Welcome to the fifth edition of the College of William & Mary’s Economic Development newsletter - CONNECTIVITY. Much has happened at William & Mary since the last edition of the newsletter.

As with every college campus, the number of people around (in particular students) drops significantly during the summer. Even though summer is here, there is much innovative and celebrated economic development related work happening at William & Mary. From bomb detection to helping small businesses grow to fuel cell-powered vehicles, William & Mary is working to provide solutions to problems—both local and global.

Our five major economic development projects are the anchors that enable us to do this by leveraging the unique strengths of William & Mary: 1) Greater Williamsburg, 2) Chesapeake Bay, 3) Hampton Roads Technology Clusters, 4) City of Portsmouth - World Class Maritime Center, and 5) The Petersburg Partnership.

I hope you enjoy reading CONNECTIVITY. I am also interested in hearing your feedback about this newsletter and on ways the Office of Economic Development and Technology & Business Center can better serve you. Fill out our contact card to let us know your thoughts. I look forward to hearing from you and have a safe and fun summer!

Thanks,

Leonard Sledge
Director - Office of Economic Development
lsledge@wm.edu

---

- **Building a Better Bomb Sniffer**
  A team of scientists led by a professor at William & Mary has been tapped by a U.S. government agency to pursue an avenue of scientific inquiry that is expected to lead to the development of a new line of devices to detect weapons of mass destruction. READ MORE

- **2010 Portsmouth Maritime Summit**
  The College of William & Mary’s Office of Economic Development and the City of Portsmouth partnered to deliver the 5th Annual Maritime Summit. The objective of the summit was to: 1) discuss the current state of the Port of Hampton Roads; and 2) identify opportunities and challenges the City of Portsmouth has in order to continue achieving its goal of becoming a World Class Maritime Center. READ MORE

- **College’s Technology and Business Center Supports Businesses with Incubator**
  The James City County Business and Technology Incubator—which was founded by James City County and its Economic Development Authority and is currently managed by the College of William & Mary—welcomed a new client this month, Breathe Healthy. Breathe Healthy manufactures and sells a unique line of breathing masks that are commonly used for allergy relief and protection from dust, pollen, and germs. Their customers range from asthma sufferers to pet groomers. READ MORE

- **‘Act One’ of Student Retail Effort Officially Underway**
  An effort to bring more student-oriented retail and housing near campus officially got underway Tuesday with the groundbreaking of “Tribe Square.” When finished in the fall 2011, the new building next to the Wawa store on Richmond Road will be home to 12,000 square feet of retail and restaurant space and 14 apartments that will house 56 William & Mary students. READ MORE

- **Your First Fuel Cell-Powered Car Just Moved a Little Closer**
  A pair of researchers may have brought the affordable fuel cell-powered car a step or two closer to reality. Gunter Luepke and Erik Spahr are working to perfect their invention, a process designed to reduce the operating temperature of one type of fuel cell. Cooler operating temperatures remove some of the barriers to fuel-cell use. READ MORE

- **GIS Data-stitching Opens New Research Horizons**
  GIS is making new types of research possible at William & Mary. It’s also allowing researchers to look at work in progress in new, compelling ways. “Between 60 and 80 percent of all data collected has some spatial component,” Hamilton said. “A lot of people weren’t even looking at the spatial component of data sets. Then GIS came along and people found that it’s applicable to not just geographers and geologists, but also social scientists, education researchers, public-policy people and more.” READ MORE