Copenhagen

By using wave-energy to bring up nutrient-rich ocean, Atmocean's pumps stimulate growth of plankton which absorb more CO2 and are the primary food source to restore ocean fish populations.

(PRWEB) November 21, 2009 -- ATMOCEAN'S (www.atmocean.com) ocean wave-energy pump technology is featured at The Copenhagen Climate Exchange (www.cphco2009.dk) in Copenhagen December 3-6, 2009 under the theme "More Fish – Less CO2".

In his presentation scheduled for 6pm on Thursday, December 3 at Oksnehallen Conference Hall in downtown Copenhagen, Atmocean CEO Philip Kithil will explain how the Company's ocean pumps bring up nutrient-rich water from 125 meters deep, to increase the growth of plankton. More plankton naturally absorb CO2 while providing more food for ocean fish. The technology closely mimics natural upwelling, does not add any foreign material or chemical to the ocean, is low cost, and can be scaled quickly to return the global oceans to their pre-industrial condition.

Atmocean – featured in the Discovery Channel program "Hungry Ocean" which premiered in September 2008 – is based in Santa Fe, New Mexico, USA, and has conducted ocean testing from port cities worldwide, including Galveston, Texas; St. Georges, Bermuda; San Diego, Long Beach, and Santa Barbara California; and Honolulu, Hawaii; with plans for Ensenada, Mexico and Las Palmas, Canary Islands, Spain.

By commencing pump deployment in 2010, Atmocean will measure and quantify any side effects, while verifying ocean absorption of about 35 tons more CO2 and increase in fish populations of 1,000 kg annually achieved by each ocean pump.

Atmocean intends to manufacture its pumps in host countries worldwide to maximize the economic benefits – generating thousands of jobs, reviving the ocean fishing industry, improving port utilization, and helping the host country offset its CO2 emissions while maintaining economic growth. According to Kithil, "This unilateral approach can greatly accelerate tangible mitigation of climate change and global warming, and could spur multilateral and international actions, as host countries employing Atmocean pumps gain competitive advantages against the laggards."

According to Dr. Brian Von Herzen, Executive Director of The Climate Foundation (www.climatefoundation.org), "It is imperative that we utilize technologies such as those developed by Atmocean to restore fisheries and keep them at sustainable levels, while investigating these techniques to safely and effectively sequester gigatons of carbon, as Nature has done for the past 3 billion years."

For more information, please visit the Company website www.atmocean.com, or contact Philip W. Kithil, telephone 505-310-2294.



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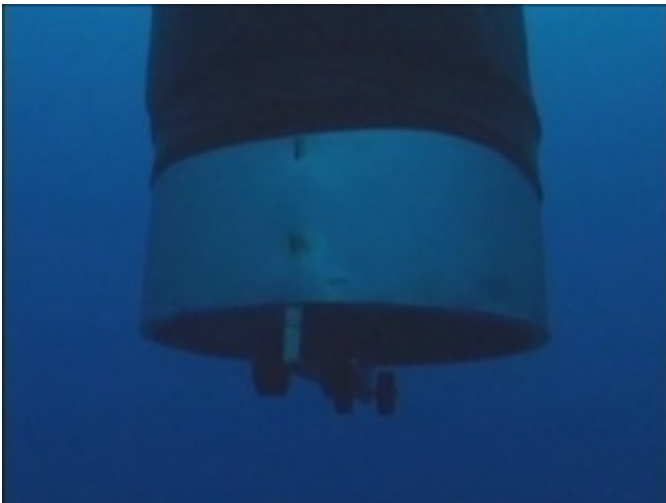
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You can read the online version of this press release [here](#).

News Image





Pharmaceutical Manufacturer Fills Prescription for DEACOM ERP Software

Deacom, Inc. today announced Supplemental Manufacturing and Ingredients, LLC ("SMI"), a manufacturer of dietary and nutritional supplements based in Tempe, Ariz., and the exclusive manufacturer of products for HealthSport, Inc. (OTCBB:HSPO), has licensed the DEACOM Integrated Accounting and Enterprise Resource Planning (ERP) Software System to facilitate the company's entrance into the pharmaceutical industry.

Wayne, PA (PRWEB) November 21, 2009 -- Deacom, Inc. (www.deacom.net) today announced Supplemental Manufacturing and Ingredients, LLC ("SMI"), a manufacturer of dietary and nutritional supplements based in Tempe, Ariz., and the exclusive manufacturer of products for HealthSport, Inc. (OTCBB:HSPO), has licensed the DEACOM Integrated Accounting and Enterprise Resource Planning (ERP) Software System to facilitate the company's entrance into the pharmaceutical industry.

SMI entered the nutraceutical industry in 1996 with a key line of flavor formulations, and currently specializes in the formulation, packaging, and logistics of nutritional supplements. The company used manual processes to manage its business, such as Excel® and Word applications to generate regulatory documentation like Certificates of Analysis and product labels, and Quickbooks to track formulations.

These manual processes, coupled with the company's opening of a new cGMP-certified facility in early 2010 to manufacture over-the-counter and prescription thin-strip dissolvable pharmaceutical products, drove SMI to search for a single Enterprise Resource Planning (ERP) software system.

"At SMI, we place quality and service as our top priorities," said Kevin Taheri, CEO of SMI. "We needed a system that could handle our strict manufacturing requirements, and easily transition into a company with minimal IT support."

SMI selected the DEACOM Integrated Accounting and ERP Software System based on its ability to seamlessly link all areas of a pharmaceutical manufacturer - including inventory and lot control, formulation, purchasing, production, sales and CRM, regulatory reporting, and accounting - in a single system.

Taheri said the simplicity of DEACOM stood out from other software systems.

"We sought a vendor that could handle our aggressive three-month implementation schedule, and handle it well," said Taheri. "DEACOM's design and installation process is straightforward enough to accomplish our goal."

SMI is scheduled to go live with DEACOM in December 2009 in their existing facility, and will bring the new plant online in the first quarter of 2010.

To learn more about the DEACOM Integrated Accounting and ERP Software System or to schedule an online demonstration, call 610-971-2278 ext. 15 or visit www.deacom.net.

About Deacom, Inc.



Headquartered in Wayne, PA, Deacom, Inc. is the producer of DEACOM, a complete accounting and Enterprise Resource Planning (ERP) system for building component and process manufacturers with difficult-to-handle requirements. The DEACOM System seamlessly links all departments within a manufacturing company, providing a comprehensive view of the entire operation. By making complex issues simple, Deacom helps streamline manufacturing business processes to maximize productivity and profitability.

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You can read the online version of this press release [here](#).



Lawyer Applauds FDA Crackdown On Use Of Pain Pumps After Shoulder Surgery

Attorney Robert K. Jenner says new FDA report confirms that pain pumps were never approved for use in joints.

Baltimore, MD (PRWEB) November 21, 2009 -- Baltimore personal injury attorney Robert K. Jenner is applauding the decision by the Food and Drug Administration to require new safety warnings for pain pumps and the anesthetics that are used for pain management after shoulder surgery.

In announcing the new warnings requirement, the FDA analyzed 35 reports of shoulder chondrolysis reported to the FDA from 2006 to 2008. Each of the patients developed severe cartilage damage in following the use of pain pumps after shoulder surgery. Most patients who suffered cartilage damage required additional operations, including joint replacement.

An October 2007 article in the American Journal of Sports Medicine reported a link between intra-articular pain pumps following arthroscopic shoulder surgery and an extremely painful, debilitating condition known as [Postarthroscopic Glenohumeral Chondrolysis \(PAGCL\)](#). Pain pump manufacturers were slow to react. In fact, the drug companies steadfastly maintained that they were not required to change their labels, at all. Now, with the FDA's directive, both the pain pump manufacturers and the drug companies must promulgate safety warnings for patients regarding the possibility of irreversible cartilage damage.

Pain pumps have been approved for the direct delivery of pain medication following other surgeries, but not orthopedic surgeries. The Nov. 13 report from the FDA states explicitly, "(t)he FDA has not cleared any infusion devices with an indication for use in intra-articular infusion of local anesthetics." The term intra-articular means inside the joint.

"Pain pumps that were placed into shoulder joints were done so in a practice not approved by the FDA, and irreversible injuries occurred as a result." Mr. Jenner said. "The companies and health professionals responsible should know they will be held accountable for these injuries."

About Janet, Jenner & Suggs, LLC

The law firm of [Janet, Jenner & Suggs, LLC](#) is a nationally recognized law firm dedicated to representing victims of defective medical devices, prescription drugs and medical malpractice. Each of the firm's principals is named in The Best Lawyers in America® and Super Lawyers®. The firm has offices in Baltimore, Maryland and Columbia, South Carolina. The firm accepts clients and referrals from patients and attorneys throughout the country. For more information on shoulder chondrolysis, contact the firm through its [pain pump Website](#).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





European Semantic Technology Conference 2009 (ESTC2009) - Meet Innovative Start-ups and Listen to Leading Semantic Technology Experts

This year's ESTC conference program offers you a wide spectrum of possibilities to not only attend but also actively participate in the sessions and contribute to the output of Europe's major conference on Semantic Technologies. For the third time in a row the European Semantic Technology Conference is organised in Vienna, Austria

(PRWEB) November 21, 2009 -- This year's ESTC conference program offers you a wide spectrum of possibilities to not only attend but also actively participate in the sessions and contribute to the output of Europe's major conference on Semantic Technologies.

For the third time in a row the European Semantic Technology Conference is organised in Vienna, Austria

CONFERENCE DETAILS

3rd European Semantic Technology Conference 2009

When: December 2-3, 2009

Where: Hotel Le Meridien | Vienna, Austria

www.estc2009.com

ABOUT THE PROGRAM

In its own saying the European Semantic Technology Conference brings together the smartest minds in Semantic Technologies. This year the 3rd European Semantic Technology Conference has a full program of presentations, workshops, panels and keynotes by Susie Stephens from Johnson&Johnson and Michael Brodie from Verizon. On top of this, the first day will see the first ever ESTC Innovation Seed Camp, where entrepreneurs and young start ups are invited to pitch their ideas to a panel of venture capitalists and there will be cash prizes! Besides the main program, an open demo space will continually offer new showcases of semantic technologies and products, while a networking zone gives attendees a relaxed space to make business away from the conference hectic. We will also be holding matchmaking sessions, where attendees can schedule one-to-one meetings with other attendees organized by a handy online tool. Finally, in line with ESTC's focus on semantics and innovation - during the two days we will give participants the chance to check out two innovative conference tools: an electronic vCard exchange and the "Web Comparator".

ABOUT THE TECHNOLOGY

In Europe, we are experiencing a very exciting period in the enterprise uptake of semantic technologies, which can be seen in the growth in attendance at events such as ESTC. Semantic technologies are finally maturing and can be used away from toy examples in real, critical business processes. Technologies are being standardized and tools aligned to those standards, while progress is being made in supporting the sorts of extensions that businesses need (see OWL 2, or SPARQL 1.1). This year, the case studies and the business applications that will be presented are going to reflect that. We are still inside the early adopter phase in semantic uptake, with the critical mass of companies still checking out semantics at a research and prototyping level. However, the balance is shifting and enabling the technology transfer to real business projects is key; ESTC's focus on direct contact between the technology vendors and the business clients - the networking zone, the open demo space, or the

matchmaking sessions - is a reflection of the importance of an event such as ESTC to bring these two groups together.

Additionally, Linked Open Data is an interesting development, making a significant amount of semantic data about a broad subject range available to everyone. It has real value in the research community where large data sources have been needed. For industry, its value is less straight-forward: the data is not always so clean and care needs to be taken before building business applications on top of it. Clear guidelines on how to best make use of Linked Open Data by enterprises is needed. ESTC2009 picks up on this in its program this year: there will be an expert panel precisely on this subject! Of course, leveraging the Linked Data Cloud in the enterprise is already a topic for many organisations - one of the paper sessions is on Linked Data and therefore this topic certainly will be of importance during the conference!

Another major topic during the ESTC2009 is concerned with semantic technological implementation in Health Care and Life Science sector. In her keynote, Susie Stephens from Johnson&Johnson will give a deeper insight to semantic technologies in this market. Moreover, in a special panel next steps will be discussed in the pharmaceutical and eHealth domains with respect to intelligent information management.

Summing up, ESTC 2009 will be **the** meeting place in Europe this year for semantic technology vendors and users.

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Schizophrenia Gene's Role May Be Broader, More Potent, than Thought

[UCSF](#) scientists studying nerve cells in fruit flies have uncovered a new function for a gene whose human equivalent may play a critical role in schizophrenia.

(Vocus) November 19, 2009 -- [UCSF](#) scientists studying nerve cells in fruit flies have uncovered a new function for a gene whose human equivalent may play a critical role in schizophrenia.

Scientists have known that the mutated form of the human gene – one of three consistently associated with schizophrenia – mildly disrupts the transmission of chemical signals between nerve cells in the brain.

The new study focuses on genes involved in “adaptive plasticity,” the capacity of nerve cells to compensate for a wide range of perturbations and continue to function normally.

Studies ranging from fruit flies to human have shown that if a nerve cell is functionally impaired then the surrounding cells can compensate and restore normal cell-to-cell communication. This type of “adaptive plasticity” stabilizes brain function, but the molecules involved remain largely unknown.

In the current study, the team screened 276 mutated, or disabled, fly genes to determine if their absence revealed a role in adaptive plasticity in the fruit fly nervous system. While absence of most of the genes had no impact on adaptive plasticity, the absence of the gene known as dysbindin did.

The finding, reported in the November 20, 2009 issue of *Science*, was dramatic, says the senior author of the study, Graeme Davis, PhD, Albert Bowers Endowed Professor and Chair of the Department of Biochemistry and Biophysics at UCSF.

“Mutation of the gene completely prevented the capacity of the neural circuitry to respond to an experimental perturbation, to be adaptive. The dysbindin mutation was one of very few gene mutations that had this effect,” he says. “The gene’s unique function suggests to us that impaired adaptive plasticity may have particular relevance to the cause or progression of schizophrenia.”

Schizophrenia generally emerges in people in their late teens or early adulthood. It’s possible, says Davis, that normal developmental changes at this stage of life represent a significant stress to ongoing, stable neural function. If so, he says, the capacity of the nervous system to respond to these normal developmental changes – which in a sense are perturbations – may be impaired in people who become schizophrenic.

The next question the researchers will ask,” he says, “is whether absence of the dysbindin gene causes a blockade of adaptive plasticity in mice and whether other genes linked to schizophrenia cause a similar block of adaptive plasticity.”

The study, led by Dion K. Dickman, PhD, a postdoctoral fellow in the Davis lab, also revealed a more general insight into the mechanisms of adaptive plasticity because they were able to rule out the involvement of numerous genes that were previously considered as candidate players.

“We tested numerous mutations that alter neural function, and most showed perfectly fine adaptive plasticity,” he says, “This suggests that there are distinct roles for genes at the synapse, some support normal neural function while a small subset control adaptive plasticity.”

The phenomenon of adaptive plasticity, a burgeoning area of inquiry in the neurosciences, was first recognized more than a decade ago. Early studies by Davis, a pioneer of the field, showed that when genes functioning in the fruit fly nervous system were mutated, the nervous system would compensate and the animals appeared remarkably normal.

