



1st Quarter 2007

TRDA Names New Executive Director

In early December 2006, the TRDA board of directors named Chester J. Straub, Jr. as the new executive director of the agency. An economic development veteran of 16 years, Straub will assume the position on Jan. 15, 2007.

"Chester has a strong background in administering agencies and fostering economic development at all levels, including local, state and federal," said Dan Adovasio, chairman of the board for the TRDA. "His knowledge of business incubation and technology transfer, coupled with his other skills, will help us move TRDA to the next level of growth."

Straub most recently served for five years as president of the Ulster County Development Corporation (UCDC) in Kingston, N.Y., the county's lead economic development and business attraction entity. At UCDC, he co-founded the Hudson Valley Center for Innovation, the region's first-ever business incubator focused on technology start-up companies.



He also spent eight years with the U.S. Department of Commerce in various positions, including acting assistant secretary for economic development. In this role, he supervised 300 employees and played an integral role in securing a \$450 million, single-year appropriation -- the highest level of funding in the agency's history. He began his economic development career with the Battery Park City Authority in New York, serving as corporate secretary and later as director of legal services.

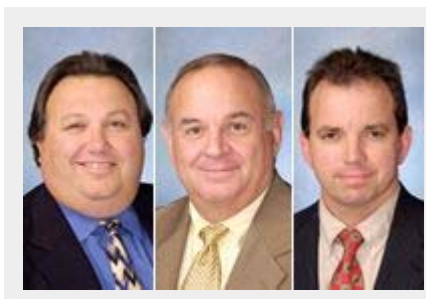
"The TRDA has accomplished much success in the last 19 years," Straub said. "I look forward to using my experience to continue that track record. By reinforcing and enhancing existing programs, I hope to further grow the TRDA and strengthen its role as the principal agency in fostering economic growth within Brevard County and the state of Florida."

Straub was selected for this position after an extensive, four-month executive search process. He replaces former Executive Director Frank Kinney.

TRDA Elects Officers to Board of Directors

On November 15, 2006, the TRDA's five-member board of commissioners unanimously elected three of its members to officer positions. Chair Dan Adovasio, Vice-Chair Peter DiLamore and Secretary Henry Parrish will each serve a one-year term.

"The newly elected officers bring considerable continued leadership to the TRDA and I look forward to working closely with them as we enter another budget year," said the new Executive Director, Chester Straub. "I would also like to commend Chairwoman Luckett and Vice-Chair Adovasio on their excellent job of guiding our special district in the past year."



Adovasio, vice chair from 2005-2006, became a TRDA board member in 2002. An insurance agent, he has served on the board of directors for the Economic Development Commission of Florida's Space Coast and the Cocoa Beach Chamber of Commerce. Adovasio has also participated in the development of the Brevard County Charter as a member of the Charter Commission.

DiLavore, a real estate broker and owner of DiLavore Properties in Melbourne, Fla., has served as a TRDA board member since 2003. He is the former president of the Melbourne Area Association of Realtors, a member of the Kiwanis Club of Melbourne, a literacy tutor and board member of the Embers Alzheimer's Day Care Center. DiLavore also served as a gubernatorial appointee to the East Central Florida Planning Council.

A TRDA board member for three years, Parrish owns a real estate development company and serves as a quality assurance inspector at Sea Ray Boats on Merritt Island, Fla. He is also ninth generation member of one of Central Florida's founding families. Parrish brings to the TRDA board years of manufacturing experience and knowledge of the space program combined with his strong reputation for success in working with people in government and business for bringing effective positive change.

Adovasio, DiLavore and Parrish are joined by fellow TRDA board members Dr. Pamela Luckett and Robert "Al" Glover. Each was originally appointed to the TRDA board by Florida Governor Jeb Bush.

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TRDA and Partners Open New E85 Fueling Station at NASA-KSC

The TRDA and numerous government partners celebrated the launch of the fourth E85 fueling station in Brevard County in October. This newest E85 station is now the second one at the NASA-Kennedy Space Center (NASA-KSC).

E85 is a renewable alternative transportation fuel that burns cleaner than gasoline, thereby reducing pollution and decreasing the nation's dependence on petroleum. Made up of ethanol (85 percent) and gasoline (15 percent), it is produced from renewable resources such as fermented corn or other plants high in starch.

