



2010 State of the County Exhibitors Innovation Showcase

The Sonoma County Innovation Council, a group of 34 people representing a broad cross-section of our community, was asked by the Board of Supervisors in 2007 to develop a strategic plan to improve the Sonoma County economy. The Council focused specifically on three areas perceived to need solutions—the future availability of a qualified workforce, the possible future shortages of natural resources, such as water and energy, and measures needed to help assure a strong economic climate in the future. The Council presented its findings and recommendations to the Board of Supervisors last year, and formed the Innovation Action Council. These businesses are here to tell you how innovative solutions and initiatives in their own organizations may improve and enhance Sonoma County’s economic future. The Sonoma County Economic Development Board wishes to recognize the co-chairs of the Innovation Action Council, Cynthia Murray of the North Bay Leadership Council and Randy DeCaminada of Pacific Gas & Electric, who will be part of our program today, in addition to those companies that chose to exhibit in the Innovation Showcase.

AspenAir (www.aspenairinside.com)

AspenAir air filtration systems provide clean, healthy air, while lowering energy bills up to 30 percent. With its revolutionary technology, AspenAir enters a large, worldwide air filtration market. The company has been building, distributing and shipping its products over the past three years. AspenAir air cleaners are the only air filtration products that are approved and qualify under the Sonoma County Energy Independence Program (SCEIP). In addition to residential sales, AspenAir has recently begun installing systems in schools and commercial buildings, opening new markets domestically and preparing for international sales.

Green Ray Technology (www.greenraytechnology.com)

Green Ray is committed to becoming tomorrow’s leader in innovative and alternative technology solutions to today’s world of energy and environmental sustainability concerns. Green Ray uses LED technology to provide cleaner, smarter, more economical and viable ways to illuminate the world in all its formats. The company provides real and practical lighting solutions, combining a strong design and manufacturing process while creating new clean-tech jobs, bringing manufacturing and quality back to the U.S. Green Ray is leading the way to providing real and affordable solutions to tackling energy problems, oil dependency, and global warming.

Osseon Therapeutics, Inc. (www.osseon.com)

Osseon Therapeutics, Inc. has created a proprietary bone cement and steerable, curvable needle delivery system called Osseoplasty™, which is a minimally invasive treatment for osteoporosis and the resulting spinal compression fractures. Osseoplasty™ unipedicular approach for percutaneous vertebral augmentation enables direct access to the entire vertebral body and reduces surgeon operating time by one-half. The product has been successfully used in over five hundred U.S. cases. Shipments to Europe are scheduled to commence in the first quarter of 2010.

Sonoma Mountain Business Cluster (www.sonomamountainbusinesscluster.com)

The Sonoma Mountain Business Cluster (SMBC) is a non-profit business incubator specializing in sustainable resources and socially relevant technologies. Its function is to assist entrepreneurs and start-up companies in achieving success through: mentoring and coaching; a supportive service network; an intellectual and entrepreneurial environment; educational and networking events; contact to investment capital; and an affordable full-featured physical infrastructure. The mission of SMBC is to create high-value jobs in the North Bay by enabling and accelerating the success of technology start-ups within a dynamic sustainable and synergistic environment, while creating a hub activity that contributes to the development of a thriving live/work community in the eco-conscious Sonoma Mountain Village.

The Economic Development Board (EDB) believes all the information contained within this document to be true, but does not guarantee its accuracy. References to specific commercial products, processes, or services, or the use of any trade, firm or corporate name is for the information and convenience of the public, and does not constitute endorsement or recommendation by the EDB.