Davis has explored this and related phenomena at the neuromuscular junction in the fruit fly, or *Drosophila melanogaster*. He’s been asking how neural function is stabilized but also how the physical connections between nerve cells are stabilized and maintained throughout life. He would like to understand how this process sometimes fails, leading to neurodegeneration, such as occurs in amyotrophic lateral sclerosis, or ALS.

“It’s become clear that the nervous system is remarkably stable, but not as one might suspect,” says Davis. “It is continuously responsive to a changing environment, which allows us to learn and remember and to respond to environmental change. There probably are many processes that are sensing the environment, continually updating neural function and neural structure in order to keep the brain stable. If we can understand how stability is maintained in the nervous system, perhaps we could understand what happens when stability is lost and disease ensues.”

“These are big questions that reach far beyond our current understanding of brain function,” he says. “This is the power and importance of basic science. By studying fundamental questions, you can discover unexpected phenomenon and also create new perspectives for understanding existing diseases, even if the human genes are known.” The new finding, he says, “may add a new dimension to the conversation about the origins of schizophrenia.”

UCSF is a leading university dedicated to promoting health worldwide through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care.

Related links:

Davis lab: <http://biochemistry.ucsf.edu/labs/davis/>

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Smart HydroActive Bulkhead Shaft Seal Makes a Splash

New bulkhead shaft seal using "Smart" Hydroactive Gel Technology developed for, and used by the US Navy is ready to go commercial. The seal was developed in response to a US Navy request after existing bulkhead shaft seal deficiencies were exposed following the USS Cole incident.

Medford, MA (Vocus) November 19, 2009 -- The bulkhead shaft seal, designed to prevent flooding between compartments along the main propulsion shaft, failed catastrophically when the USS Cole was attacked in Aden in 2000. Subsequent US Navy inspections concluded that their nominally rotating seals were being consistently activated prematurely, leading to early and excessive wear, and preventing the seals from fulfilling their intended purpose. A new design was sought.

Midé Technology (Medford, Massachusetts), in response to the US Navy's request, has successfully designed, developed, tested, and installed non-rotating bulkhead shaft seals on US Navy ships. Following the successful adoption of the Hydroactive bulkhead shaft seals, Midé now intends to offer it on a commercial basis. Andrew Cutler, Director of Systems Development at Midé offered, "from tugboats to tankers, this smart seal technology has unlimited benefits for both Naval and Commercial shipping". One major advantage over existing seals is the employment of innovative "smart" hydrogel technology.

Midé's President, Dave Gilbert stated, "This non-rotating, smart hydrogel seal does not contact the shaft during normal operation, and only activates when exposed to water. It's sealing force actually increases as water pressure increases". Additional tests confirmed that the seal, when engaged, enabled shaft operation for a minimum of 14 days when a compartment is flooded, without any limitations on shaft speeds.

In the absence of water, the seal resets itself, allowing repeated use without maintenance or replacement. Since the seal is stationary with respect to the shaft, and nominally not in contact with the shaft, it has excellent wear characteristics, thus offering a significant "life cycle cost" advantage over competing designs, along with the safety value it offers its host ship. The design also allows shaft / bulkhead alignment requirements to be eased, which will lead to substantial shipbuilding cost savings.

Extensive performance, shock (MIL-S-901D, Grade A), vibration (MIL_STD-167-1A) and sea-trial testing concluded that the Midé seals outperform competitor designs with leak rates substantially less than the Navy's allowable leak rate of 1 US pint/minute.

Currently, Midé's patent pending design is approved for both forward and retrofits on the Arleigh Burke (DDG-51) class destroyers and is installed on several DDG-51 ships. The seals, which accommodate a 20" diameter shaft, are designed as a "drop-in" replacement for the currently installed, failing diaphragms. A novel "Yoke" design offers significant cost and weight saving has completed qualification testing for a 10" (254mm) shaft size while testing on a 29.92" (760mm) shaft size unit is in progress. This design eliminates the need for a heavy housing and allows for installation without the need for riggers.



After qualification of the 29.92” unit, Midé will offer a full range of bulkhead shaft seals, and stern tube seals in the not too distant future, a boon for both the navy and commercial shipping alike.

If you’d like more information about this topic please visit our website (www.mide.com), or to schedule an interview with David Gilbert, please call 781/306-0609 ext 224.

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Homeschool Buyers Co-op Aids Those Looking For Discount Curriculum And Supplies

Members of the homeschool buyers program have seen saving of over 90% on homeschool Spanish programs, math curriculum, English courses and more.

Ft. Lauderdale, FL (PRWEB) November 20, 2009 -- Homeschool Buyers Co-op, the nation's largest online homeschool curriculum provider, continues to help those [looking for discounts on homeschool curriculum and supplies](#). The company has developed programs to sell home school programs for Spanish, English, Math and sciences and more at discounts using the strength of the members to buy in volume.

Homeschool Buyers Co-op is a family-run organization that helps provide [discounted homeschool curriculums to those looking for supplies](#) and more. The company's program provides course curriculums for many home school programs such as Spanish, math, science and social studies. The discounted fees only apply for members of the Co-op which is free to those who are homeschooling their children. For more information about becoming a member to access these discounts visit, www.HomeschoolBuyersCo-op.org.

"Our members are able to benefit since there is no charge to join, and we help anyone looking for discounts on homeschool curriculum and supplies. By making purchases in bulk we are able to help all families who are homeschooling their children get the best pricing on the products they need," said Brett Walter of the Homeschool Buyers Co-op. "By listening to our members, we go after the programs they want to help them and their children succeed in school and in life. Our buying program continually offers new deals on programs Homeschool parents need."

About the Homeschool Buyers Co-op:

The Homeschool Buyers Co-op is the nation's largest purchasing cooperative for homeschooling families. They help families purchase [homeschool curriculum](#) at discounted rates. The Co-op combines the purchasing power of thousands of homeschooling families around the country to give homeschoolers the same purchasing clout as school districts. They are able to help purchase home school Spanish programs as well as other foreign language and basic needs for children learning from home.

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News Image





CFI Pilot Supplies Launches Revamped Website With Over 3000 Aviation Products In Stock

CFI Pilot Shop is pleased to announce the launch of its new updated website, now carrying an extensive line of over 3000 items relating to supplies for the aviation enthusiast.

(PRWEB) November 20, 2009 -- CFI Pilot Shop is pleased to announce the launch of its new updated website, now carrying an extensive line of over 3000 items relating to [pilot supplies](#) for the aviation enthusiast. Their product lines are now focused on such supplies as aviation apparel, sunglasses, pilot watches, pilot headsets, flight bags and cases, aviation charts, logbooks and general pilot supplies and now gifts. CFI Pilot considers itself to be a one stop portal for all aviation needs.

CFI Pilot Shop takes pride in its outstanding customer service. CFI Pilot and its online store is run by professional pilots, as well as aviation maintenance technicians, who know and understand your love of all things aviation. The new site also gives consumers the interactive capability of being able to compare different products, side by side, in order to enable them to make the most appropriate choice for their needs.

CFI Pilot customers service is known as one of the best in the world. CFI Pilot Shop provides customers with the best telephone support, email support as well as a 24 hour online chat support feature. CFI Pilot Shop offers information on all of our 3000 plus products, in order to best meet the needs of their customers.

CFI Pilot is a one stop online shopping solution for any pilot. Be they young or young at heart, they strive to meet all of their aviation needs. The revamped site is now one of the most diverse and extensive resources available on the internet today. As the holiday season fast approaches the company is delighted to be able to offer a complete selection of gifts, that are sure to please any aviation enthusiast.

CFI Pilot serves a wide range of aviation enthusiasts, from the student to the professional pilot, as well as anyone in the general public who has an interest in [aviation supplies](#). With over 10 years of experience in the business, and now over 3000 products, CFI Pilot is the number one site for all of your aviation needs.

CFI Pilot Shop now offers all customers and potential customers a free monthly newsletter where customers will find highlighted sales promotions, new products, and keep them up to date on aviation events and pilot outings.

CFI Pilot Shop looks forward to you seeing you, and welcomes any comments or suggestions you may have.

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CFI Pilot Supplies

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Tackle Web Guiding and Edge Control with CrossCheck™

Bytewise Measurement Systems explains why [CrossCheck™ Laser Profile Sensors](#) are perfectly suited to monitor and control web based materials and extrusions. One or two laser profile sensors can be used to measure web width and thickness as well as provide height based feature tracking and edge guiding. CrossCheck™ will drastically improve the precision of operators using Micrometer snap gages to measure thickness online. The line laser based technology measures flat sheet and extruded products like rubber, plastic, wood, composite materials, PVC and metal. It requires no reflective tape, LED arrays or back lighting, like camera based systems that require cleaning and maintenance to keep operational. The system can also measure shape-based parameters like thickness, step height, width, angle, radius, location, gap and depth. The affordable CrossCheck™ 3D laser measurement system is used by R&D, Engineering, Production, Quality and Maintenance personnel to validate product dimensions and tolerances. Academia and R&D facilities use CrossCheck™ for product development and material studies like soft material and parts with profiles that can't be effectively measured by hand calipers.

(Vocus) November 19, 2009 -- Extrusions and flat web based materials must be measured to control the process, save material cost, insure product tolerance and quality. Width and thickness are as critical to multi layered fabrics as edge guiding is to windup and/or splicing operations. Bytewise Measurement Systems explains why the affordable [CrossCheck™ Laser Profile Sensors](#) are perfectly suited to monitor and control web based and extruded materials. One or two laser profile sensors can be used to measure web width and thickness as well as provide height based feature tracking and edge guiding. The line laser based technology measures flat sheet and extruded products like rubber, plastic, wood, composite materials, PVC and metal.

It requires no back lighting like camera based systems. Cameras need an LED array, reflective tape or back light to distinguish and contrast the edge of the material, which leads to dirt and material buildup on the light source underneath the material line. Operators must often clean and maintain the system. The CrossCheck™ pre-calibrated 3D laser measurement sensors mount over the material to profile the edge of the product. The built in laser line illuminates the surface of the material to accurately measure the edge width and thickness to greater than 0.030mm (0.0018"). The physical geometry is also measured and can be used for height based feature tracking as well and edge guiding for windup or splicing applications.

The fact that the CrossCheck™ Measurement System is non-contact insures a stable reading every time. The sensors can be mounted over a precision roller to track, measure or calculate thickness of the edge while at the same time auto-zeroing to the roller surface for precise gauge control or monitoring. Operations that manually use Micrometer snap gages and measuring tapes can drastically improve the repeatability and precision of product thickness and width. If the material is ridged or cannot be guided over a precision roller the sensors can be mounted on a C-Frame or O-Frame with one sensor on top and one the bottom to calculate thickness and for edge guiding. This also compensates for vibration or pass-line movement of material passing through the measurement station.



The CrossCheck Software Viewer displays real-time product width, thickness and geometric dimensions. The CrossCheck™ laser sensors are the primary measurement device while the CrossCheck™ Software provides users with simple to use “shape tools” that act as virtual micrometers. Set up of the shape tools is simple and intuitive. [Shape Tools](#) are used to fit data to a Circle, Rectangle, Vertex, Line, Gap, Bump or Step Change. Shape Tools are used to set up tolerances and calculate dimensions to control thickness, width, radius, diameter, height, angle, gap, depth and location of key features. The unique Auto-Anchor and Data Leveling cancel out and stabilize the profiles displayed on screen. Bytewise also designed the CrossCheck™ product line for a wide variety of factory automation applications including process control, part inspection, robotic guidance, and shape check for industries including; automotive, aerospace, rubber, plastics, wood, metal and building materials.

“CrossCheck™ pre-calibrated sensors are easy to use and perfect for a variety of process gauging applications. Extrusion and Web based inspection as well as component part features can be measured with high repeatability and precision” says Mike Snow, Product Manager.

The entire organization now benefits from the CrossCheck™ high resolution, low cost 3D laser measurement system. R&D, Engineering, Production, Quality and Maintenance personnel use CrossCheck™ to validate product dimensional quality. An Ecommerce Online Store is now open for users to purchase [CrossCheck™ Laser Profile Sensors](#). Purchase a starter kit for \$8950.00 or build a system starting at \$8490.00. The CrossCheck™ software can set up Pass/Fail trigger alerts and output two analog feedback control loops for direct machine control. Data can be collected and stored to a file and custom software solutions can be written to utilize the raw X-Y coordinates over Ethernet. The product is backed by a 30 Day No Risk Evaluation period and one year manufactures warranty.

About Bytewise Company

Bytewise is a premier supplier of non-contact, profile measurement systems since 1989. Located in Columbus, Georgia, [Bytewise](#) specializes in measurement solutions for the tire, extrusion, roll forming, forging, casting, and web process industries.

CrossCheck™ 3D line laser sensors solve everyday measurement problems. To purchase or get more information on the [CrossCheck™ Laser Profile Sensor](#) contact Michael Snow at Bytewise 1150 Brookstone Centre Parkway, Columbus GA, 31904. Telephone (678) 807-8400, FAX (706) 323-0178. www.BytewiseSensors.com

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News Image



CROSS  **CHECK**
LASER PROFILE SENSOR



Children's Hospitals Launch Personalized Greeting Cards to Maximize Fundraising

Giving Matters empowers non-profits to drive revenue

Vancouver, BC (PRWEB) November 20, 2009 -- In an effort to make the most of their fundraising efforts, five Children's Hospitals across the United States and Canada have partnered with Giving Matters, an online customized greeting card program that helps charitable organizations raise awareness and funds for their cause.

Through Giving Matters, organizations are provided with a branded website that allows donors, businesses and individuals to create, proof, and order personalized greeting cards online, while all proceeds are funnelled back to the foundation.

"Corporations spend billions of dollars on greeting cards every year, so it makes sense for hospital foundations and other charitable organizations to capitalize on what can only be described as an extraordinarily lucrative fundraising effort" says Peter Field, Director of Giving Matters.

"Giving Matters has really empowered us to drive our fundraising through non-traditional means," says Gary De Risio, Project Manager, Miami Children's Hospital. "Almost every organization out there orders greeting cards for one reason or another, especially at this time of year, but by personalizing them and ordering them through our customized Giving Matters site, not only are you expressing your sentiments with style, but you are also giving back to the very deserving children at the hospital."

Field adds that "by creating a new channel of awareness, this program truly helps build long lasting donor relationships and creates a memorable impression that will not soon be forgotten."

Each customized Giving Matters site features attractive, high quality cards that have either been professional designed or created by the young patients in these hospitals.

To date, four hospitals in the US have launched greeting card programs through Giving Matters: [Seattle Children's Hospital Foundation](#); [Sacred Heart Foundation](#); [Bakersfield Memorial Hospital Foundation](#); and [Miami Children's Hospital](#). In Canada, the Auxiliary to the [BC Children's Hospital](#) has successfully launched the program.

About Giving Matters

Giving Matters (www.giving-matters.com) is a subsidiary of Teldon Media Group, Western Canada's largest privately held printer, marketing and publishing company. Since its inception in 1969, Teldon has grown from a provider of corporate calendar products to an industry leader in the provision of full-service marketing solutions. With expertise and recognition that grew from the Real Estate, Financial and Automotive markets, Teldon now serves clients across a broad spectrum of markets throughout North America. With a wide selection of innovative and attractive marketing products, Teldon provides clients with the tools they need to build their brand, grow their business and develop customer loyalty. www.teldonmarketing.com



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Process Analytical Technology (PAT) in Green Chemistry and Green Engineering

METTLER TOLEDO recently announced that Dr. Dominique Hebrault will present a free webinar, "The Role of Process Analytical Technology (PAT) in Green Chemistry and Green Engineering" on December 1, 2009.