"E85 is such an important tool for promoting a cleaner environment in our state," said James Culp, energy programs manager at TRDA. "It benefits countless people - from the grain producer all the way to the end-user. We are so pleased that Florida has taken this significant step in making E85 more readily available."



The E85 fuel station project launched in 2001 as a partnership between the TRDA, NASA-KSC, the Florida Institute of Technology, Clean Cities, and the Department of Energy. The object of the project was to build the four E85 fueling stations. Other support was provided by the state of Florida Department of Community Affairs. The initial station opened at NASA-KSC in 2003. The other stations opened at Patrick Air Force Base and Cape Canaveral Air Force Station in 2005.

Since the E85 stations have been in operation at Kennedy Space Center, the following amounts of E85 have been dispensed: 13,429 gallons in 2004, 45,750 gallons in 2005 and 93,283 gallons in 2006.

"This sweeping increase in consumption reveals the importance consumers are placing on contributing to a safer, healthier environment," said Bruce Chesson, director of NASA's Operations, Alternative Fuel and Vehicle Program at NASA-KSC.

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There's Nothing Fishy About Laserlure

Could simply observing fish swimming inside a tank make someone a millionaire? Perhaps. Just ask Bruce Young. One day, the fish owner shined a laser light into his tank. Suddenly, his fish went wild, chasing the light all throughout the tank. And then, an idea was born!

Young is the creator of LaserLure, a water-activated, computer-controlled fishing lure that contains a blinking laser light. The lure, which has been on the market for three months, is helping amateur fisherman catch up to 30 percent more fish!

"Predator fish are attracted to the blinking laser light inside the lure, whereas fish that are preyed upon swim away from the light," said Young, who has operated his business for two years from the TRDA's Florida/NASA Business Incubation Center (FNBIC) in Titusville.

LaserLure uses a lithium ion battery that powers the laser when it is submerged in water. The lure's life span is guaranteed for 140 hours of use.

There are currently five versions of LaserLure on the market, each of which has been tank-tested prior to production. Some of the lures are designed to mimic swimming bait, while others resemble wounded fish or other types of bait fish. Eight additional LaserLure versions are currently in the design phase.

Young acquired the patent for LaserLure in 1998 and has worked with the TRDA every step of the way. In fact, he credits the agency for helping him bring the product to market.

On two separate occasions, he tapped into the expertise of engineers from The Boeing Company via the Space Alliance Technology Outreach Program (SATOP), another program administered by the TRDA, to perfect various components of the lure. Then, he joined the FNBIC.

"Being in the Incubator has been helpful in many respects," said Young. "I received help in compiling my business plan. I used the conference room to conduct important meetings. Plus, the Incubator presented numerous networking opportunities for me to meet potential customers, suppliers and more. The overall experience here has proven to be incredibly valuable."

This year, Young is launching an extensive marketing campaign for LaserLure, sponsoring 1,008 American Bass Anglers fishing tournaments in 41 states. He is also sponsoring five traveling fish tanks, which will offer live demonstrations of the various LaserLures at 71 different fishing shows across America.

Young hopes to attain \$50 million in sales in the next two years.

To learn more about SATOP, a program administered by the Technological Research and Development Authority, visit www.spacetechsolutions.com.

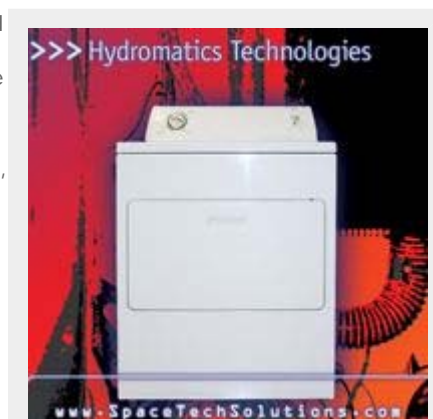
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Entrepreneur Creates Unique Clothes Dryer With Help From SATOP

The Space Alliance Technology Outreach Program (SATOP) is credited with helping many entrepreneurs overcome their technical challenges and bringing new products to market. Now, success has arisen in the world of laundry!

Mike Brown, an entrepreneur and veteran appliance-repair technician, has created the Hydronic Clothes Dryer -- a safer and more energy-efficient way to dry clothes using fluid-based hydronic technology.