(PRWEB) November 20, 2009 -- During the [The Role of Process Analytical Technology \(PAT\) in Green Chemistry and Green Engineering Webinar](#) on December 1, Process Analytical Technology (PAT) case studies will be presented on how the principles of [Green Chemistry and Green Engineering](#) have been successfully followed in chemical reactions and crystallization design to:

- Minimize waste
- Improve reaction output
- Increase energy efficiency
- Decrease the formation of by-products
- Minimize the potential for accidents and other process safety concerns

Today, the chemical industry faces major challenges including globalization, environmental regulation, and shortening product life cycle. Meeting these challenges requires alternative approaches towards reducing costs and improving the environmental and economical profile of chemical processes. Breakthroughs in process operations and process modeling have been necessary for achieving energy and material efficiency gains. These breakthroughs allow real time in situ process monitoring, characterization, and accurate control.

The presenter of [The Role of PAT in Green Chemistry and Green Engineering Webinar](#), Dominique Hebrault, has a Ph.D. in Organic Synthesis and over 10 years of experience in the pharmaceutical and chemical industries. This webinar is designed for Chemists, Chemical Engineers, and other Scientists interested in Green Chemistry and/or Green Engineering.

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You can read the online version of this press release [here](#).

News Image





Roller Compaction Process Optimization Using At-Line Particle Characterization

METTLER TOLEDO recently announced that a free webinar, “Roller Compactions Process Optimization Using At-Line Particle Characterization”, will be presented on December 2, 2009. In this webinar, the application of in situ particle characterization is demonstrated to map the design space and optimize a series of roller compaction runs while varying raw materials, flow rates, and roller compaction forces.

(PRWEB) November 20, 2009 -- As presented at the [American Association of Pharmaceutical Scientists \(AAPS\) Annual Meeting 2009](#), the application of in situ particle characterization is demonstrated to map the design space and optimize a series of roller compaction runs while varying raw materials, flow rates, and roller compaction forces during the free [Roller Compactions Process Optimization Using At-Line Particle Characterization webinar](#).

[In situ particle characterization](#) allows formulators or engineers to detect process upsets such as segregation and directly link process control parameters to the particle distribution. This enables formulators to ensure consistent product performance. By designing a robust roller compaction process, formulators and engineers can ensure consistent downstream processing from dry granulation through tablet compression.

One goal of roller compaction is to improve compressibility and yield repeatable tablet dissolution and content uniformity. To ensure downstream process and product consistency, a successful roller compaction process establishes a continuous flow with a consistent particle size distribution. However, inconsistencies often occur during dry granulation scale-up due to changing raw materials or process dynamics such as segregation, compaction force, and flow properties.

After purchasing Lasentec® in 2001, METTLER TOLEDO has become the world leader for inline particle/droplet size, shape, and count characterization.

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Gravity Jack is Pushing the Envelope in the Custom Software Arena

Gravity Jack Software Studio is a new venture backed software company in Liberty Lake WA, that is pushing the envelope in the mobile software development arena.

Liberty Lake, WA (PRWEB) November 20, 2009 -- Gravity Jack opened offices this month in Liberty Lake and is currently filing patents regarding a tightly-kept secret project that is expected to revolutionize the way people interact with mobile computing platforms such as Apple's iPhone and Google's Android.

The newly assembled Gravity Jack team, with its history in legacy custom software projects as well as modern web based and mobile applications, is looking to turn the advertising and mobile platforms upside down with its new flagship product. "What we are doing is beyond groundbreaking" says Terry Hoy, Vice President

However, Gravity Jack maintains that custom software is the core of its business for now. "We feel it is important to come out of the gate with a revenue model" says Luke Richey, President. "In that respect we pride ourselves with the ability and resources to accomplish any software development project that comes our way. Our first month we expect to turn a profit from custom software for external clients - which can be invested carefully back into the product development" Gravity Jack is currently accepting new projects both on the global front as well as at the local level.

ABOUT GRAVITY JACK

Gravity Jack opened its operation on November 1st 2009 and was started by original founders of Tometa Software, a company acquired in 2007. Gravity Jack designs and develops robust software solutions for all industries including in-house (vertical market) and retail software like the iPhone, some of which is on the shelves at local software stores and websites from mom and pop businesses all the way to websites for Fortune 500 companies.

We focus our unique combination of creative, technical, and problem-solving skills on meeting our clients' objectives. Because of our clarity of purpose, commitment to process, and broad professional skill sets, we are able to provide our clients with world-class software solutions that are functionally superior and fully aligned with our client's strategic focus.

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You can read the online version of this press release [here](#).



DIA Safety Conference To Explore Solutions To Challenges Facing Pharmacovigilance And Risk Management Strategies

The Drug Information (DIA) will host its 9th Annual Conference on Contemporary Pharmacovigilance and Risk Management Strategies from January 10-13, 2010 in Washington, DC.

Horsham, PA (Vocus) November 19, 2009 -- The [Drug Information \(DIA\)](#) will host its [9th Annual Conference on Contemporary Pharmacovigilance and Risk Management Strategies](#) from January 10-13, 2010 in Washington, DC.

This comprehensive three-day program will discuss the current complexities and controversies in pharmacovigilance and risk management throughout all phases of development and marketed use, how to optimally utilize epidemiological, clinical pharmacological and other techniques, risk management strategies, and how to create an effective organizational "system." Session topics will include:

- Latest international regulatory developments
- How to generate and assess critical safety data during development
- Compliance with clinical safety and post-marketing pharmacovigilance regulatory requirements in an evolving global environment
- Recent multinational initiatives under the International Conference on Harmonization (ICH) and Council for International Organizations of Medical Sciences (CIOMS) on Drug Safety Update Reports (DSURs) in premarketing clinical trial safety
- New approaches to risk management, risk communication, labeling and packaging to optimize medical product benefit while minimizing preventable harm

"Robust drug safety systems and processes and thorough ongoing safety surveillance are more critical than ever in the development and evaluation of the safe use of marketed medicinal products," says, Program Committee Member Mariette Boerstoele-Streefland, MD, MBA, MS(epi), Executive Director, Pharmacovigilance/Risk Management, Forest Research Institute, Forest Laboratories Inc. "This conference will provide safety professionals with the latest pharmacovigilance regulatory advances and state-of-the-art risk management strategies."

Pre-conference tutorials on January 9 will focus on:

- Signal Detection, Case Assessment and Data Mining in Pharmacovigilance: Current State of the Art
- Periodic Safety Update Reports (PSUR): A Guide to the Construction and Analysis of PSURs, ASRs, and DSURs
- Applied Epidemiology Techniques for Pharmacovigilance Risk Management
- Applying MedDRA® in Clinical Safety, Pharmacovigilance and Labeling
- Pharmacovigilance and Risk Management Planning



[Register for the 9th Annual Conference on Contemporary Pharmacovigilance and Risk Management Strategies.](#)

About the Drug Information Association (DIA)

A non-profit, neutral, multidisciplinary, global, member-driven association, DIA serves more than 30,000 professionals involved in the biopharmaceutical industry, academia, research organizations and governmental bodies worldwide. Through its domestic and international meetings, training courses, workshops and webinars, DIA provides a neutral global forum for the exchange of information critical to the advancement of drug development and medical product lifecycle management. DIA is led by its volunteer Board of Directors and executive management team, has headquarters in Horsham, PA, USA, and offices in Basel, Switzerland, Tokyo, Japan, Mumbai, India, and Beijing, China. For more information, visit www.diahome.org or call 215-442-6100.

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FORA.tv Presents “UNICEF Celebrates 20 Years of Children's Rights”

Eight-part online video series features Ewan MacGregor, Claudia Schiffer, and Queen Rania Al-Abdullah addressing universal rights and needs of children

San Francisco (PRWEB) November 20, 2009 -- FORA.tv, the leading destination and distributor of smart video programs, presents an online video series, “[UNICEF Celebrates 20 Years of Children's Rights](#),” in honor of the 20th anniversary of the Convention on the Rights of the Child.

“We’re honored to host a video series on this important issue,” says Blaise Zerega, President and CEO of FORA.tv. “Programs featuring well-known personalities like Ewan MacGregor, Claudia Schiffer, and Queen Rania Al-Abdullah will help focus the world’s attention on the needs of children.”

About the CRC

“The Convention on the Rights of the Child is the most ratified human rights treaty in human history,” says UNICEF Executive Director Ann M. Veneman. “It has transformed the way children are viewed and treated throughout the world.”

The Convention has 193 ratifications, the process by which countries decide to be bound by the articles of an international treaty. It articulates a set of universal children’s rights, such as the right to an identity, a name and a nationality, the right to an education, and rights to the highest possible standards of health and protection from abuse and exploitation.

These rights are based on four core principles – nondiscrimination~ the best interest of the child as primary consideration in matters that affect them~ rights to life, survival and development, and respect for the views of children. The Convention also identifies the obligation of governments to do all they can to deliver these rights, and acknowledges the special role of parents in their children’s upbringing.

More on the CRC: <http://www.unicef.org/rightsite/>

More on the FORA.tv Series: http://fora.tv/series/unicef_20_years_of_childrens_rights

More UNICEF video programs: <http://fora.tv/partner/UNICEF>

About FORA.tv

FORA.tv is the leading online destination and distributor for smart videos about the people, issues, and ideas changing the world. The site offers the web's largest collection of live events, lectures, and debates going on all the time at the world's top universities, think tanks and conferences. The company was named a Best 50 Web Site by TIME and Best Education Site by the Sunday Telegraph. FORA.tv is funded by a select group of investors led by William R. Hearst III.

About UNICEF

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and



the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

For more information, visit FORA.tv.

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VidaOne's New iPhone Fitness Application Featured in App Store What's Hot List

VidaOne's MySportTraining for iPhone is featured in The App Store What's Hot List only one month after its initial release.

Austin, TX (PRWEB) November 20, 2009 -- VidaOne Inc, a global leader in diet, fitness and health mobile applications, announced today that its new iPhone and iPod Touch fitness application MySportTraining is featured on the Apple App Store What's Hot List. "We are very proud of this distinction given that the application was first released on the App Store only one month ago", said Jean Louis Gareau, president of VidaOne.

MySportTraining has been the de facto fitness application for Windows Mobile and Palm OS devices for 10 years, and is now available for the iPhone and iPod Touch. It is the only fitness application to offer comprehensive tracking of both cardio and strength training workout and includes advanced features such as live GPS workout recording, cardio intervals tracking and an interactive muscle chart to suggest exercises per muscle group. Users can easily customize the application to their needs by adding their own activities, exercises, intervals, routes and locations, and can easily review their past efforts using a detailed calendar as well as numerous reports and charts. MySportTraining also features useful fitness tools such as a heart training zones calculator, automatic workout gear usage tracking (such as running shoes), a list of personal best workouts, and more.

"A key feature for MySportTraining users is and has always been the synchronization with VidaOne Diet & Fitness, our Windows PC app, because it ensures that the same workout data is on both their mobile device and PC. Like all other versions of MySportTraining, the iPhone version can synchronize all the workout data with our PC application", explains Gareau. "This feature offers unmatched advantages. In some cases, it is more convenient to enter data using a PC keyboard, such as journal notes. Additionally, if their iPhone or iPod Touch is damaged, lost or stolen, or if they switch to another mobile device, the synchronization brings back their valuable data on their new phone. I personally have 10 years worth of workout data on my iPhone thanks to the workout synchronization with all the mobile devices I used over the years."

VidaOne Diet & Fitness was recently upgraded to version 3, featuring the synchronization with iPhone and iPod Touch, a new user interface, support for Garmin and Polar heart rate monitors, along new data fields. In addition to workout tracking, it includes powerful features to enter meals, track a diet and monitor health conditions. VidaOne Diet & Fitness earned TopTenREVIEWS' GOLD Award in the Fitness Software Review category earlier this year. VidaOne Diet & Fitness runs on Windows 7, Vista and XP, and can be used (including the synchronization) by Mac OS X users via Windows emulators.

For more information about MySportTraining for iPhone and iPod Touch, please visit VidaOne web site at <http://www.vidaone.com/imst.htm>.

For more information about VidaOne Diet & Fitness, please visit VidaOne web site at http://www.vidaone.com/vodf_win.htm.



Pricing and Availability

MySportTraining is available through the Apple App Store and offered at \$9.99.
<http://itunes.apple.com/us/app/mysporttraining/id333207096?mt=8>

VidaOne Diet & Fitness is available on VidaOne web site and offered at \$39.95
www.vidaone.com/vodf_win.htm

About VidaOne

VidaOne, Inc. is the leading health, fitness and diet software developer for mobile devices and personal computers. The company's flagship product MySportTraining has received numerous awards in recent years. The company's diet software MyPersonalDiet offers a complete personal weight management solution. VidaOne's software products are available via the company's website and online software resellers, and have been the best-sellers in their respective categories for years. For more information, visit <http://www.VidaOne.com>.

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You can read the online version of this press release [here](#).



National Experts Explore Best Practices in Data De-Identification for Healthcare & EHRs in Melamedia Seminar

HITECH, Breach Notification Prompt New Attention to Anonymizing Patient Records - CDT Suggests Changes to HIPAA Rules

Alexandria, VA (PRWEB) November 20, 2009 -- Assertive federal effort to encourage the adoption of electronic health records has generated new incentives and interest in de-identified patient data. De-identified data escapes the requirements of HIPAA and breach notification laws, but the potential risk of re-identification has generated privacy concerns. In response to these concerns, Congress directed HHS issue to issue new de-identification guidance in 2010.

De-identifying patient information is a complicated exercise and some current practices may not appropriately protect patient confidentiality or preserve the accuracy and usefulness of data.

But when de-identification is properly implemented and managed, it protects and balances two essential interests: the protection of the privacy of individuals in healthcare data sets, and the preservation of the usefulness and accuracy of analyses and tasks performed with de-identified data. Such properly de-identified data has many important research, quality improvement, public health and commercial uses.

To assist healthcare organizations use de-identification as tool for protecting patient confidentiality while using the valuable health information, Melamedia, LLC, publishers of Health Information Privacy/Security Alert, is sponsoring a 90-minute audio seminar:

Best Practices & New Issues in Data De-Identification for Healthcare & EHRs

Participants will be briefed on:

- * New issues driving the use of de-identified patient information;
- * Best practices for de-identifying patient data and policies and procedures for managing its use;
- * Recommended contract provisions for generating and sharing de-identified data;
- * Open issues for de-identification practice where HHS guidance is needed;
- * The kinds of "reasonably available" electronic data which must be considered when assessing re-identification risks for statistical de-identification under HIPAA;
- * The benefits and challenges surrounding patient control of de-identified records; and much more

WHO SHOULD LISTEN

- * Health Information Managers
- * Privacy Officers
- * Security Officers
- * Researchers
- * Hospital Administrators



- * Business Associates
- * EHR & PHR Vendors
- * Researcher Administrators
- * Health Insurers
- * Biostatisticians
- * Consumer Affairs Professionals
- * Personal Data Collection Companies
- * State and Federal Healthcare Officials
- * Healthcare Attorneys
- * Healthcare Consultants

THE FACULTY

Daniel C. Barth-Jones, M.P.H., Ph.D. is an Assistant Professor of Clinical Epidemiology at the Mailman School of Public Health at Columbia University and an Adjunct Assistant Professor and Epidemiologist for the Prevention Research Center in the Department of Pediatrics at the Wayne

State University School of Medicine. His experience conducting and managing statistical disclosure limitation operations and research has spanned more than 17 years, involving activities in both the healthcare information industry and in academia. Dr. Barth-Jones has authored several peer-reviewed publications and a book chapter on statistical disclosure assessment and control.

Deven McGraw is the Director of the Health Privacy Project at CDT, where she focuses on developing and promoting policies that ensure individual privacy as personal health information is shared electronically. She serves on the Health Information Technology (HIT) Policy Committee, a federal advisory committee established in the American Recovery and Reinvestment Act of 2009, and co-chairs its Information Exchange Workgroup. She also serves on the Leadership Council of the eHealth Initiative and is on the Steering Group of the Markle Foundation's Connecting for Health multi-stakeholder initiative.

Dennis Melamed is editor and publisher of Health Information Privacy/Security Alert, has 30 years of experience writing about business and regulatory affairs in Washington, DC. Dennis is an adjunct professor at the Drexel College of Medicine and the chief editor and lead author of the three-volume HIPAA Handbook reference set. He is a frequent lecturer and columnist on health information confidentiality and security issues.

CONTINUING EDUCATION CREDITS

- * All seminar participants will receive a certificate of participation
- * 1.5 IAPP Credits - Pending

REGISTRATION

To learn more and register, visit <http://www.melamedia.com>



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You can read the online version of this press release [here](#).



STEMSOFT Software Inc. Licenses StemLab® Software to Cord Blood America

Cord Blood America selects STEMSOFT's industry leading StemLab solution to manage its cord banking product data.

Vancouver, BC (PRWEB) November 20, 2009 -- STEMSOFT Software Inc ("STEMSOFT"), the leading provider of software solutions for cell therapy transplant community, is pleased to announce the licensing of StemLab, the leading cell therapy and cord blood banking laboratory software, to Cord Blood America's cord banking laboratory in Las Vegas, NV.

"Our lab was looking for a proven solution that could manage all our product data electronically including the ability to generate complex outcome reports while providing a quick implementation," said Dr. Geoffrey O'Neill, Laboratory Director for Cord Blood America. "Cord Blood America has committed to utilize BioE's PrepaCyteCB Cord Blood Processing System to enhance cell recovery and product safety. The PrepaCyte CB procedure template comes built into StemLab out of the box as a standard workflow. This unique turnkey solution provides our bank with BioE's FDA 510(k) cleared system to use in processing our cords while also providing us with the ability to track and analyze all our data electronically with minimal configuration work required on our end."

StemLab is designed to manage and streamline the unique workflow followed in the cord blood laboratory. StemLab assists cell therapy and cord blood banking laboratories with heightening quality control, managing inventory and generating robust outcome reports including the ability to correlate product manufacture with clinical outcomes.

"We are very excited to work with Cord Blood America on this project and look forward to having them up and running with a fully electronic workflow shortly," states Mario Laszczak, Operations Manager for STEMSOFT. StemLab also features built-in workflows for processing cords through RBC reduction and/or BioE's PrepaCyte-CB processing system, as well as, templates for working with marrow and apheresis products.

About STEMSOFT Software Inc

STEMSOFT Software is a leader in the field of medical informatics and provides end-to-end solutions for information management, quality assurance and regulatory compliance for the cell therapy transplant market. STEMSOFT's current product portfolio includes specialized software for cell therapy manufacturers, cord blood banks and blood and marrow transplantation centers.

For more information about STEMSOFT's visit www.stemsoft.com

About Cord Blood America

Cord Blood America (CBAI) is the parent company of CorCell, which facilitates umbilical cord blood stem cell preservation for expectant parents and their children. Its mission is to be the most respected stem cell preservation company in the industry. Collected through a safe and non-invasive process, cord blood stem cells offer a powerful and potentially life-saving resource for treating a growing number of ailments, including cancer,



leukemia, blood, and immune disorders.

To find out more about Cord Blood America, Inc's cord blood bank, . (CBAI), visit our website at www.corcell.com. CBAI is publicly traded on the NASDAQ OTCBB, symbol CBAI.ob. For investor information, please visit www.cordblood-america.com

Forward-Looking Statements

Some statements made in this press release are forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. We use words such as "anticipate," "believe," "expect," "future," "intend," "plan," and similar expressions to identify forward-looking statements. These statements including those related to the growth of the industry, new stem cell treatments, and the Company's performance, are only predictions and are subject to certain risks, uncertainties and assumptions. Additional risks are identified and described in the Company's public filings with the Securities and Exchange Commission. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company's past performance is not necessarily indicative of its future performance. The Company does not undertake, and the Company specifically disclaims any obligation to update any forward-looking statements to reflect occurrences, developments, events, or circumstances after the date of such statement.

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You can read the online version of this press release [here](#).



MEDomics LLC Announces Private Placement Offering

New MitoDx™ Test for Mitochondrial Diseases is the First to Tap Multi-Billion Dollar Potential Market.

Los Angeles, CA (PRWEB) November 20, 2009 -- MEDomics, LLC announces a Private Placement offering of shares.

MEDomics (www.medomics.com) provides DNA diagnostics to enable personalized medicine in the genomic era. MEDomics is the first CLIA approved laboratory focused on the application of revolutionary NextGen sequencing technology to molecular diagnosis. The Company's "2020 Vision" is a world in which the main focus of medicine has evolved from treating the sick patient, to knowledge based risk management, to delay or prevent disease.

MEDomics integrates laboratory expertise in NextGen sequencing with expertise in bioinformatics and clinical interpretation of the results. MEDomics has the first mover advantage and a fully functioning and tested team that has an unrivaled track record of bringing novel molecular diagnostics to market. MEDomics is applying NextGen sequencing to the unmet need for better diagnostics for mitochondrial diseases.

Mitochondria are the powerhouses of the cell. Mitochondrial diseases are much more common than originally thought, occurring in about 1 in 500 people. In children, mitochondrial diseases are as common as all childhood cancers combined. The symptoms of mitochondrial diseases are extremely diverse, depending on which tissues are most energy compromised. The brain, muscles, eyes, the gastrointestinal track, and the heart are most commonly affected. Patients often carry a descriptive diagnosis such as: epilepsy, migraine headache, chronic fatigue, chronic pain syndrome, cyclic vomiting syndrome, mental retardation, or autism, etc. The diagnosis of mitochondrial diseases can save lives and enable effective treatment, such as increasing available energy or decreasing energy stress.

MitoDx was released in July 2009. MitoDx has substantial media coverage including:

i) Pasadena Star News:

[http://www.medomics.com/sites/default/files/docs/news/Pasadena Star News.pdf](http://www.medomics.com/sites/default/files/docs/news/Pasadena%20Star%20News.pdf)

ii) Los Angeles CBS News: [http://www.medomics.com/sites/default/files/docs/news/MEDomics 16Jul09.wmv](http://www.medomics.com/sites/default/files/docs/news/MEDomics%2016Jul09.wmv)
and

iii) Hawaii CBS News:

[http://www.medomics.com/sites/default/files/docs/news/110509 MEDomics TV interview in Hawaii Sun 10-25-09 KHON 6pm.wmv](http://www.medomics.com/sites/default/files/docs/news/110509%20MEDomics%20TV%20interview%20in%20Hawaii%20Sun%2010-25-09%20KHON%206pm.wmv)

Richard Boles, MD, the Director of the Mitochondrial and Metabolic Disorders Clinic at Children's Hospital Los Angeles, is a distinguished clinical consultant for MEDomics on mitochondrial diseases.

Dr. Sommer says that, "To my knowledge, the MEDomics team is unique. We provide excellent wet bench expertise, proprietary software and knowledge database, extensive connections with clinicians and scientist in the mitochondrial disease community and unparalleled expertise in clinical interpretation. We also nurture and grow



our trade secrets and intellectual property engines”

Capital from the Private Placement will: i) expedite the release of a companion diagnostic test enabling a single source, high specificity blood test for all mitochondrial diseases; and ii) dramatically accelerate marketing, thereby consolidating MEDomics’ market leadership to address a large unmet need for mitochondrial disease diagnostics. MEDomics is uniquely positioned to be the dominant testing lab for mitochondrial diseases. The ultra-rapid progress in the field suggests that a \$1 investment today is equivalent to a \$10 investment in 2.5 years.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Rabbi Warren Stone to Sound Shofar at UN COP15 in Copenhagen: Jewish Leadership to Pave Way for Low Carbon World

Rabbi Warren Stone, an eco-activist and spiritual leader of Temple Emanuel in Kensington, Maryland, in the Greater Washington, D.C. area, will serve as a delegate at the UN Climate Change Conference (UN COP15) to be held in Copenhagen in December 2009. Rabbi Stone will represent the Central Conference of American Rabbis, the Union for Reform Judaism, the Jewish Council for Public Affairs, the Earth Day Network, and the National Religious Coalition on Creation Care, on which he serves as Co-chair. Joining Rabbi Stone in Copenhagen will be Dr. Mirele Goldsmith, an activist on the national Jewish community scene and active with Coalition on the Environment and Jewish Life (COEJL). They will be bringing a statement on behalf of the North American Jewish Community about response to climate change. At the UN Climate Change Conference, world leaders will come together to write an environmental treaty to replace the Kyoto Protocol due to expire in 2012.

(PRWEB) November 19, 2009 -- Rabbi Warren Stone, an eco-activist and spiritual leader of Temple Emanuel in Kensington, Maryland, in the Greater Washington, D.C. area, will serve as a delegate at the UN Climate Change Conference (UN COP15) to be held in Copenhagen in December 2009. Rabbi Stone will represent the Central Conference of American Rabbis, the Union for Reform Judaism, the Jewish Council for Public Affairs, the Earth Day Network, and the National Religious Coalition on Creation Care. Joining Rabbi Stone in Copenhagen will be Dr. Mirele Goldsmith, an activist on the national Jewish community scene and active with Coalition on the Environment and Jewish Life (COEJL). They will be bringing a statement on behalf of the North American Jewish Community about response to climate change. At the UN Climate Change Conference, world leaders will come together to write an environmental treaty to replace the Kyoto Protocol due to expire in 2012.

Rabbi Stone will speak at a Forum of Religious Leaders, sponsored by the Global Peace Initiative of Women, an international network that provides a global platform to foster spiritual values of global unity. Rabbi Stone was chosen by the Global Peace Initiative of Women because he is a nationally recognized leader in promoting environmental stewardship in the Jewish community.

Rabbi Stone states, "We are called upon by our Jewish prophetic tradition to serve as a bold voice for justice. Climate change will have a dramatic impact on hundreds of millions of the poorest people on our planet who live along coastal areas. Judaism has a profound and strong mandate for caring for the Earth. In a world where matters of faith seem so often and so tragically to divide us, there is no issue which aligns us more deeply than our shared dependence upon and sacred responsibility to this tiny planet, enfolded within its fragile atmosphere, spinning in the vastness of time and space. As Hillel reminds us, now is the time to act to ease the impact of climate change upon our world community," Rabbi Stone continues, "and to preserve our common future." The Union for Reform Judaism, with its Religious Action Center, and the Central Conference of American Rabbis passed national resolutions on behalf of the moral need to respond to the challenges of Climate Change with bold international action. Rabbi Stone, who serves on the Global Advisory Board of Earth Day, promotes the Earth Day Network's new campaign, "Taking the Baton from Copenhagen." The spring of 2010 will mark the Fortieth Anniversary of Earth Day.



In 1997 at the UN talks in Kyoto, Rabbi Stone blew the shofar, or ram's horn, as a wake-up call for all to take action and led a number of interfaith programs and prayer vigils. He hopes to blow the shofar again and to organize world religious leaders in Copenhagen for a daily prayer vigil to help bring the world's attention to the urgency of our climate issue and its potentially devastating impact upon the world's populations. "Our religious traditions compel us when faced with grave challenges to act boldly for justice; this is something we all share in common and it is a shared source of strength and inspiration upon which we must draw," states Rabbi Stone.

Rabbi Stone's abstract, "Climate Change: Thinking Outside the Box," written for the United Nations preparatory materials and presented at the International Congress of Scientists last March in Copenhagen, will be included in the United Nations Copenhagen climate material. In it Rabbi Stone posits: Climate debate cannot be left to diplomats, scientists, environmentalists and lobbyists. It is critical that the world's religious community share its wisdom and bold voices. The world needs a shift in culture to foster the greening of government institutions, universities, religious communities and schools, and seek the passionate involvement of leaders from diverse disciplines. The media, the arts, journalism, medicine, academia, engineering, writers and poets all must play a part in moving us in the desired direction. Legislation will not be enough. In Copenhagen, a unilateral agreement is unlikely with the diverse needs of the developed and developing countries. Commitments and verifiable targets thus may need to be as diverse as our global community.

"There's no one fix and no easy answer," Rabbi Stone says, "but we need to shift the way we live and our mindset toward more sustainability. Judaism and other religious traditions affirm the priority of protecting life and our common futures. Responding to climate change has become the most significant moral and spiritual issue facing humanity. Hundreds of millions of the world's most impoverished peoples will be directly impacted by climate change over the coming century. The world will see refugees in untold numbers that will challenge our global community."

Rabbi Stone's eco-activism began 30 years ago. He has led delegations on environmental issues to the Congress and White House and was honored with opening a session of the U.S. Congress in 1998. In 2002, he co-chaired a Senate meeting with Senator Joseph Lieberman and members of the native Gwinchin people, calling for a protection of the Arctic Wildlife Refuge. He spoke at rallies at the U.S. Capitol on environmental issues. He spoke at the British Embassy at its US Consulates gathering on Climate Security and gave the opening prayer to Earth Day in 2008 at the U.S. Capitol. He was interviewed on NBC's Today Show, where Temple Emanuel's green initiatives were highlighted, and by Politico in Washington, D.C. Grist Internet Environmental Media source did an extensive interview with the Rabbi, and named Rabbi Stone as one of the world's top 15 green religious leaders. He received a distinguished merit award from the National Conference of Christians and Jews and a Merit award for his work on Judaism and the Environment from Shomre Adamah, a Jewish environmental organization in Washington, D.C.

For more information about Rabbi Stone and a copy of the Statement from Jewish Organizations of North America to the UN Delegation on Climate Change in Copenhagen please call Susan Neiman, Executive Director, Temple Emanuel at 301-942-2000.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

High School Student Wins Full-Tuition Scholarship to Merrimack College for Top Science and Tech Skills

Methuen High School senior Michael Norcia, 17, recently won a full-tuition scholarship to Merrimack College (estimated \$120,000 over four years) for demonstrating his science, technology, engineering, and mathematics (STEM) knowledge.

North Andover, MA (Vocus) November 18, 2009 -- Methuen High School senior Michael Norcia, 17, recently won a full-tuition scholarship to [Merrimack College](#) (estimated \$120,000 over four years) for demonstrating his science, technology, engineering, and mathematics (STEM) knowledge.

More than 50 students from six different states from as far as Maryland, participated in the first two rounds of Merrimack College's STEM Scholarship Competition in which students were tested on their content knowledge in science, technology, engineering and math, as well as on their quantitative and analytical thinking skills.