Traditional dryers utilize combustible and potentially hazardous means to generate heat via either a gas flame or a high-temperature heating element. Brown's hydronic heating element is completely self-contained and works by heating a heat-transfer fluid circulated within a closed-loop system. This helps retain heat longer than



traditional elements, causing the Hydronic Clothes Dryer to consume less energy.

"The in-house testing of our heat generation unit has revealed energy efficiencies in excess of 200 percent," Brown said. "Not only will it save consumers on their electrical costs, but it may well become the first clothes dryer of its kind to receive an Energy Star rating from the Department of Energy, once an energy standard is in place."

Although he was making great progress with his dryer technology, Brown asked SATOP for assistance in creating sensors that would monitor the dryer's temperature and humidity levels.

Ryan Greenough, SATOP senior program engineer, matched Brown's Request for Technical Assistance (RTA) with Dr. Chaouki Abdallah of the Department of Electrical and Computer Engineering at the University of New Mexico (UNM) in Albuquerque, a silver-level SATOP Alliance Partner. Abdallah recruited graduate students Jorge Piovesan and Ivan Lopez to assist on the RTA.

"Our challenge was to recommend a humidity/temperature sensor capable of measuring a wide range of conditions in which the hydronic dryer would operate, as well as a microcontroller, or memory chip, that would store and retrieve the data gathered by the sensor," said Abdallah.

Piovesan and Lopez worked carefully to match the dryer's technical requirements with the technical specifications of products available in the marketplace. They found and recommended a humidity/temperature sensor, as well as two options for the microcontroller.

Brown has since implemented those recommendations and is moving forward with plans to bring the revolutionary dryer to market nationwide via his new company, Hydromatic Technologies Corporation. And thanks to recent approval from Underwriters Laboratories, he also will be able to quickly retrofit existing dryers with the patent-pending hydronic technology.

"It won't matter if your dryer is gas or electric - the retrofit is easily accomplished," said Brown, who estimates that the retrofit will cost less than \$200 and will pay for itself in energy savings within one year.

Greenough described Brown's RTA and its solution as an ideal example of how SATOP works.

"SATOP's assistance provided the final touches to Mike's innovative dryer," Greenough said. "Now, he will be able to promote and sell this new product, bringing in the first sales for his new company. That is what SATOP is all about - helping small businesses overcome technical hurdles so that they can succeed in the marketplace."

Brown has high praise for SATOP.

"SATOP has been integral in helping us move our technology forward," he said. "They've allowed us to make our future vision a present day reality to positively impact consumers nationwide."

To learn more about SATOP, visit www.spacetechsolutions.com.

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Xtreme Xploration Debuts in Florida Tag Offices

In January, 182 tag offices across Florida will take an active role in helping the TRDA promote sales of the Space Plate via a new marketing campaign titled "Xtreme Xploration." A visually dynamic campaign, "Xtreme Xploration" pays homage to the ultimate in exploration endeavors - space travel!



As residents enter the tag offices, they will be greeted by a life-sized, cut-out of an astronaut holding the Space Plate. In addition, an "Xtreme Xploration" poster will adorn tag office walls and be available to anyone who purchases or renews the Space Plate.

The "Xtreme Xploration" campaign was previewed to Florida tax collectors in October at their annual conference. TRDA sponsored an appearance by retired moonwalker and astronaut Charlie Duke at the conference. Tax collectors stood in line to meet Charlie Duke and were introduced to the elements of the campaign as they waited.

The Space Plate was the very first specialty license plate in Florida. It debuted in 1987 to honor the crew of the Space Shuttle Challenger and was known as the Challenger License Plate. Sixteen years later, with the loss of the Space Shuttle Columbia and its crew in February 2003, the plate was expanded to honor those additional heroes and officially re-launched as the "Space Plate."

Proceeds from sales of the Space Plate are shared equally between the TRDA and The Astronauts Memorial Foundation. These funds help maintain a national memorial to all astronauts who have lost their lives while in space or training for a mission. Funds are also invested into a "living memorial" via technology training and other professional development programs specifically designed for Florida teachers. By equipping teachers with new knowledge, they help students develop a love for science, math and technology.

"The Florida tag offices' belief in our mission and their willingness to work with us in our marketing efforts has made a great impact on education within Florida," said Dave Kershaw, Deputy Director with TRDA. "We are keeping the memories of our space heroes alive by doing all we can to give our teachers, and ultimately our students, the tools they need to succeed."

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