Norcia was among the four top scorers in the first two rounds of the exam and continued on to the critical thinking round. During this third and final round of the exam, students were presented with specific open-ended problems and were asked to develop and present a creative solution to that problem. Michael's solution was scored highest by a panel of judges that included [Merrimack College School of Science and Engineering](#) faculty members and invited professionals.

The three other finalists were each awarded \$15,000 per year scholarships (four years): David Lavoie (Chelmsford, Mass.); Linden Krouse (Milford, N.H.); and Michael Jutras (Goffstown, N.H.).

Michael Norcia, Winner of STEM Competition at Merrimack College

"I'm really excited about winning. The Merrimack faculty seemed really nice and very excited for me. My parents will have three children in college next year, so this will be a big help to them." Michael is in the process of applying to Merrimack College for the fall.

Dr. Josephine Modica-Napolitano, dean of science and engineering at Merrimack

"The School of Science and Engineering was thrilled to host the STEM Scholarship Competition, the first of what is planned to become an annual event at Merrimack College. We were especially excited about offering this scholarship opportunity to students during these tough economic times. All four finalists did an excellent job and should be very proud of their efforts. We look forward to them joining our freshman class next year."

Visit the [STEM Competition photo gallery](#).

Photo Caption: Methuen, Mass. resident Michael Norcia recently won a full-tuition scholarship for four years (estimated \$120,000) to study science and engineering at Merrimack College. Pictured here, Michael stands with Dr. Josephine Modica-Napolitano, dean of science and engineering at Merrimack College. Michael competed in the College's first annual STEM contest where high school students put their science, technology, engineering,



and mathematics skills to the test.

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You can read the online version of this press release [here](#).



Nationwide Imaging Services, Inc., Leader In Diagnostic Imaging Equipment, Announces The Creation Of New Business Division Nationwide Medical Equipment Services

Nationwide Imaging Services, known as one of the largest independent sales organizations for diagnostic imaging equipment, announces the creation of Nationwide Medical Equipment Services, LLC, a new business division, making Nationwide Imaging Services a total turnkey solution for the medical imaging equipment industry.

Brick, NJ (PRWEB) November 19, 2009 -- Nationwide Imaging Services is proud to announce the creation of Nationwide Medical Equipment Services, LLC. The new division will support the national standards for diagnostic imaging equipment sales set forth by Nationwide Imaging Services, and will now offer [used imaging equipment servicing](#) and installation through full-service or shared risk contracts. With highly trained engineers throughout the United States, Nationwide can dispatch a professional to any location for technical assistance and support on everything from MR to X-ray machines. Nationwide Medical Equipment Services will offer service agreements, giving its clients assurance in technical support for their equipment.

Nationwide has also taken steps towards drastically expanding its warehousing and storage facilities through the renovation of its existing, newly built storage facility in Brick, NJ, which will be over 17,700 square feet after completion. This increase in warehouse and storage space will allow Nationwide to more efficiently serve its clients throughout the U.S. and accommodate their overseas clients by bringing all crating, staging, refurbishing and storage services in house. With engineers strategically placed across the USA, the de-installation process becomes much more cost effective for overseas clients. With the addition of a fleet of brand new air ride trucks, quality assurance is guaranteed when moving equipment across the nation.

Nationwide's Rob Manetta saw the opportunity in growing the company's storage facilities to increase efficiency for all clients. "This expansion by Nationwide," said Mr. Manetta, "allows us to store all units and facilitate the shipping for all our equipment, which reduces cost to the customer and shortens the sales cycle. We are excited to offer a new level of value to all the companies, hospitals, and organizations we service throughout the United States."

In addition to this expansion, Nationwide Imaging Services was recently appointed as an approved provider of Siemens Proven Excellence refurbished systems in the United States of America. Siemens, a leading manufacturer of diagnostic imaging equipment, chose Nationwide Imaging Services for this appointment due to their high sales volume, their unparalleled product knowledge, and industry respect.

Rob Manetta, senior vice president at Nationwide, is also a founding member of The International Association of Medical Equipment Remarketers and Services (IAMERS), an organization dedicated to creating a professional, secondary diagnostic imaging market by bringing together leading dealers, lessors, refurbishers and services committed to ethics and professionalism within the industry. Mr. Manetta also sits on the board of IAMERS, as well as serving as a senior advisor to the group.

Established in 1993, Nationwide is known as one of the largest independent sales organizations for diagnostic



imaging equipment, now offering a total solution for diagnostic requirements, including financing options, service and installation. Please contact Nationwide for a service contract quote or to obtain a quote for upgrading existing equipment and let Nationwide's professionals assist in selecting the right equipment for any facility. Call Nationwide Imaging Services at 732-262-3115 or contact Nationwide Medical Equipment Services at 732-262-5210. Visit www.NationwideImaging.com for more information.

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You can read the online version of this press release [here](#).



World's Top Gene Synthesis Companies Establish Tough Biosecurity Screening Protocol

World's Top Gene Synthesis Companies Form International Gene Synthesis Consortium (IGSC) to Coordinate Best Practices in Risk Reduction Five Member Companies Represent 80 Percent of Worldwide Gene Synthesis Capacity

(PRWEB) November 19, 2009 -- Five of the world's leading gene synthesis companies today announced agreement that they will apply a common screening protocol to promote biosecurity in the gene synthesis industry. By screening the sequences of synthetic gene orders and the customers who place them, the companies aim to support government efforts to prevent the misuse of gene synthesis technology. Blue Heron Biotechnology, DNA2.0, GENEART, GenScript and Integrated DNA Technologies together represent approximately 80 percent of the global gene synthesis capacity. They have formed the International Gene Synthesis Consortium (IGSC) to coordinate ongoing best practices development and to work together with governments and others concerned to promote the beneficial application of gene synthesis technology and to safeguard biosecurity.

"We are proud to announce the formation of the International Gene Synthesis Consortium and equally proud of the commitment to the secure and safe synthesis of DNA it demonstrates," said John Mulligan, Founder and CSO of Blue Heron Biotechnology. "The depth and breadth of expertise in gene synthesis represented by the participating companies, in concert with our dedication to policy based on sound science and thoughtful leadership, will enable us to shape the growth of a safe gene synthesis industry poised to help address the technological needs of the 21st century."

"Safety and security are a chief priority for all of the IGSC companies, as the growth of the gene synthesis industry depends on an impeccable safety record. Each of the five founding companies has demonstrated a strong commitment to the safe delivery of synthetic DNA by implementing strong internal biosecurity practices," said Dr. Ralf Wagner, CEO and CSO of GENEART. "We hope that the IGSC will help to encourage effective collaboration with government and policy organizations and promote internationally consistent approaches to safety and security in gene synthesis."

"Each of the IGSC companies have worked over the past several years to implement internal sequence and customer screening processes, while contributing to the larger conversation amongst government agencies, policy organizations and the broader scientific community about developing an internationally coordinated approach to biosecurity," said Nick Yan, Vice President, Marketing of GenScript USA. "Recognizing that achieving real gains in biosecurity requires harmonization of screening and other practices, we have drafted a harmonized screening protocol and decided to form the IGSC in an effort to coordinate ongoing work toward shared best practices in the gene synthesis industry."

The IGSC's "Harmonized Screening Protocol for Gene Sequence & Customer Screening to Promote Biosecurity" establishes the five core components that each IGSC company will apply to promote the safe use of synthetic genes:

- **Gene Sequence Screening:** The complete DNA sequence of every synthetic gene order is to be screened against a Regulated Pathogen Database developed by the consortium and one or more of the internationally coordinated sequence reference databanks (i.e., NCBI/GenBank, EBI/EMBL or DDBJ). Amino acid sequences of possible translation products for each synthetic gene ordered will also be screened.
- **Gene Customer Screening:** A complete and thorough screening of each potential gene synthesis customer will be conducted to establish identity and clearance for delivery of genes ordered, in accordance with national guidelines. The screening protocol assigns special considerations to the ordering of Select Agent genes.
- **Record Keeping:** The IGSC companies will keep all screening, customer and order records for at least eight years.
- **Order Refusal & Reporting:** IGSC companies reserve the right to refuse to fill any order and to notify authorities upon identifying potentially problematic orders, coordinating efforts with local and national law enforcement and intelligence agencies.
- **Regulatory Compliance:** IGSC companies comply with all applicable laws and regulations governing the synthesis, possession, transport, export and import of gene synthesis and other products.

“Gene synthesis is the technology driver that will enable research institutions, companies and even individuals or small teams of scientists to develop solutions to the great challenges of our age, such as climate change, world hunger and pandemic disease. Gene synthesis itself provides us with powerful new opportunities to combat the threat of bioterrorism,” said Jeremy Minshull, president of DNA2.0. “We won’t tolerate attempts to misuse gene synthesis technology to threaten the safety of any community. We scrutinize our orders to ensure that our customers are using our products for their potential benefits.”

“The founding companies of the IGSC have been working hand-in-hand with government and with the greater community of scientists and policy advocates to share our expertise in gene synthesis and to help us all devise the most effective biosecurity practices,” said Damon Terrill, Senior Vice President & General Counsel for International Legal and Regulatory Affairs for Integrated DNA Technologies. “For over three years, that collaboration has included close consultation with the Federal Bureau of Investigation and the Departments of Homeland Security and State, as well as with governments in Europe, especially. We encourage all companies who conduct gene synthesis to adopt the IGSC’s approach to sequence and customer screening, and we invite any company with significant business in gene synthesis to join us in the effort.”

About the IGSC

The International Gene Synthesis Consortium (IGSC) represents the gene synthesis industry. For more information please visit www.genesynthesisconsortium.org.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Microbes on Your iPhone -- ASM Announces Application for the iPhone and iPod Touch

Want to get the latest microbiology news, podcasts and video content in the palm of your hand? Now there is an app for that. A new application from the American Society for Microbiology (ASM) allows users to access and interact with audio and video content on Microbeworld, its award winning multimedia website, directly from their iPhones and iPod Touches.

(PRWEB) -- Want to get the latest microbiology news, podcasts and video content in the palm of your hand? Now there is an app for that. A new application from the American Society for Microbiology (ASM) allows users to access and interact with audio and video content on Microbeworld, its award winning multimedia website, directly from their iPhones and iPod Touches.

“If keeping up to date in microbiology news and information is important to you, the MicrobeWorld app offers the most convenient way for you to do so on the go, in your car, at the gym or even in the lab,” says Stanley Maloy of San Diego State University who is Chair of the ASM Communications Committee.

This multimedia application delivers content and news items from the following audio, video and news sources available through Microbeworld:

- Microbeworld Video – a video podcast that highlights the latest in microbiology, life science and related topics.
- Meet the Scientist – an audio podcast where New York Times science writer Carl Zimmer talks with researchers about what they do and what makes them tick.
- Mundos de los Microbios – Microbeworld’s weekly Spanish language podcast hosted by Gary Toranzos, Ph.D, from the University of Puerto Rico.
- This Week in Virology – A weekly podcasts about viruses presented in a manner accessible to everyone by two science professors from Columbia University Medical Center, Drs. Vincent Rancaniello and Dick Despommier .
- Microbe Magazine – The monthly newsmagazine of the ASM, delivered to the iPhone as a PDF.

The application features background play allowing users to access other applications while listening to podcasts, downloadable wallpapers, the ability to follow Microbeworld on Twitter and bonus audio and video content. It also offers the ability to phone in and leave messages or questions for a podcast host, a feature available only to iPhone users.

The MicrobeWorld app can be purchased through the iTunes store for \$4.99 and is available now. For more



information go to www.microbeworld.org/app.

The MicrobeWorld app was created in partnership with Wizzard Media (NYSE Amex: WZE), the world's largest podcasting network.

The American Society for Microbiology is the largest single life science society, composed of over 40,000 scientists and health professionals. Its mission is to promote research and research training in the microbiological sciences and to assist communication between scientists, policy makers, and the public to improve health, the environment, and economic well-being.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Diseased Gums Dramatically Raise Your Cancer and Health Risks

New information shows that gum disease is clearly related to cancer and heart disease according to reliable research and that gum disease represents a public health concern. Gum disease is also related to many other diseases including stroke, kidney cancer, pancreatic cancer and blood cell cancers, and that the public needs to know that having their gums in good health is very important to a body free of serious disease.

Encino, CA (PRWEB) November 19, 2009 -- Evidence is now clear that gum disease should be added to the list of factors that increase your risk of cancer and heart disease. Dental patients with moderate forms of gum disease have an overall 14% increased risk of developing cancer according to a recent British-American report. "People who have been avoiding going to the dentist may want to give their avoidance a second thought," stated Dr. Allan Melnick on his web site www.FocusedCareDental.com.

It comes as no surprise that most people do not like going to the dentist. At best, most people just tolerate the experience. In fact only about 40% of Americans see their dentist each year. That leaves 60% that only see the dentist for pain or some other pressing problem. It must come as troubling news to those many people that are avoiding their dental visits that they are increasing their risk not only of cancer, but also of many other serious health problems.

According to a recent research report in the highly respected journal Lancet Oncology, cancer risk increases when gum disease is present. In addition, when gums disease is present, the risk of heart disease, lung disease, diabetes, liver disease, blood diseases and brain diseases are also increased. With the latest findings there is enough evidence now to add the risk of cancer to the long list of gum disease related illnesses.

The medical profession believed for hundreds of years that teeth were the cause of many diseases. It was felt that the infected teeth and gums released poisons into the blood. It was common to extract all of a person's teeth to rid the body of the source of these poisons. Modern medicine rejected this theory well over one hundred years ago and then began to believe there was no connection present. It was thought the old ideas were simply unscientific superstitious beliefs.

Today there are many new studies on the connection between gum diseases and other health problems. With this greater knowledge there is now a new view by the medical profession on the relationship of gum disease to other diseases. Concern is growing about these problems and leading health care providers now often make their patients aware of the risks involved in neglecting their mouths. Checking for gum disease is now a regular part of an examination in both medical and dental offices.

Researchers found that if you have gum disease, the normal act of brushing your teeth or chewing allows bacteria to enter your blood stream. The blood stream then carries throughout the body the oral bacteria and toxins associated with them. These infectious and damaging agents can trigger the immune system which in turn produces chemicals called cytokines. The liver then produces chemicals called C-reactive proteins (CRP) and finally fibrinogen is released. Oral infections, especially gum infections, can be the cause of these increased levels of infection markers.

The initial studies of the effects of gum disease on the body were related to heart disease. With gum disease present the oral bacteria can attach themselves to the plaque and fatty acids that line the coronary arteries and then increase the build up in these arteries which are critical to heart function. They can also cause blood clots to form in the coronary arteries. This has been shown in several studies and is no longer considered just speculation.

A large study found that heart disease increased by 18% when gum disease was present. Several follow up studies came to the same conclusion and the relationship is now accepted by almost all medical professionals. C-reactive protein is a very good indicator of the chance of a heart attack occurring and is now a standard medical test. Elevated levels are a serious concern.

Research has also been done on the factors related to pancreatic cancer. Pancreatic cancer is the fourth leading cause of cancer deaths in the U.S. One long established risk factor for pancreatic cancer is smoking. Researchers from Harvard School of Public Health and the Dana-Farber Cancer institute found gum disease was also associated with an increased risk. They published an article in The Journal of the National Cancer Institute in January 2007. The study found that after adjusting for all factors, men with advanced gum disease had a 33% greater chance of developing pancreatic cancer. Dr. Dominique Michaud and Dr. Charles Fuchs are the key authors of the study and they did point out that further work is needed to better understand and confirm the data.

English and American researchers have found in their study that gum disease is linked not only to pancreatic cancer but to a higher chance of lung, kidney and blood cancers in both smokers and non-smokers. A team at Imperial College London and Harvard studied the statistical health records of 50,000 men. The data was collected over 21 years. In their group of U.S. men, even in those who have never smoked the presence of gum disease meant a higher risk of cancer.

Those with a history of gum disease had a 14% higher chance overall of cancer compared with those with no history of gum disease. There was a 33% increase in the risk of lung cancer. There was a 50% rise in the chance of kidney cancer and a 38% rise in pancreatic cancer. Blood cancers such as leukemia rose by 30% among men with gum disease. In another study it was found that for each millimeter of bone loss in chronic periodontitis, a form of gum disease, there was a four times increase in head and neck cancer.

The search for a precise connection goes on but it is thought that long lasting gum disease can trigger a substantial reduction in the immune response and cause damage to the immune system. This in turn makes it easier for the cancer to grow. It is also possible that the bacteria from the gum disease could be directly causing the cancer themselves. It is known that people with gum disease not only have higher levels of oral bacteria but higher levels of nitrosamines which are a known carcinogen.

It was always noted by the researchers that further studies are needed to confirm the newest statistical data. There are some noted researchers such as Dr. Phillip Preshaw of Newcastle University that felt the findings are not yet conclusive and that more data is needed. Prominent British researcher Dr. Sir Muir Gray stated that "correlation does not equal causation," He noted that he is not convinced yet. Encino Dentist Dr. Allan Melnick, a well-known author, researcher and clinician said in a recent interview on the subject "I tell my patients the facts as best I know them, but in the end it is up to them, but I do worry when I look at the data. I have a wealth of



information on my blog at www.FocusedCareDental.com/blog. I only wish people would read it. In particular, the parts on gum disease and oral cancer could save their lives.”

So while the data is not proof positive a red warning flag has been raised. Although few people like going to the dentist, it appears that having regular dental care is more important than ever.

www.FocusedCareDental.com

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Diet Delivery Company Bistro MD Is Giving Away \$1,500 in First Ever Creative Writing Contest

In celebration of National Novel Writing Month and to promote nutritional education, diet delivery company Bistro MD is holding a writing contest. Professional writers, amateur writers, students, and health professionals are all encouraged to enter.

(PRWEB) November 19, 2009 -- In celebration of National Novel Writing Month and to promote nutritional education, diet delivery company Bistro MD is holding a writing contest. Professional writers, amateur writers, students, and health professionals are all encouraged to enter. The \$1,500 [writing contest](#) begins today and ends December 18th, 2009.

Hippocrates, the father of modern medicine, said, "Let food be thy medicine..." Bistro MD is asking contest participants to explain what this quote means to them.

Chief Operating Officer Dick Bruno tells the company's motivation behind the event. "We are constantly trying to encourage the public to learn more about nutrition and proper diet," Bruno says. "Holding a writing contest seemed like a fun and exciting way to get the public involved in nutritional education."

Bistro MD creator Caroline J. Cederquist, M.D., encourages clients to understand the relationship between healthy eating and healthy bodies. "The thinking of Hippocrates still applies today," Dr. Cederquist states. "If we eat a proper, balanced diet many diseases can be treated and even cured without prescribed medications."

The company is hoping that the writing contest will spark interest in researching the connection between diet and health. A significant amount of money is being offered to the writer with the best essay or short story describing this link.

The contest grand prize is \$1,000 with an additional \$250 each being offered to the most inspirational and funniest entries.

"There are two upsides to this [writing contest](#)," Bruno says. "One is that many consumers will learn about all the considerable health benefits that come from proper nutrition." "The other upside is that a few people will have a nice wad of cash to spend for the holidays."

If you're interested in winning that wad of cash and you've got what it takes to write a great essay or short story, visit <http://www.bistromd.com/writing-contest.aspx> for complete rules and to enter today. Submissions must be between 5500 and 750 words. Judging criteria includes content quality, adherence to the theme, and title creativity. Winners will be notified by e-mail on Tuesday December 22nd.

Dr. Caroline Cederquist is board certified in family medicine and bariatrics, the specialty of medical weight loss. Bistro MD is the home-delivery version of Dr. Cederquist's clinical dietary program. Originally available only to her Naples patients, Dr. Cederquist's meals became so popular by word of mouth that expansion efforts had to be explored. Today Bistro MD meals are delivered directly to clients' homes all across the United States. The



company has become a leader in diet meal delivery, [diabetic meal plans](#), senior meal delivery, and vegetarian meal plans. Bistro MD is available online at www.bistromd.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Popular Science Awards Lyric “Invisible” Hearing Aid 2009 “Best of What’s New” Award

InSound is honored by latest award for revolutionary hearing aid.

Newark, CA (PRWEB) November 16, 2009 -- Popular Science Magazine has named the Lyric “invisible” hearing aid from InSound Medical a winner of its coveted Best of What’s New Award in the Health category. Chosen from thousands of entrants, Lyric is designed to reside deep in the hearing canal for up to four months while providing natural sound quality. Unlike conventional [hearing aids](#), it does not require battery changes, operates around the clock, can be worn during showers, and uses the ear’s natural anatomy to funnel sound to the ear drum.

“We are honored to be recognized by Popular Science for creating a unique product that can help many of the 35 million Americans with significant hearing loss,” said David Thrower, CEO of InSound Medical. “This award also honors the groundbreaking work our scientists and engineers have done creating Lyric.”

"For 22 years, Popular Science has honored the innovations that surprise and amaze us, those that make a positive impact on our world today, and challenge our views of what's possible in the future," said Mark Jannot, Editor in Chief of Popular Science. "The 'Best of What's New' award is the magazine's top honor, and the 100 winners - chosen from among thousands of entrants - represent the highest level of achievement in their fields."

For a link to the article, please visit:

<http://www.popsci.com/bown/2009/product/insound-medical-lyric-hearing-aid>

About "Best of What's New"

Each year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year - breakthrough products and technologies that represent a significant leap in their categories. The winners of the "Best of What's New" award are given inclusion in the much-anticipated December issue of Popular Science, the most widely read issue of the year since the debut of "Best of What's New" in 1987. "Best of What's New" awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Technology, Home Entertainment, Security, Home Technology, Personal Health, and Recreation.

About Popular Science

Founded in 1872, Popular Science (www.popsci.com) is the world's largest science and technology magazine, with a circulation of 1.3 million and 7.1 million readers. Each month, Popular Science delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Popular Science is published by the Bonnier Corporation (www.bonniercorp.com), one of the largest consumer publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.



About Lyric Hearing

<http://www.lyrichearing.com>

Lyric is not appropriate for all patients. See a Lyric trained professional to determine if Lyric is right for you. Individual replacement needs may vary.

InSound media contact:

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You can read the online version of this press release [here](#).

News Image



Marriott Hotels in Paris Raise Funds for AFM Telethon 2009

Marriott's Corporate Social Responsibility program supports France's AFM Telethon 2009. The 10 Marriott, Renaissance and Courtyard hotels in Paris are organising fund raising activities to help the AFM (French Muscular Dystrophy Association) fight neuromuscular diseases.

Paris, France (PRWEB) November 19, 2009 -- For the third consecutive year, Marriott's 10 hotels in Paris have joined the fight against neuromuscular diseases by raising funds for the [AFM Telethon in France](#). The event will take place on the 4th and 5th December 2009 with the goal of generating donations to support the AFM's research programs and services for people with neuromuscular diseases and to inform the general public about rare genetic disorders.

Since the first Telethon in 1987, the AFM has invested in research into gene-based therapies which are the best hope for curing thousands of currently incurable diseases, whether they are genetic diseases, like most neuromuscular diseases, or rare or even common diseases.

Marriott International has a long history of social responsibility and community engagement embodied by its 'Spirit to Serve our Communities' Corporate Social Responsibility program. The 10 Marriott, Renaissance and Courtyard hotels in Paris, France have a Business Council that meets regularly to set up various charitable, social and environmental activities throughout the year, and the current focus is to raise funds for the AFM Telethon 2009. After raising 4'291€ in 2007 and 5'692€ in 2008, [Marriott International in Paris](#) aims to reach an even higher number this year to help fight neuromuscular diseases. The fund raising activities organised by Marriott's hotels in Paris this year are listed below.

Cooking Classes

The head Chefs of three [Marriott hotels in Paris](#) (the Paris Marriott Rive Gauche Hotel & Conference Center, the Renaissance Paris Hotel Le Parc Trocadero and the Renaissance Paris Hotel La Defense) are organising cooking classes on Saturday 28th November from 10AM to 2PM, for 75€ per person. All ingredients used are sponsored by the hotels' suppliers and the total amount of money generated will be donated to the AFM Telethon. Reservations can be made by contacting Christelle Pattegay (Tel: 01 40 99 87 92 or e-mail: [christelle.pattegay\(at\)marriott\(dot\)com](mailto:christelle.pattegay(at)marriott(dot)com)).

Pancake Sale on the Champs-Elysées

Volunteers from the [10 Marriott, Courtyard and Renaissance hotels in Paris](#) will make pancakes in the kitchens of the Paris Marriott Champs-Elysées hotel and sell them in front of the hotel. For 2€, thousands of passers-by will be able to purchase warm pancakes with jam, sugar or chocolate as a delicious sweet snack on the Champs Elysées Avenue.

The pancake sale will take place on Friday the 4th December from 12PM to 6PM right in front of the Champs Elysées Marriott hotel situated at n°70 of the famous avenue.

Motorbike-Taxi City Tour

A partnership has been set up between four central [Paris Marriott hotels](#) (Paris Marriott Hotel Champs-Elysées,



Renaissance Paris Hotel Le Parc Trocadéro, Renaissance Hotel Paris Vendome and Renaissance Paris Hotel Arc de Triomphe) and a company called CityBird that offers motorbike taxi services. On Friday 4th and Saturday 5th December 2009 from 1PM to 4PM, three taxi-motorbikes sponsored by CityBird will be proposing a 5€ ride stopping off at each of these four hotels. The tour takes a scenic route showing major Paris landmarks and complimentary coffee stops are offered at each hotel stop-off. The money generated from the rides will be donated to the AFM Telethon 2009.

Cocktail for the former members of the Toques Blanches association

On the 5th December the [Paris Marriott Hotel Champs-Élysées](#) is sponsoring a cocktail reception organized for the ceremony during which the former members of the Toques Blanches association give a check to the AFM Telethon. The Toques Blanches (meaning "white hat" or "chef's hat") is an international association born in Paris, France, that brings together over 2'500 invitation only members working in relation to the world of professional cooking. Every year the French chapter coordinates hundreds of fund raising activities carried out by students in cooking schools throughout France. The check will be donated by former members of the Toques Blanches and will be handed over to French actress Corinne Touzet, representing the AFM Telethon 2009.

Hotel fund raising activities

Each of the [10 Marriott, Renaissance and Courtyard hotels in Paris](#) are setting up fund raising activities throughout the week of 30th November, such as cake sales and sponsored races. Fully organized by volunteers amongst hotel associates, funds raised will be entirely donated to the AFM Telethon 2009.

For more information about the AFM Telethon 2009, please visit www.afm-france.org. For more information about the 10 Marriott, Renaissance and Courtyard hotels in Paris, please visit www.marriott.com/paris.

MARRIOTT INTERNATIONAL, Inc. (NYSE:MAR) is a leading lodging company with more than 3,200 lodging properties in 66 countries and territories. Marriott International operates and franchises hotels under the Marriott, JW Marriott, The Ritz-Carlton, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites and Bulgari brand names; develops and operates vacation ownership resorts under the Marriott Vacation Club, The Ritz-Carlton Club and Grand Residences by Marriott brands; operates Marriott Executive Apartments; provides furnished corporate housing through its Marriott ExecuStay division; and operates conference centers. The company is headquartered in Bethesda, Maryland, USA, and had approximately 146,000 employees at 2008 year-end. It is recognized by BusinessWeek as one of the 100 best global brands, by FORTUNE® as one of the best companies to work for, and by the U.S. Environmental Protection Agency (EPA) as Partner of the Year since 2004. In fiscal year 2008, Marriott International reported sales from continuing operations of nearly \$13 billion. For more information or reservations, please visit our web site at marriott.com. For an interactive online version of Marriott's 2008 Annual Report, which includes a short video message from Chairman and CEO J.W. Marriott, Jr., visit marriott.com/investor

Note to Editors: To search and download photography of Marriott hotels in Paris, go to <http://portal.digilink-inc.com/marriottpr>. Username: int02, password: int02. Search by brand, hotel name or keyword. To download, click on the solid arrow icon, save to your computer and open zip folder to get image.

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News Image



Throw a Yellow Flag on Football-related Head Injuries, Warns the Harvard Mental Health Letter

Young football players may shrug off head (and body) blows as "part of the game," but players who sustain a series of even small head bumps may be at increased risk of long-term brain damage.

Boston (Vocus) November 19, 2009 -- Young football players may shrug off head (and body) blows as "part of the game." But players who sustain a series of even small head bumps may be at increased risk of long-term brain damage, according to the editor of the Harvard Mental Health Letter. In an upcoming issue of the newsletter, Dr. Michael C. Miller urges parents to be aware of the risks.

A Congressional hearing in October called attention to the long-term effects of head injury in professional football. During the hearing, the commissioner of the National Football League pointed out that more than 4 million children play football for their school teams or in organized programs, some beginning as young as age 6.

Head blows can be dangerous at any age. Upon impact, the brain accelerates very quickly inside the head, then decelerates just as quickly as it bangs into the skull. Nerve cells stretch, fraying connections between nerve cells. All of this causes a short-term disturbance in brain structure and function. And if two severe head injuries occur in a short span of time--sometimes called "second-impact syndrome"--the outcome can be catastrophic, with brain swelling and death.

Perhaps less well-known are the problems caused by repeated smaller impacts over time, even those not severe enough to cause concussion. These increase the risk for a variety of problems later in life, including depression, poor motivation and concentration, and difficulty with learning and memory.

Professional football players are at particular risk because the typical player--over the course of a high school, college, and pro career--will encounter thousands, if not tens of thousands, of hits to the head. Many experts now believe this increases the chance of developing chronic traumatic encephalopathy, a type of brain damage common among boxers.

But you don't have to be a pro player to suffer the long-term consequences of brain injuries. Unless adults consider the sport's inherent dangers to the head, many children will suffer brain damage that can be life-changing in subtle and not-so-subtle ways.

Dr. Miller recommends that parents, players, and coaches pay more attention to protecting brains of all ages from repeated bumps and head injuries. Given the popularity of the sport, NFL leaders are in a special position to take a prominent role in promoting brain health. They could establish safety guidelines at the professional level that no doubt would be emulated by college, high school, and youth programs--something, in other words, that players of all ages could run with.

The Harvard Mental Health Letter is available from Harvard Health Publications, the publishing division of Harvard Medical School, for \$59 per year. Subscribe at www.health.harvard.edu/mental or by calling



877-649-9457 (toll-free).

Media: Contact Raquel Schott at [Raquel_Schott\(at\)hms.harvard\(dot\)edu](mailto:Raquel_Schott@hms.harvard.edu) for a complimentary copy of the newsletter, or to receive our press releases directly.

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Dates Announced for IntertechPira's 2nd Annual Concentrating Solar Thermal Power Conference

Conference will be held May 5-7 in San Diego, CA

Portland, Maine (PRWEB) November 19, 2009 -- IntertechPira is pleased to announce the 2nd annual [Concentrating Solar Thermal Power 2010](#) conference, scheduled for May 5-7, 2010 at the Hotel Solamar in San Diego, CA. This year's program will address opportunities and challenges for large scale solar electric generation through concentrated solar power thermal (CST) technologies. Key topics to be covered include an introduction to the current market and recent trends, the latest issues in planning and plant proposals, regulatory concerns, finance and purchasing requirements and technical developments and materials advancements.

"Last year's Concentrating Solar Thermal Power Conference, our first annual, attracted nearly 150 leaders in the solar industry," said Christopher Smith, conference producer at IntertechPira. "Building on our initial success, Concentrating Solar Power 2010 will be an excellent networking opportunity for academics, scientists, investors and businesspeople to discuss the advances in materials and technologies and the mechanics of how to bring products to market."

Concentrating Solar Thermal Power 2010 will bring together industry experts, researchers and investors to examine the latest market developments within the concentrating solar thermal power sector. The conference will feature approximately 18 expert presentations assessing market trends, technical development and application related advances through presentations, question-and-answer sessions and panel discussions. Throughout the conference, there will be a number of hosted luncheons, breaks and receptions, which will be held in and around the exhibit area located outside the main conference room. Sponsorship and exhibition opportunities will be available.

Speaker recruitment is now underway. To submit a topic for consideration, or to request more details, please contact conference producer Christopher Smith at +1 207 781 9635.

For more information on Concentrating Solar Thermal Power 2010, visit <http://www.cstpower-conference.com> or visit the conference LinkedIn page at <http://bit.ly/1HWjva> or follow us on Twitter at <http://twitter.com/CSPsolar>.

Members of the press interested in attending, to find out if you qualify for a complimentary press pass, please contact Danielle Marks at +1 207 781 9637.

About IntertechPira

IntertechPira provides events, training, online information and publications across a wide range of niche commodities and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, Maine, US and London, UK through 20 specialized industrial platforms. Our core competencies are information on: research and product development; globalization and new markets; production methods; regulatory and compliance. For more information about IntertechPira, please visit www.intertechpira.com.



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Stics Unveils an Innovative New Predictive Analytical Model for Free Play

Industry's first Free Play Reinvestment Model designed to help gaming properties increase gross gaming revenue.

San Diego, CA. (PRWEB) November 19, 2009 -- Stics, a leading provider of [predictive analytic](#) products and services for the [casino and hospitality industry](#), announces a new model targeting Free Play promotions. The Free Play Model predicts the appropriate amount of Free Play needed to generate reinvestment at the rate desired by individual clients.

Stics takes the guesswork out of assigning Free Play. Our process starts by partnering with clients to understand their objectives. Then, we digest their customer loyalty data and promotional criteria through our scientific models, including our specialized business intelligence. Next, Stics delivers specific recommendations, helping clients offer the right promotion to the right customer at the right time. Finally, we give our clients detailed reports on our findings.

“Today’s market conditions require an increased focus on profitability. Stics is addressing this need with our new Free Play model and the potential it brings for greater ROI. Stics is actively developing more sophisticated technology and information systems to manage the business of gaming more profitably,” said Christy Joiner-Congleton, president and CEO of Stics.

A late October consumer confidence survey from the Conference Board reports consumers remain quite pessimistic about their future earnings and will likely constrain spending during the holidays. Joiner-Congleton added, “Consumer spending on gaming generally declines along with consumer confidence.”

To improve the profitability of Free Play and other promotional offers, it is critical to accurately and individually understand the offer in many dimensions. Stics’ scientists have augmented its offer categorization technology with the [CHIPS \(Casino and Hospitality Industry Predictive Science\)](#) solution, to more fully appreciate the value of offers, and the many dimensions of the typology and timing of offers.

Joiner-Congleton said, “Stics’ CHIPS solution makes it possible for our clients to understand the profitability of each individual customer. Our new model, Free Play, goes beyond our core offering helping clients know who to spend their promotional dollars on and how much to spend on each, in order to generate the highest returns. With Stics, our clients can improve gross gaming revenue profitably and gain a fast ROI.”

About Stics

Stics is an innovative predictive analytics company providing customer insight for greater ROI. Our best of breed models are delivered through highly efficient [Software-as-a-Service \(SaaS\)](#), and our products are specialized for software providers, direct marketers, government contractors and the casino and hospitality industry. Stics’ unique combination of analytical software, complex mathematical models, computing power and industry experience empower our clients to more accurately predict and rank customer value. For more information, visit



<http://www.stics.com>.

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News Image

Stics



Canadian Researchers Benefit from Optical Simulation Software through Compute/Calcul Canada and WestGrid

Vancouver-based Lumerical Solutions donates software licenses to Compute/Calcul Canada that will enable current Canadian academic FDTD Solutions customers to perform large simulations on WestGrid's Top500-ranked Orcinus high performance computing system.

Vancouver, BC (PRWEB) November 19, 2009 -- A Canadian software company and a leading provider of high performance nanophotonic design software, Lumerical Solutions Inc., is donating 10 simulation engine licenses of its finite-difference time-domain (FDTD) software to Compute/Calcul Canada at one of the new WestGrid installations. The licenses will enable FDTD Solutions' academic customers in Canada to run, at no additional cost, large simulations on any number of the 3072 cores of WestGrid's Orcinus cluster. Orcinus is a Hewlett-Packard (HP) c-class blade server cluster with Infiniband interconnect.

Lumerical's FDTD software has been benefiting users across Canada for the past four years. The simulation software enables researchers in various industries including biomedical, display technology, communication, optical storage, semiconductor manufacturing and solid-state lighting, to model light to determine how it interacts with matter at a very small scale. Studying the interaction of light and matter is useful when developing complex devices, such as new high efficiency solar cells, biological sensors and optical interconnects for next generation microprocessing chips.

"The software provided by Lumerical is helping Compute Canada and WestGrid support leading-edge research, and advance the computing landscape, in Canada," says Rob Simmonds, Chief Technology Officer of WestGrid. "This complex and computationally intensive software along with WestGrid's high performance computing capabilities is a powerful combination that is increasing the productivity of academic research."

"Researchers run a limited number of simulations on the desktop workstations in their labs, but when they need extra horsepower, they can run large or many simulations simultaneously on WestGrid's Orcinus" says James Pond, Chief Technology Officer of Lumerical. "Lumerical is proud to support this kind of advanced research across Canada."

The photonics and nanostructure research performed by Jeff Young, Professor in the Department of Physics and Astronomy at the University of British Columbia, is one example of where Lumerical's software and WestGrid's hardware are used to run these very large simulations. Young and his team are interested in developing new optical materials through controlling light at the level of a single photon, which is the smallest entity of light allowed by quantum mechanics. If light can be trapped together with an atom, or an artificial atom at a fixed location on a semiconductor chip, it can generate a new kind of quasi-particle. If this research group discovers a process to render these new kinds of particles, it could have many interesting applications in the general area of quantum information processing. Quantum cryptography is one example, which uses quantum mechanics to ensure secure sharing of information. "When we first develop an optical modeling design, we do it locally on smaller computer systems, but when we have to test the design and get accurate numbers, we run the code for longer periods of time on WestGrid," says Young. "It would take forever on a basic computer. FDTD Solutions is the best for producing the ultimate right answer, so we use it extensively."



"The renewed relationship between WestGrid and Lumerical is helping to ensure that researchers from universities across Canada have the sophisticated computational facilities and services required to advance their scientific knowledge and accelerate innovation," says Susan Baldwin, Executive Director of Compute / Calcul Canada, the national high performance computing organization that includes WestGrid and six other consortia.

Information on FDTD Solutions is available at www.lumerical.com/fdtd.php, and information on how to access the software through WestGrid is available at www.westgrid.ca/support/software/lumerical.

About Compute Canada

Compute Canada is leading the creation of a powerful national high performance computing (HPC) platform for research. This national platform integrates HPC resources at seven partner consortia across the country to create a dynamic computational resource. Compute Canada integrates high-performance computers, data resources and tools, and academic research facilities around the country. These integrated resources represent close to a petaflop of computing capability and online and long-term storage with rapid access and retrieval over Canada's national, provincial and territorial high performance networks. Working in collaboration, Compute Canada and the university-based regional HPC consortia provide for overall architecture and planning, software integration, operations and management, and coordination of user support for the national HPC platform. As a national organization, Compute Canada coordinates and promotes the use of HPC in Canadian research and works to ensure that Canadian researchers have the computational facilities and expert services necessary to advance scientific knowledge and innovation.

About Lumerical Solutions

Since its inception in 2003, Lumerical has pioneered breakthrough simulation technologies that help bring new optical product concepts to life. By empowering research and product development professionals with high performance optical design software that leverages recent advances in computing technology, Lumerical helps optical designers tackle challenging design goals and meet strict deadlines. Lumerical's design software solutions are employed in more than 25 countries by global technology leaders like Agilent, ASML, Philips, Olympus, Samsung, and STMicroelectronics, and prominent research institutions including Harvard, NIST, the Max Planck Institute, and the Chinese Academy of Sciences. Discover how Lumerical can help you meet your own design objectives by visiting us online at www.lumerical.com.

About WestGrid

WestGrid operates high performance computing (HPC), collaboration and visualization infrastructure across western Canada. It encompasses 14 partner institutions across four provinces. WestGrid was the first resource provider in Canada to adopt a grid-enabled system for its HPC, collaboration and scientific visualization resources. Since 2004, this system has enabled WestGrid to build a user community across Canada in disciplines ranging from the sciences and engineering to arts and humanities. WestGrid has a cohesive team of technical staff and system architects to support these users.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Ionic Liquids 2009 Begins This Week in Miami, FL

Conference being held at the Courtyard by Marriott- Miami Beach/Oceanfront.

Portland, ME (PRWeb) November 19, 2009 -- IntertechPira's Ionic Liquids 2009, the industry's leading event focusing on biotechnology, engineering and alternative energy applications as well as the latest market developments, will take place November 18-19, 2009 in Miami, Florida, US.

As research on alternative energy options and energy efficiency takes the global center stage, ionic liquids are becoming one of the favored options in new technology. Building on the success of the 2006 and 2007 events, Ionic Liquids 2009 - chaired by Dr. Tom Beyersdorff of IoLiTec and Professor Robin D. Rogers of The University of Alabama - this year's conference offers an impressive line-up of speakers and presenters, international attendees involved in the ionic liquids industry on a variety of levels and numerous networking opportunities.

Dr. Tom Beyersdorff joined IoLiTec GmbH in 2004 in Freiburg/Germany being responsible for production, marketing and sales of ionic liquids. In 2007, he became head of the marketing and sales division within the company with a focus on customers in the USA and Japan. Additionally, he is designated president of IoLiTec Inc. located in Tuscaloosa/Alabama.

Dr. Robin D. Rogers currently serves as Distinguished Research Professor, Robert Ramsay Chair of Chemistry, and Director of the Center for Green Manufacturing at The University of Alabama. Rogers holds nine issued patents and has published over 646 papers on a diverse array of topics. His research interests cover the use of ionic liquids and Green Chemistry for sustainable technology through innovation and include materials, separations, energy, and medicine.

Other speakers and companies represented on the agenda include: Dr. Windy Boyd, National Institute of Environmental Health Sciences; Dr. Barbara Kinzig, Surfaces Research Inc.; Dr. Victor Koch, Covalent Associates, Inc.; Dr. Werner G. Kuhr, ZettaCore; Dr. Amitesh Maiti, Lawrence Livermore National Laboratory; Dr. Blake Simmons, Sandia National Labs, Joint BioEnergy Institute; Dr. Grant D. Smith, Wasatch Molecular Inc.; Dr. Daniel Tempel, Air Products and Chemicals; Dr. Ion Halalay, General Motors; Dr. James H. Davis, Jr., University of South Alabama; Dr. Peter Schwab, Evonik Goldschmidt GMBH; Brendan Luu, EMD Chemicals, Inc. (an affiliate of Merck KGaA); Dr. Blake Simmons of the Joint Bioenergy Institute and the Sandia National Laboratory; and Bela Derecskei and Agnes Derecskei Kovacs of Millenium Chemicals.

For more information about the event and to view the complete brochure and agenda, please visit www.ionicliquidssummit.com.

About IntertechPira

IntertechPira provides events, training, online information and publications across a wide range of niche commodities and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, Maine, US and London, UK through 20 specialized industrial platforms. Our core competencies are information on: research and product



development; globalization and new markets; production methods; regulatory and compliance.

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You can read the online version of this press release [here](#).



Hydrotech Announces Two Additions to Garden Roof Assembly

The Garden Tray GT15™ and InstaGreen Sedum Carpet™ join the family of Hydrotech product options available for achieving a fully-sustainable roof environment

Chicago, IL (PRWEB) November 19, 2009 -- American Hydrotech (<http://www.hydrotechusa.com>), a recognized leader in the development and distribution of premium waterproofing and roofing products, today announces two new vegetation product component options for achieving sustainable roof environments. Both the Garden Tray GT15™ and InstaGreen™ Sedum Carpet offer outstanding benefits, low maintenance and contribute to a full, warranty-backed Hydrotech extensive Garden Roof Assembly when used in conjunction with other recommended components.

Garden Tray GT15 is a molded, three-dimensional tray made from recycled polyethylene specifically designed for use in a Hydrotech extensive Garden Roof Assembly. Each tray has retention cups on the top side, drainage channels on top and bottom and holes in the tops of domes to achieve proper ventilation and evaporation. Systemfilter filter fabric is laid in the bottom of the tray which is then filled with growing media and plants. Each tray measures 18 in. x 22 in. and covers 2.75 sq. ft. when laid loosely over IRMA Stone Filter Fabric and STYROFOAM insulation. Adjacent Garden Tray GT15 trays can either be butt or mechanically fastened together.

InstaGreen Sedum Carpets are rolled mats of vegetation that can easily be installed on low and steep sloped roofs for a full, green effect. All carpets are delivered with a minimum of 75% coverage and achieve 90% coverage after a two-year period. This product is not only quick to install but also easy to maintain. Perennial plants or plugs can be planted through the mat after installation if desired for added flexibility.

“Hydrotech’s extensive Garden Roof Assemblies have been used on rooftops across the United States for more than 13 years,” stated Ed Jarger, General Sales and Marketing Manager for American Hydrotech. “We continue to expand our product offering with improved technology like GT15 and InstaGreen carpets, all to offer the greatest flexibility for architects, ease of installation for contractors and functionality combined with peace of mind for building owners, since Hydrotech offers a full warranty on all of our assemblies.”

For more information on Garden Tray GT15, InstaGreen Sedum Carpets and all components that make up Hydrotech’s extensive Garden Roof Assembly, please visit www.hydrotechusa.com for downloadable product brochures, installation guides and specification sheets.

About American Hydrotech

Headquartered in Chicago, American Hydrotech, Inc.® is a recognized leader in the development, production and distribution of premium waterproofing and roofing products. For more than 45 years, the company’s flagship waterproofing membrane product, Monolithic Membrane 6125®, has provided waterproofing to almost two billion square feet of roof decks, plazas, vertical foundations, reflecting pools and other structures in 36 countries worldwide. American Hydrotech also offers a variety of drainage, insulation and protection materials for single source assemblies such as The Ultimate Assembly® for plazas and roof terraces as well as the Garden Roof® Assembly, a unique, lightweight assembly for transforming underutilized roofs and plazas into beautiful



landscaped and recreational environments. For more information, please contact 800-877-6125, email [info\(at\)hydrotechusa\(dot\)com](mailto:info(at)hydrotechusa(dot)com) or visit hydrotechusa.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



The Mobile Coupon Solution Has Arrived Via Coupons-2go, Inc. Coupons-2go.com Launches Mobile Coupon Web Site On November 12, 2009

There is no other coupon company like us...period! The key is that consumers can aggressively search and redeem vendor discount offers quickly and easily.

(PRWEB) November 15, 2009 -- [Coupons-2go](#) can deliver a variety of coupons that will yield direct discounts to the consumer, via Print Coupons, SMS, MMS, and Mobile Links.

Why should vendor's partner with Coupons-2go for your online/mobile coupon offers?

In this current economy consumer confidence remains at a record low. Research studies show that 87% of consumers prefer to shop with vendors that offer coupons or discount offers.

[Coupons-2go](#) will increase your exposure, and create increased traffic and sales because of our unique mobile coupon/promotion code delivery formats.

As a select vendor, Coupons-2go will utilize the following advertising campaigns to promote your discount offers to millions of consumers. All of the services we provide to our vendors is free, that's right, free. All we need from you is a unique coupon or discount code to offer to the consumer.

Search Engine Optimization via Google, Yahoo, and MSN-Pay per Click Campaign
Press Releases-Email Marketing-Text Marketing-Article Announcements
Internet Interaction via Facebook, Twitter, and more!
Print Advertising-Affiliate Programs -Referral Program

Since newspaper circulation and subsequent coupon marketing penetration has decreased 5% per year for the last 3 years, mobile technology is the wave of the future.

In 2008, 90% of consumers used some type of coupon/promo code. In addition, mobile coupon usage is also forecasted to significantly increase. Currently, over 172 million Americans send/receive text messages and more than 20% would prefer having that coupon on their phone.

Our goal is to motivate vendors in offering exceptional discounts on their products/services and give the consumer instant access and savings.

These are truly unique, one of a kind coupons/promo codes, and will only be available through [Coupons-2go](#).

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Author, Bodybuilder Paul Burke Releases New Book on Nutrition

One of the Most recognized authors on bodybuilding and nutrition has just released his latest gem: "Paul Burke's Neo-dieter's Handbook," When We Lost Our Nutritional Roots; Where To Find These Foods Today.

Lincon, MA (PRWEB) November 18, 2009 -- Paul Burke, the author, bodybuilder and fitness expert has just released his newest book, "Paul Burke's Neo-Dieter's Handbook," When We Lost Our Nutritional Roots; Where To Find These Foods Today. The book, rooted in evolution and paleonutritionology, is being touted by everyone from Dr. Barry Sears to world champion weight trainers and bodybuilders, as both revolutionary and bridging the gap left vacant by too many over-hyped nutritional substitutes for good food. According to a recent critic this book, "is another gem of Burke's flexing his ability to weave almost poetic like verbiage, combining his experiential wisdom with his empirical knowledge-- within two subject genres that are usually dull and tediously cookie-cutter boring. His approach is always the same whether writing about Nutrition, Body Building, Fitness, or specifically detailed questions posed to him from readers of his monthly column in "Iron Man" magazine (the country's oldest "Iron" Magazine): He has "eagle" eyes and a "mouse" type ability to cull the greatest of detail and still see the world from afar. This book will leave you feeling as if there is no other "human diet" possible than the one he puts forth. No tricks, no magic bullet and no smoke and mirrors. It is Burke's interpretation of history telling us all what the future of "dieting" is.

The book answers so many questions--from the nutritional habits of prehistoric man to the "nutrition" of today's processed food; and so too does it answer such questions as: • Why should we stay away from chicken, pork, and beef if the animals are not pasture fed or not on a "non-grain" diet? • Why were mutant plants the source of present-day domesticated grains? • What are the numerous downfalls of animal domestication? • Why was every great human plague historically restricted to animals before jumping to humans? • Why did the Grist Mill change human longevity forever? • Why do doctors die at age 56-58 on average? • Why did pre-colonial Native Americans die of harsh weather or old age, but not disease?

Burke takes the reader through the stages of human evolution with various indigenous cultures and their eating habits--from the massively muscled and healthy hunter-gatherers of 40,000 years ago to the culture of domesticated plants and animals. Burke's recommendations about the good and bad in his "Body Building Paleolithic Diet" may shock you, but the consequences of animal and plant domestication will shock you even more--things that neither the government nor family doctors talk about! After laying the evolutionary groundwork, Burke builds the anthropological/Paleonutritionolgy case for why one should not eat domesticated grains such as wheat and barely. About 40,000 years ago, the body no longer needed to organically change. Then, about 10,000 years ago, the last of the great Neo Paleolithians discovered something that would change everything--from what we ate to how wars were fought and why we colonized the New World. Plant and animal domestication robbed us of the great energy and power that wild plants and animals possess. In addition, the tenacious skills needed for hunting and gathering were lost--skills that made us the biggest, strongest, fastest, and most intuitive human beings of all time... LOST! The correlation between plant and animal domestication and diminishing human stature is striking. Within a few thousand years, we became a comparative skeleton. By the 16th-18th century, man was not much bigger than our chimpanzee ancestors averaging 5'6" and weighing 150 pounds--most of which was bones, organ tissue, and fat... lots of fat!

Of course, the lifestyle of the hunter-gatherer made them strong and powerful, but more importantly, what they ate--wild animals, nuts, vegetables, and fruits--was the reason for their massive stature. Wild, wild, wild! The more an animal moves the more energy you get from it in the form of protein and carbohydrates as well as the "wild energy" stored in those tissues. A cow held fast in a metal harness all its life, only eating and defecating has no wild energy, very little life force. What you get on your plate is full of drugs and fat... lots and lots of fat! On the other hand, a wild deer, or one of the new "Free Range Buffalo," will give you protein and carbohydrates, in addition to that invisible, unquantifiable wild life force that made our great Neo Paleolithic ancestors such huge muscular marvels.

The advent of the Grist Mill, spawned another industry--the research and treatment of cancer and diabetes. Our pancreas evolved to send out glucagon when protein was digested and insulin when carbohydrates and large amounts of fats were taken in. The mission: restore worked muscle tissue, replace organic tissue, and create fat. Back when we ate once a day at best, fat was used as fuel as soon as the glucose and stored glycogen was burned. Fast-forward to present day where we eat three meals of manufactured food and an absolute epidemic of diabetes is the result--Flour? Pasta? Bread? They are all forms of sugar! A lot of what we eat today isn't real food.

Burke, who many believe is one of the brightest stars of the bodybuilding and fitness world has many other works being promoted; booklets from "How To Build Great Arms," to "How to Build a Great Chest," are just a few of those that are also part of a new intellectual product arsenal.

His third and upcoming book, "Burke's Law II," Bodybuilding for (Smart) Dumbbells: Reaching Your Muscular Potential Through Musculoskeletal Designation (Book-Surge/Amazon, 2009) is due to be released January, 2010. It is the written explanation of how Burke uses his training client's musculoskeletal measurements as a guide to match those uniquely personal measurements with bio-mechanically, leverage advantageous exercises--all stored in an enormous database comprised of every possible musculoskeletal measurement, for every human being--with the "proper" exercises for each of those variables.

This new book is just another gem in the life of Paul Burke

ORDER: "Paul Burke's Neo-Dieter's Handbook," When We Lost Our Nutritional Roots; Where to Find These Foods Today. (Amazon Book-Surge Publishing, 2009).

(JUST CLICK ON BOOK ON WEBSITE BELOW).

This book is a Book-Surge/Amazon, Paul Burke Enterprises, LLC collaboration.

"Burke's Law," (Trafford Publishing, 2006, Amazon Book-Surge Publishing, 2009).

For more information about Burke's books, and DVD's you can also go to www.paulburkefitness.com, www.Amazon.com, www.barnes&noble.com

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Glyphosate-Resistant Weeds: Can We Close the Barn Door?

In a recent presentation to the U.S. Environmental Protection Agency, officials from the Weed Science Society of America reported that nine weed species are now resistant to glyphosate, the nation's most widely used herbicide. Researchers say cost-competitive management techniques can keep resistance from spreading, while also improving crop yields.

Lawrence, Kansas (PRWEB) November 18, 2009 -- Glyphosate is the most widely used herbicide in the nation and a mainstay of weed control for both farmers and homeowners. Over the last 13 years, it has been applied to more than a billion acres. But there is a downside to the product's popularity. Scientists are increasingly concerned about the growing number of weeds developing resistance to glyphosate.

In a recent presentation to the U.S. Environmental Protection Agency, officials from the Weed Science Society of America (WSSA) reported that nine weed species in the United States now have confirmed resistance to glyphosate. Among these weeds are strains of common ragweed (*Ambrosia artemisiifolia*), common waterhemp (*Amaranthus rudis*), giant ragweed (*Ambrosia trifida*), hairy fleabane (*Conyza bonariensis*), horseweed (*Conyza canadensis*), Italian ryegrass (*Lolium multiflorum*), johnsongrass (*Sorghum halepense*), Palmer amaranth (*Amaranthus palmeri*) and rigid ryegrass (*Lolium rigidum*).

“Unfortunately it is too late to prevent glyphosate resistance from developing,” says David Shaw, WSSA president. “It’s a problem that is already with us. The challenge now is to adopt effective management techniques that can keep resistance from spreading.”

The consequences of resistance are particularly troublesome for farmers who grow soybean, corn, cotton and sugar beet crops genetically engineered to tolerate glyphosate. Many of these farmers rely almost exclusively on glyphosate for weed control throughout the growing season. Using a single herbicide, though, increases the odds that the weed population will shift to resistant plants that are able to escape treatment and compete with crops for moisture and nutrients.

University scientists recommend a number of techniques for preventing or managing resistance. One of the most common recommendations is to rotate the types of herbicides used for weed control – making it tougher for weeds to adapt. Shaw says that initially many farmers were slow to recognize the seriousness of glyphosate resistance and to adopt this best management practice. However, educational programs in the last few years have greatly increased grower awareness and management efforts.

“One issue may have been the mistaken perception that adopting resistance management practices will cost more, since glyphosate tends to be very affordable,” Shaw says. “But studies show just the opposite is true.”

In a four-year research project now underway in six key agricultural states (Illinois, Indiana, Iowa, Mississippi, Nebraska and North Carolina), researchers are comparing the economics of university-recommended, herbicide resistance management programs with the use of glyphosate as an exclusive treatment for weed control. As of the end of the third year of the study, researchers say the net returns on fields managed according to recommended best practices are equal to or greater than the returns on those where glyphosate is used alone. Increased yields



appear to offset any increase in herbicide costs.

“When glyphosate was first introduced for weed control, its unique way of inhibiting protein synthesis and growth in plants led many to believe that resistance would not be an issue,” Shaw says. “Obviously that prediction was wrong. However, best management practices can slow the development of resistant weeds, and one effective approach is to rotate glyphosate with herbicides that work very differently.”

Tips for Backyard Gardeners to Prevent the Development of Herbicide Resistance

Most backyard gardeners will recognize glyphosate as Roundup® – one of the many brand names for the popular herbicide. To delay the onset of resistance and maintain weed-free natural areas, flowerbeds and gardens, WSSA says homeowners should follow the same approach university researchers recommend for farmers. They should adopt a broad set of weed management tools and not rely on Roundup alone.

“By rotating the types of herbicides used and by complementing them with hoeing, hand-pulling, black plastic and other nonchemical weed control measures, we can prevent or delay resistance and preserve glyphosate as an effective weed control tool,” Shaw says.

About the [Weed Science Society of America](#)

The Weed Science Society of America, a nonprofit professional society, was founded in 1956 to encourage and promote the development of knowledge concerning weeds and their impact on the environment. The Weed Science Society of America promotes research, education and extension outreach activities related to weeds, provides science-based information to the public and policy makers, fosters awareness of weeds and their impact on managed and natural ecosystems, and promotes cooperation among weed science organizations across the nation and around the world. For more information, visit www.wssa.net.

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Huge Exhibition to Demonstrate Training for Irregular Warfare

The Interservice/Industry Training, Simulation and Education conference will demonstrate how our military trains for irregular warfare--for combat, and just as importantly, for civic operations designed to gain the confidence and cooperation of local foreign populations in Orlando, FL on November 30 to December 3.

Orlando, FL (Vocus) November 18, 2009 -- As the President nears a decision to send additional combat forces to Afghanistan, the world's largest [military training](#) exhibition is about to open in Orlando. The event, from November 30 to December 3, will demonstrate how our military trains for irregular warfare--for combat, and just as importantly, for civic operations designed to gain the confidence and cooperation of local foreign populations.

The event, known as the Interservice/Industry Training, Simulation and Education conference, will feature hundreds of exhibitors demonstrating the latest training technology, including live and [virtual](#) simulations which exactly replicate environments and situations our troops will face when deployed. Interactions with live actors in simulated Afghan villages, with avatars, and in immersive small unit combat, will occur all over the floor. For more details, please visit <http://www.iitsec.org/welcome/>.

During the event, which attracts corporations, government and military representatives from around the world, US Army Vice Chief of Staff, General Peter Chiarelli will discuss "The Road Ahead for the U.S. Army", addressing the challenges facing the forces after eight years of combat. In addition, veterans of Iraq and Afghanistan will hold a series of special sessions to discuss their training and experiences in combat.

Insight from the Flag Officer Panel will be gained in how they are dealing with the demands and what the needs are for the continuing fight. Participants on the panel include:

- General Stephen R. Lorenz, USAF Commander, Air Education and Training Command
- Dr. Samuel D. Kleinman Deputy Under Secretary of Defense (Readiness)
- Major General Mark Graham, USAm G3 FORSCOM
- Rear Admiral Joseph F. Kilkenny, USN Commander, Naval Education and Training Command
- Major General Stephen R. Layfield, USA Director, Joint Warfighting Center, U.S. Joint Forces Command
- Rear Admiral Timothy S. Sullivan, USCG Commander, Force Readiness Command
- Major General (sel) Melvin G. Spiese, USMC Commanding General, Training and Education Command

Training to operate remote vehicles and sensors is rapidly becoming a vital area. At I/ITSEC, robotic equipment and [unmanned areal vehicle training](#) technology will be much in evidence. Also on the floor will be dozens of developers of high-resolution graphics for films, including Hollywood hits, PC-based games, serious games, and of course [simulators](#). Please visit <http://exhibits.iitsec.org> for a complete exhibitor listing.

Simulation training is rapidly becoming indispensable to medical technology- in research, surgical and other applications. See the latest in robotic surgery, first responder training and virtual emergency rooms and surgeries, including the participation of the Society for Simulation in Healthcare (www.SSiH.org).



This event is by far the world's largest assemblage of modeling, simulation and virtual reality technology in one place--Orlando's Orange County Convention Center. See the future of military and civilian training, of research, and of entertainment. Join the tens of thousands attending the Interservice/Industry Training, Simulation and Education Conference.

I/ITSEC is produced by the National Training and Simulation Association, headquartered in Arlington, Virginia.

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<http://www.iitsec.org/welcome>

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